



Denbighshire Community Strategy



Partners

- Welsh Ambulance Services NHS Trust
- Countryside Council for Wales
- Denbighshire Local Health Board
- Denbighshire County Council
- Menter Iaith Sir Ddinbych
- Denbighshire Voluntary Services Council
- Environment Agency Wales
- Education Learning Wales
- Conwy & Denbighshire NHS Trust
- Cymdeithas Tai Clwyd
- Welsh Development Agency
- Cymdeithas Tai Clwyd Alyn
- Forestry Commission
- North Wales Wildlife Trust
- Denbighshire BioDiversity Partnership
- North Wales Police
- Local Agenda 21
- Dolen Dysg Dinbych
- Denbighshire Association of Local Councils
- Rhyl Area Partnership
- Prestatyn & Meliden Area Partnership
- Central Area Partnership
- South Area Partnership

- Shaping The Future Together -



Foreword

On behalf of the Community Strategy Partnership I would like to introduce you to the first Community Strategy for Denbighshire. It has been a challenging but exciting time of change within the County, and being able to work together in this new and innovative way has been both informative and rewarding for all of us.

The partners of the Community Strategy recognise that services and facilities are a key feature of any community. To improve quality of life, and enable the County to develop and grow for our future, the services provided need to reflect the diversity of our environment and communities.

The Community Strategy is now the principal strategic document for the County and has been produced following extensive consultation with the people of Denbighshire and the various partners. They have agreed to gradually harmonise their strategies and future business and service plans. All in future will need to reflect the themes and priorities agreed within this document.

In order to achieve the vision and meet the needs and priorities, the partners have worked within the strategic and local structures, the Area Partnerships and local communities. The priorities were themed in accordance with existing and emerging Partnerships and targets agreed within each theme; Health, Social Care and Well-Being; Community Safety; Lifelong Learning; Economic Prosperity; Environment; Children and Young People.

The Community Strategy is intended to be a live and dynamic tool to assist partners to constantly develop and improve services delivered in Denbighshire. There are major issues to address; Decline of local traditional tourist towns; Areas of multiple deprivation; An ageing population; New skills needs and transport infrastructure, to name but a few. What this document represents is the belief that by working together, the partners can address these issues with more success, securing a greater benefit for Denbighshire.

Finally, the partnership considers that the future offers an opportunity for all of our communities to be engaged in this venture seeking an improved quality of life for all.

It is with great satisfaction that, on behalf of the Denbighshire Community Strategy Partnership, I am able to present this document to you.

Alan Lawrie

Chair

Denbighshire Community Strategy Partnership



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COUNTY MAP OF DENBIGHSHIRE

Denbighshire Area Partnerships

Scale: 1:250000 April 2004



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1. INTRODUCTION

The Community Strategy Partners have spent nearly two years in developing a shared approach to community planning in Denbighshire. This Strategy represents a shared vision for Denbighshire up until 2015.

A vision day and postal questionnaire have influenced and informed the development of the strategy. The vision day, held in Llangollen, enabled over 130 community representatives and individuals to contribute to the process. The questionnaire, sent to 8,000 households, provided a further opportunity for local people to have their views considered.

1. Partners in the Public, Private and Voluntary Sectors joined together to undertake the work.
2. The Community Strategy will be subject to detailed consultation at all levels of the Community.
3. This Community Strategy does not belong to any individual partner, but belongs to the whole Community.
4. The aims and objectives of this strategy document are to present an agreed shared vision for the future of Denbighshire.
5. The aim for the next 10 to 15 years is to improve the economic, social and environmental well being of Denbighshire and promote sustainable development. The Community Strategy details what will be done in partnership in each of the key themes.
6. We have set ourselves targets to be achieved by 2008. Our performance against these targets will be monitored and reported annually to the people of Denbighshire.
7. This Community Strategy will be kept under review and take account of changing circumstances. The first major review will take place in 2006.

2. ROLE OF AREA PARTNERSHIPS

Due to the diversity of the Communities within Denbighshire, 4 Area Partnerships have been developed to provide an opportunity for those Communities to influence policy making and service delivery.

These Area Partnerships will produce Area Plans which relate to the themes of the Community Strategy but which reflect local priorities. This process will ensure that the Area Plans and the Community Strategy are complementary.



3. THE VISION

By working together, we will achieve a more prosperous, better educated, healthier, greener, safer and more confident future for the people and Communities of Denbighshire.

This vision is informed by consultation with individuals, the Community and organisations throughout the County. It reflects views expressed during the Vision Day and in the Questionnaire Survey. The strategy document sets out how to achieve this vision.

The Vision Day and Questionnaire identified peoples' aspirations for the future of the County. The statements below reflect the views gathered by these means.

1. A successful local economy with viable town centres, providing quality employment opportunities.
2. Quality, affordable and appropriate housing while safeguarding our environment and providing green spaces.
3. An integrated, sustainable, accessible and adequately maintained highways and transport network.
4. Adequate, secure car parking facilities.
5. Improved and sustained rural and urban environment, both built and natural, resulting in a beautiful, clean and well-kept County.
6. Young people actively involved in issues affecting their Communities, having access to appropriate youth and children's provision in every town.
7. Quality, accessible leisure services and activities for all.
8. Improved quality and quantity of cultural sites and events.
9. Ample social opportunities to use the Welsh language.
10. A fully developed broadband network.
11. Simple, speedy access to excellent health care services including rural and Community based provision.
12. Appropriate provision for older people to access quality health services and maintain independent living.
13. Quality support structures for carers of disabled or elderly people.
14. Increased, responsive, police presence and effective crime prevention initiatives.
15. Safe streets with reduction of anti-social behaviour.
16. No increase in crime relating to drugs and alcohol.
17. Zero waste and 100% recycling.
18. Rhyl regenerated with other towns thriving with an excellent choice of retail facilities.
19. Community spirit, ownership and involvement in planning and developing services locally.
20. Excellent standards of education with lifelong community learning opportunities available to all.

The Community Strategy will help partners plan and work together to achieve The Vision and improve quality of life for the Communities of Denbighshire.



4. GUIDING PRINCIPLES

The Partnership positively adopts the Guiding Principles in the National Assembly for Wales Guidance on the preparation of Community Strategies:-

- ◆ **SUSTAINABLE DEVELOPMENT**
- ◆ **SOCIAL INCLUSION**
- ◆ **EQUAL OPPORTUNITIES**

These **3** guiding principles are embedded within the objectives for each of the **6 Key Themes** :-

- **Health, Social Care and Well-Being**
- **Community Safety**
- **Lifelong Learning**
- **Economic Prosperity**
- **Environment**
- **Children and Young People**

All the partners recognise there are cross cutting impacts between the themes, for example, achieving an objective within economic prosperity can impact on health, social care and well-being and crime and community safety. The Community Strategy addresses how partners plan to act together in response to the Community's needs within the framework provided by the above themes.

5. PARTNERSHIP WORKING

The aim of the partners is to improve the quality of life and well-being of Denbighshire's Communities. Close partnership working underpins the Strategy and wherever possible will continue to build on existing successful partnerships and strategies whilst developing new ones built upon the views of local people and organisations.

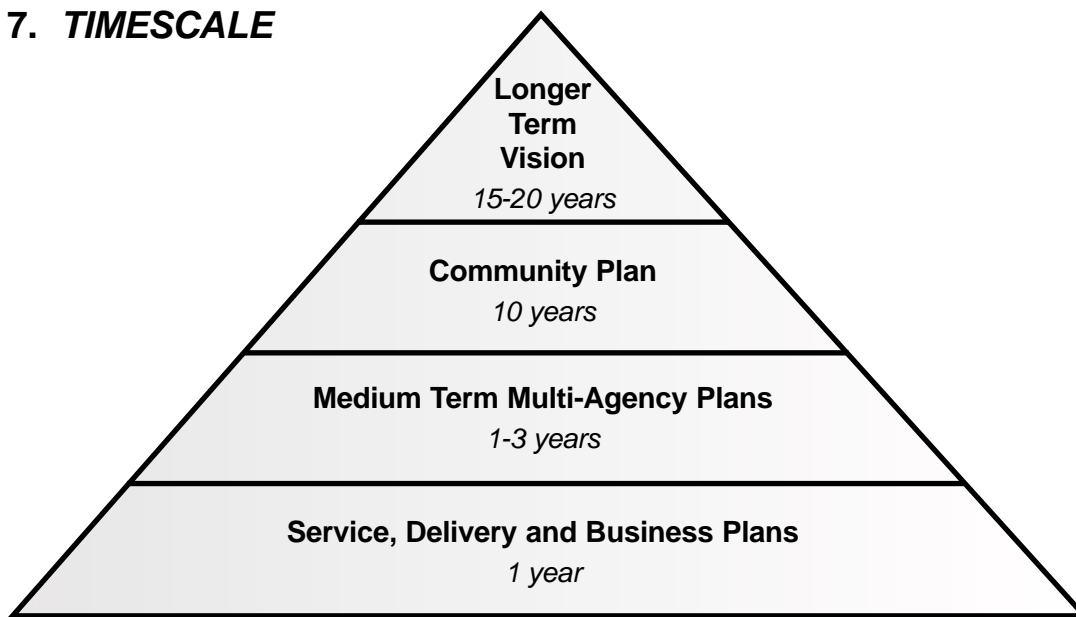
6. EFFECTIVE USE OF RESOURCES

There is a commitment that the Partnership will continue to develop and improve techniques to collectively collate, up date and share information and data.

The partners will share information and resources in the delivery of the aims and objectives of the Community Strategy.



7. **TIMESCALE**



The wider partnership will work together to build a picture of Denbighshire, where are we now and where do we want to be in 10 - 15 years' time. It will have links with Area Partnerships, Town and Community Councils and the voluntary sector and business sectors as well as all of the organisations who have joined the Partnership. It will also have involvement with elected politicians at all levels: Community and Town Council, County, Assembly, Westminster and European.

The Community Strategy is an achievable, yet demanding forward programme, managing sustainable development and change in a modernised world. The policy agreement targets quoted in the document are subject of ongoing review.

8. **THE FUTURE**

What will Denbighshire be like in 2015?

The partnership aims to make Denbighshire more like the aspirations identified by Communities in The Vision.

The Community Strategy Partnership acknowledges that the priorities identified within the 6 key themes will vary over time. An ongoing framework of dialogue will develop, evolve and continually reflect Community aspirations within the Strategy, hence the structure of Area Partnerships to enable this framework.

9. **NATIONAL POLICY FRAMEWORK**

Policy guidance from the National Assembly for Wales, including the Local Government Act 2000, has guided the preparation of this document. The Community Strategy will reflect and incorporate the principles and opportunities afforded by external funding. There are common themes focusing on economic, social and environmental well being.



A. HEALTH, SOCIAL CARE AND WELL-BEING

1. **The partnership will give priority to improving people's health and well-being, particularly those whose chance of good health are not equal.**
 - 1.1 In developing services, we shall place a greater emphasis on prevention and early intervention based on evidence and needs assessment. We shall review current strategies and trends in health needs in order to improve future planning.

The strategic aspect of this theme is addressed by the Denbighshire Health Social Care and Well Being Strategy Partnership who will finalise the strategy in Autumn 2004 which will then be reflected in the Community Strategy at its first review.

2. PARTNERSHIP VISION

By 2015 we will have:-

- 2.1 Ensured that all our citizens throughout Denbighshire have easy, equitable access to high quality health and social care services.
- 2.2 Created the necessary support mechanisms for older people and disabled people to continue to live in their own homes and communities.
- 2.3 Ensured that all children and young persons in Denbighshire, their carers and all who are responsible for their well-being, benefit from the best possible framework of service provision.
- 2.4 Improved the condition of housing and neighbourhoods that historically have exacerbated physical and mental health problems.
- 2.5 Ensured provision for homeless people to support them in establishing stable, healthy, fulfilling lives.
- 2.6 Provided programmes and initiatives to address the full range of factors that impact on health, social care and well-being.
- 2.7 Ensured housing stock presently owned by the council is brought up to the Welsh Housing Quality Standard.

What you said ...

"Improve and increase community health facilities"

"User friendly homes for the elderly and disabled in rural areas."

"More local health support for vulnerable people."

"Scheme to combat loneliness."

"Locally sourced healthy produce for school meals"

"Get rid of decaying communities and poverty housing."

"More green spaces in housing developments"

"Introduction of housing associations has had a positive impact."

"Sport Centre opening hours, not open long enough or early enough."



3. **OBJECTIVES**

With our partners we will improve health, social care and well-being by:-

- 3.1 Meeting projected growth in demand for services in the most appropriate location.
- 3.2 Actively consulting with and engaging the Community as to their health and social needs both as service users and public via the Area Partnerships.
- 3.3 Implementing priorities in the Denbighshire Local Health Social Care and Well-Being Strategy, in particular reducing the incidence of cancer and coronary heart disease.
- 3.4 Increasing partnership working and developing new initiatives for older people and others, whilst also improving support services for their carers so that they can maintain their independence in their Community.
- 3.5 Maintaining the current rate of delayed transfers of care being one of the lowest rates in Wales.
- 3.6 Enabling and re-enabling people with disabilities and health problems to live active lives within the Community and to develop their potential to the full.
- 3.7 Ensure that all carers of adults are offered an assessment of their support needs and have those needs met.
- 3.8 Developing initiatives to meet current growth in demand for affordable housing in Denbighshire and to provide flexibility and choice for all.
- 3.9 Tackling the underlying reasons for ill-health including poverty, social disadvantage and poor housing.
- 3.10 Developing new initiatives designed to reduce the numbers of people in Denbighshire who are affected by fire and its consequences, involving increased partnership working.
- 3.11 Aiming to prevent ill-health through prevention and early intervention via programmes aimed at healthier lifestyles; improving diet, exercise, reducing consumption of legal drugs (alcohol and tobacco) and illegal drugs, and reducing accidents and injuries. (See B 3.5)



4. **TARGETS**

By the year 2008 the partnership aims to:-

- 4.1 Ensure access to quality services achieves the minimum standards set out in national frameworks.
- 4.2 Achieve high levels of public and patient involvement in Health and Social Care planning and provision using the Area Partnerships, user groups and focus groups so as to facilitate a more representative voice for the public.
- 4.3 Provide increased support for older persons (aged 65 and over) to enable 109 per 1,000 population to live at home. (Policy Agreement Target: currently 214 per 1,000 population to increase to 109 by 2007(using revised formula))
- 4.4 Establish base line information and a strategy to reduce admissions to hospital as a result of hypothermia or falls, of people aged 75 and over.
- 4.5 Ensure social care is available on discharge from hospital for people aged 75 or over so as to maintain the current rate of delayed transfers at less than 2.53 per 1,000. (Policy Agreement Target)
- 4.6 Reduce the number of people aged 65 and over supported in residential or nursing homes by providing additional sheltered housing accommodation of 41 places per 1000 population. (Policy Agreement Target: currently 31 places per 1000 population to increase to 41 places per 1000 population aged 65 and over by 2007)
- 4.7 Have undertaken a cross sector review of stroke services in Denbighshire.
- 4.8 Achieve a fully integrated mental health service which implements the key actions within the Adult Mental Health Services National Strategic Framework.
- 4.9 Eliminate the use of Bed and Breakfast accommodation for homeless families, except for emergencies. (Policy Agreement Target: Currently 105 families to reduce to 0 by 2007)
- 4.10 Reduce the time spent in temporary accommodation during the period of the agreement to 20 weeks. (Policy Agreement Target: Currently 39 weeks to reduce to 20 weeks by 2007)



- 4.11 Achieve a 30% increase in affordable, appropriate housing with reference to the review of the Unitary Development Plan identifying areas of land for social housing, in particular for young people. (Policy Agreement Target: 274 dwellings to be built per annum. Of these there will be 35 private low cost dwellings, 35 new social housing for rent. Additional target of 15 new registered social landlords dwellings per annum derived from commuted sums)
- 4.12 Develop and implement joint, targeted health promotion measures.
- 4.13 Ensure that 100% offer rate for all childhood immunisations is achieved and to take all reasonable steps to achieve 95% coverage level to ensure immunity.
- 4.14 Increase the number of homes achieving efficiency element of the Welsh Housing Quality Standard by 400 council housing stock homes per year and 2% of private stock homes per year. (Policy Agreement Target: Currently 648 council housing stock homes and 0.94% private stock homes to increase to 1848 council housing stock homes by 2007 and 2% private stock homes per annum) (See E 4.5)
- 4.15 Increase the number of individuals participating in healthy living initiatives to 752. (Policy Agreement Target: Currently 650 to increase to 752 by 2007)
- 4.16 Maintain and improve routes for walking, cycling, riding and improving access to promote participation in healthy outdoor activities. (See D 4 and E 3.6)



B. COMMUNITY SAFETY

1. **The Partners will seek to ensure that the people of Denbighshire enjoy a good quality of life in the knowledge that theirs is a safe community where levels of crime and disorder are low.**
 - 1.1 In developing services we will continue to place a greater emphasis on prevention and early intervention and we shall review our three year Crime and Disorder Strategy (published in 2002), monitor current trends and continue to improve our future planning.

The strategic aspect of this theme is addressed by the Denbighshire Community Safety Partnership.

2. PARTNERSHIP VISION

By 2015 we will have:-

- 2.1 Achieved a significant year-on-year reduction in the level of burglary, vehicle theft and violent crime.
- 2.2 Ensured that Denbighshire is a safe community in which to live and visit and that the fear of crime is reduced.
- 2.3 Reduced the misuse of legal drugs (alcohol and tobacco), illegal drugs and volatile substances. (See A 3.11)
- 2.4 Reduced the involvement of young people in criminal and anti-social behaviour. (See F 3.2)
- 2.5 Reduced number of fires attributable to arson or deliberate ignition.

3. OBJECTIVES

With our partners we will reduce crime and disorder levels and improve community safety by:-

- 3.1 Increasing awareness of the problems caused by car crime and introducing measures to reduce the amount of car-related crime.
- 3.2 Identifying gaps in service provision for victims of domestic abuse and providing initiatives to tackle the problem.

What you said ...

“Increased numbers of community based police are welcomed.”

“Trains and stations are scary at night and not well lit.”

“Nowhere for young people labelled as yobs to hang around”

“Better policing to fight drugs and trouble in our town.”

“Control availability of drugs.”

Do something about teenage crime and vandalism.”

“Increase local emergency services to reduce response time.”



- 3.3 Increasing the effectiveness of the CCTV network, targeting well-known anti-social activity areas.
- 3.4 Tackling irresponsible attitudes to the sale, consumption and misuse of alcohol and tobacco and reduce the number of associated crimes. (See A 3.11 and F 3.4)
- 3.5 Expanding and enhancing services which help prevent and treat the misuse of legal drugs (alcohol and tobacco), illegal drugs and volatile substances particularly in respect of young people and including preventative training. (See A 3.11 and F 3.4)
- 3.6 Increase and expand the awareness of fire-related issues by community education. (See C 4.12)
- 3.7 See E 3.8

4. **TARGETS**

By the year 2008 the partnership aims to:-

- 4.1 Reduce the level of burglary by 12% each year for the first three years.
- 4.2 Reduce the level of violent crime by 11% each year for the first three years.
- 4.3 Reduce the level of disorder and in particular anti-social behaviour by 10% each year for the first three years.
- 4.4 Provide increased support to all sections of the community in Denbighshire with regard to fire safety education, including all young people.
- 4.5 Reduce the number of people killed or seriously injured in road accidents by 40%.
- 4.6 Reduce the number of children killed or seriously injured in road accidents by 50%. (See E 4)
- 4.7 Reduce the slight road accident injury casualty rate by 10%. (See E 4)
- 4.8 See E 4.3



C. **LIFELONG LEARNING**

1. **The partners will seek to ensure the quality of life of all citizens is enhanced by the best education and lifelong learning opportunities enabling everyone to fulfil their potential in terms of employment, leisure and cultural experiences.**

The strategic aspect of this theme is addressed by the Education Strategic Plan, Dolen Dysg Dinbych (Community Consortium for Education and Training) and the Culture and Leisure Strategy.

2. **PARTNERSHIP VISION**

By 2015 we will have:-

- 2.1 A vibrant learning County, with a strong cultural identity which values diversity and respects the individual.
- 2.2 An inclusive framework for all, through improved access, progression and quality of learning as described in Learning Country and Learning Pathways 14-19.
- 2.3 Adaptable and innovative lifelong learning opportunities that harness new technologies for learning in a way that captures community involvement in learning within our schools, libraries, leisure and youth and community centres.

3. **OBJECTIVES**

With our partners we will provide the best education and lifelong learning opportunities by:-

- 3.1 Providing lifelong learning opportunities for all children, young people and their families that build self-esteem, life and work related learning skills as well as specific academic, physical and artistic abilities, particularly for learners who live in less advantaged communities.
- 3.2 Developing excellence in the arts, science, humanities and technologies through implementing our charter of opportunities.
- 3.3 Raising pupil achievement so that no young person leaves school ill-equipped for employment.

What you said ...

"Repair school buildings."

"Better promotion of arts and culture within schools."

"More opportunities for young people to contribute to school decisions."

"Make better use of our schools as a resource for the whole community."

"Peoples Network within the library services has worked well."

"Access to learning in the community is important."

"Lack of and inadequate up keep of leisure facilities."

"School PE is not very dynamic."

"Invest in and develop a science and education park."

"Learning opportunities for all ages."



- 3.4 Encouraging and supporting young people and adults from all walks of life including less advantaged communities to achieve their potential and intervene early when there are practical barriers to learning or where there is a danger of social exclusion.
- 3.5 Encouraging an entrepreneurial approach and use work experience and Objective 1 funding to the full to enhance provision.
- 3.6 Providing training opportunities to create a quality workforce to meet the needs of new and expanding employment opportunities.
- 3.7 Welcoming open discussions as we move towards transforming the traditional 'school' base into a resource for the whole community at all times of the day and evening. To do that, we will improve our learning environments through improving buildings and maximising our libraries, leisure and youth and community centres as learning resources.

4. **TARGETS**

By the year 2008 the partnership aims to:-

- 4.1 Continuously improve school performance to match national expectations.
- 4.2 Secure a 2% increase in the amount and quality of early years' education provision. (Increase on October 2002 figures of 69.6%)
- 4.3 Increase the number of school places for bilingual/Welsh medium education by 3%. (Increase from current level of 16,089: 1st language 3,176 and 2nd language 12,913)
- 4.4 Provide community learning resource centres at all secondary schools and Corwen, linked with satellite provision in other learning environments such as primary schools, youth, leisure centres, libraries and community buildings.
- 4.5 Increase the level of school attendance by 0.5% per annum and develop a suitable alternative curriculum to more effectively meet identified needs. (Policy Agreement Target: Currently 90% to be increased to 91.5% by 2007)
- 4.6 Secure capital investment in buildings and infrastructure of schools and learning environments and in 100% of secondary schools as a priority.
- 4.7 Continue to develop an inclusive, cost effective provision for children and young people with special educational needs so that 98% of school age leavers are educated on mainstream sites.



- 4.8 Guarantee employment, education or training opportunities for all school leavers aged 16+ for 12 months.
- 4.9 Provide education and training to assist older and long-term unemployed people back into work and increase take up of higher education courses by 3%.
- 4.10 Provide equitable access to culture and leisure services amounting to 2.75 million users annually. (See D 4)
- 4.11 Increase the number of participants accessing the internet in our libraries to 60,000.
- 4.12 Provide additional support on fire safety issues to all schools throughout Denbighshire. (See B 3.6)
- 4.13 Ensure that 70% of those in post 14 education have ECDL level II.
- 4.14 Develop two new collaborative courses per annum by maximising links between learning centres, FE and HE.
- 4.15 Devise and implement a 14-19 action plan which relates to Welsh Assembly Government advice on Learning Pathways and Networks.
- 4.16 Reduce to 1.5% the number of 15 years olds leaving full time education without a recognised qualification. (Policy Agreement Target: Currently 1300 full time education leavers of which 38 have no qualification (2.9%) to reduce to 1.5%.)
- 4.17 Reduce to 2 the number of 15 years olds within local authority care leaving full time education without a recognised qualification. (Policy Agreement Target: Of the 1300 15 year old full time education leavers, 14 are within Local Authority Care. Currently 28.5% (4) leave full time education with no qualification, to reduce to 14.3% (2))
- 4.18 See F 4.5



D. **ECONOMIC PROSPERITY**

1. **The partners will give priority to improving people's economic prosperity.**

- 1.1 In developing services, we shall place a greater emphasis on developing more industrial land to create new job opportunities in high income sectors. We shall redevelop key town centre properties to stimulate investment.

2. **PARTNERSHIP VISION**

By 2015 we will have:-

- 2.1 A mature regeneration programme in our most economically deprived areas integrating funding initiatives and partnership arrangements.
- 2.2 Extensive partnership co-operation between organisations and communities built out of the success of the Objective One Programme.
- 2.3 Ensured that all our citizens have access to high quality well paid jobs.
- 2.4 Anchor developments prospering in major sector developments e.g. ICT and initiatives for diversified agricultural sector.
- 2.5 Achieved progress in the Rhyl Going Forward process, a flagship initiative in tackling the fundamental problems of the town.
- 2.6 Enhanced both cultural tourism through increased promotion of cultural provision and other tourism by emphasising niche markets and quality improvements.

3. **OBJECTIVES**

With our Partners we will improve people's economic prosperity by:-

- 3.1 Tackling the underlying reasons for poverty and economic disadvantage, targeting the most deprived areas of Denbighshire.
- 3.2 Supporting the regeneration of communities through Interreg, Small Towns and Villages Initiatives, providing grants for community groups, business groups etc.
- 3.3 Signing up to the Rhyl Going Forward Strategic Framework which involves co-operation of all partners to deliver its objectives.
- 3.4 Helping the long term unemployed to get back into work.

What you said ...

"Keep our farmers markets."

"Full employment and jobs for 16-17 year olds."

"We should work towards achieving a thriving business community."

"Get broadband."

"Get the private sector to organise consultation events to ensure their involvement."

"Conduct a business rates review."

"Lack of video conferencing."

"Encourage bi-lingual business."

"Continue to improve our town and county heritage."

"We want to see tourism booming, rurally and in town."

"link industry and jobs to people with better transport and bus services."



- 3.5 Developing IT skills in the county for all with an emphasis on broadband.
- 3.6 Making Denbighshire an attractive location for business to start and grow by providing as much advice on grant aid as is available.
- 3.7 Seeking to attract more employment opportunities in developing sectors (e.g. ICT, Opto-electronic, sustainable energy, care services and finance) and to provide a trained, quality workforce to meet the sectors needs.
- 3.8 Reviewing and implementing a strategy dealing with the effective use, conversion and new build of office accommodation, creating quality business premises near to main settlements.
- 3.9 Redeveloping and creating new sites ready for employment purposes.
- 3.10 Bringing new employers into the County; continue with Cadwyn and Coed Cymru to deliver rural development projects.
- 3.11 Ensuring that no ward in Denbighshire appears within the top 50 wards in the Index of multiple deprivation in Wales.
- 3.12 Developing new tourism marketing material and clarifying the direction and balance of the tourism industry in Denbighshire. (See E 3.7)
- 3.13 See E 3.1

4. **TARGETS**

By the year 2008 the Partnership aims to:-

- 4.1 Reduce the level of registered unemployed in Denbighshire to below 1,000.
- 4.2 Attract 150 jobs per annum to Denbighshire by inward investment.
- 4.3 Create 228 additional high quality jobs through the Grant Strategy. (Policy Agreement Target: 247 to date, to increase to 475 by 2007)
- 4.4 Increase % of women in Local Authority senior management positions to 40%. (Policy Agreement Target: Currently 62 to be increased to 80)
- 4.5 Create 2,500 square metres of new industrial/commercial premises per annum.



- 4.6 Review and implement a strategy for transport and infrastructure to support economic growth.
- 4.7 Increase the numbers of tourists, especially within cultural tourism, who visit Denbighshire annually to over 2 million.
- 4.8 Reduce economic inactivity by 20% across the County through implementation of a strategy for transport and infrastructure.
- 4.9 Provide business advice, grants and training to encourage inward investment and the tourism industry.
- 4.10 See A 4.16
- 4.11 See C 4.10
- 4.12 See E 4.6 to E 4.11



E. ENVIRONMENT

1. The partners will work together to maintain Denbighshire's natural environment whilst improving the quality of life of its people by sustainable means.

1.1 The partners will give priority to:-

1.1.1 Promoting environmental well-being particularly in underprivileged urban areas and take account of the views of the Community.

1.1.2 Protecting habitats and species and deal with social and environmental sustainability and work towards increasing public awareness.

1.1.3 Improving waste management and street cleansing.

1.1.4 Promoting use of public transport, cycling and walking, using safer routes to schools.

1.1.5 Improving the quality and network of highways and footways across the county, thereby reducing the risk of accidents.

1.1.6 Developing new play areas according to Community needs.

1.1.7 Promote socio-economic development and prosperity through use of commuted sums for community facilities and infrastructure.

2. PARTNERSHIP VISION

By 2015 we will have:-

2.1 All our citizens throughout Denbighshire, particularly those in deprived areas, living in a clean and attractive environment.

2.2 Regenerated and revitalised town centres.

2.3 An acceptable balance between the built and natural environment to ensure that the natural environment is enhanced and not reduced.

2.4 Accessible play and community facilities.

What you said ...

"We need to improve recycling across Denbighshire."

"Need improvements to roads and to the link between North and South Denbighshire."

"We live in beautiful countryside."

"Improve the bus services."

"Tackle litter on the streets."

"Provide better access to public places and open spaces."

"Make Denbighshire full accessible."

"I'd rather be stuck behind 2 buses than 20 cars on the school run."

"Provide support and funding so we can look after our wildlife and countryside."



3. **OBJECTIVES**

With our partners we will:-

- 3.1 Make Denbighshire an attractive location in which to live, work and visit. (See D 3)
- 3.2 Encourage the Community to influence and support our environmental policies.
- 3.3 Involve the Community in positive and practical ways in environmental schemes.
- 3.4 Tackle the problems associated with effective and efficient waste management.
- 3.5 Promote energy efficiency in home improvement schemes. (See A 4.14)
- 3.6 Support improvements in public transport particularly in rural areas and promoting further opportunities for people to cycle and walk. (See A 4.16)
- 3.7 Develop environmentally friendly tourism that considers the local Community's needs. (See D 3.12)
- 3.8 Ensure quality improvements in highway infrastructure to safeguard and increase the highway assets for a safer, better customer service. (See B 3)

4. **TARGETS**

By the year 2008 the partnership aims to:-

- 4.1 Review and implement a strategy of annual percentage increase in provision and usage of public transport to meet customer needs.
- 4.2 Undertake a strategic review of the main transport links throughout the County.
- 4.3 Enable all schools to have a tailored Road Safety Education and Training Policy promoting Safer Routes to School, which will be created with professional advice and support from, and in partnership with the Road Safety Unit. (See B 4)
- 4.4 Review and implement a waste management strategy for businesses and factories and domestic premises ensuring re-cycling opportunities and facilities of equal standard across the County.
- 4.5 Have implemented BREEAM Standard (environmentally friendly) for all new Local Authority buildings (non residential) achieving 100% compliance. (Policy Agreement Targets: New policy) (See A 4.14)



- 4.6 Maintain country parks and work to promote the AONB and other countryside areas in Denbighshire. (See D4)
- 4.7 Protect and enhance Denbighshire's wildlife species through the delivery of short term actions and initiation of all long term actions and targets contained in the 20 published Species Action Plans. (See D4)
- 4.8 Increase the area of Denbighshire Local Biodiversity Action Plan Habitats under favourable conservation management by 5%. (See D4)
- 4.9 Highlight and develop the heritage and cultural assets of Denbighshire as a focus for tourism with improved signage, interpretation, promotion and access. (See D4)
- 4.10 Develop and implement a programme of culture and leisure tourism marketing initiatives with the North Wales Regional Tourism Partnership. (See D4)
- 4.11 By 2006 increase the number of tourists who visit, and visitor expenditure in Denbighshire by 4%, working in partnership with private and public sector bodies. (See D4)
- 4.12 Link all social/economic housing developments to improved age appropriate play facilities within a safe infrastructure.
- 4.13 Bring all facilities to DDA accessibility standards.
- 4.14 See B 4.6 – 4.8
- 4.15 Have reduced carbon emissions in the non domestic stock by 530 tonnes. (Policy Agreement Target: Currently 2842 tonnes to reduce to 2312 tonnes by 2007)



F. CHILDREN AND YOUNG PEOPLE

1. **The Partnership will place an emphasis on need assessment and evidence of effectiveness. We shall aim to support parents & carers, as well as children and young people.**
 - 1.1 Prevention and early intervention in the provision of improved health, social care and youth provision will enable us to tackle the issues and improve the quality of life for our children and young people.

The strategic aspect of this theme is addressed by the Denbighshire Children's and Young People's Framework Partnership.

2. VISION

By 2015 our children and young people will:-

- 2.1 Enjoy the best possible physical, mental, social and emotional well-being.
- 2.2 Be provided with and engage in appropriate and effective learning.
- 2.3 Have an equal and effective voice in a fully engaged Community.

3. OBJECTIVES

With our partners we will:-

- 3.1 Ensure that every child and young person has the best opportunities to obtain a flying start in life.
- 3.2 Protect and safeguard children from harm.
- 3.3 Develop appropriate support services to ensure provision for all children needing protection from emotional, physical and sexual abuse and neglect.
- 3.4 Work together in cross agency partnerships to tackle problems of misuse of legal drugs (alcohol and tobacco) illegal drugs and volatile substances. (See B 3.4 and 3.5)

What you said ...

"We need safe facilities for young people."

"More cafes should be open at night to break away from pub culture."

"Make sure youth clubs and other activities are affordable."

"Provide us with the transport to make use of the facilities."

"Playground facilities should be in all communities."

"Improve provision for young homeless people."

"Let young people get involved in developing local projects."

"Need more access to better childcare facilities."

"Better provision for looked after children."

"Provide Denbighshire's young people with the best, they deserve it!"



- 3.5 Develop and implement a strategy for young people targeted at the most disadvantaged. (See all previous sections for reference to young people)
- 3.6 Ensure that disadvantaged children and young people have high quality health, educational and social opportunities.
- 3.7 Listen and respond to the voice of children and young people.
- 3.8 Support parents and carers, especially those under pressure.

4. **TARGETS**

By the year 2008 the partnership aims to:-

- 4.1 Increase to 90% the percentage of first placements of looked after children or young people with a care plan, the aim of which is to meet his or her health needs, increase educational achievement, and meet training needs. (Policy Agreement Target: Currently 50% increase by 40% by 2007)
- 4.2 Ensure that 75% of looked after children and young people, have at second review, a plan of permanence. (Policy Agreement Target: New policy to achieve 75% by 2007)
- 4.3 Review social worker, childcare provider and fostering workforce to ensure that we meet needs.
- 4.4 Provide opportunities for effective Community engagement enabling multi-agency initiatives to meet the identified needs of children and young people.
- 4.5 Reduce the percentage of Looked After Children who experience one or more changes of school to 10%. (Policy Agreement Target: New policy to achieve 75% by 2007) (See C 4) (This is a joint target with Lifelong Learning)
- 4.6 Ensure support is provided for parenting, based on the needs of children and families. (This is a joint target with Lifelong Learning)
- 4.7 Increase the number of child care places by 688. (Policy Agreement Target: Currently 4314 places to increase to 5002 places by 2007) (This is a joint target with Lifelong Learning)
- 4.8 Increase the number of young people participating in job training and vocational qualifications schemes within the partnership agencies to 30. (Policy Agreement Target: currently 14 to increase to 30 by 2007) (This is a joint target with Lifelong Learning)



10. **WHAT IMPACT WILL THE COMMUNITY STRATEGY HAVE ?**

- 10.1 Improved involvement in the life of the Community via the Area Partnerships.
- 10.2 Enable all partners to continue to develop the dialogue necessary to engage the Communities and local people.
- 10.3 Create local strategies designed to meet the expressed needs of the people of Denbighshire.
- 10.4 Provide opportunities for Communities to continue their involvement in directly developing and evolving service delivery.
- 10.5 We will always strive to involve local people in looking for new ways of partnership working.
- 10.6 Responses to service satisfaction surveys in Denbighshire will show an average satisfaction level of 2.2 (scale of 1-5, 1 being high). (Policy Agreement Target: Currently 2.41 to be increased to 2.2)

11. **FUTURE PROGRESS ON COMMUNITY PLANNING**

- 11.1 The Community Strategy is a continuous process to achieve the targets set out in the Strategy.
- 11.2 How the partners will achieve these aims and objectives will be the subject of collective detailed planning and agreement.
- 11.3 The vision, strategy and targets will shape the budgets and the business plans of partner organisations.
- 11.4 A minor review of the Community Strategy will take place annually.
- 11.5 A major review of principal aims and objectives of the Community Strategy will take place every three years. The first of these reviews will take place in 2007.
- 11.6 The role, constitution, membership and terms of reference of the Community Strategy Partnership will be the subject of agreement and the detail will be appended to the working document.
- 11.7 Review of progress against targets will be annual with full formal reviews to be undertaken on a four yearly cycle, commencing in 2008.



12. **COMMUNITY STRATEGY FRAMEWORK & STRUCTURE**

The Community Strategy Framework

The Community Strategy is the principal strategy for the County. It details key objectives and targets which will be delivered by the partners through individual service delivery plans as well as through new joint working initiatives and the thematic strategic partnerships. The Community Strategy will influence the policies of the partner organisations and regional and national strategies.

Each thematic strategic partnership produces a strategy which is informed by local needs assessment and service review. In addition, local issues identified through consultation with the Community at Area Partnership level feed into the development of the six themed strategies. These strategies, alongside the Area Plans, have been reflected within the objectives, priorities and targets of the Community Strategy for Denbighshire.

The Community Strategy Structure

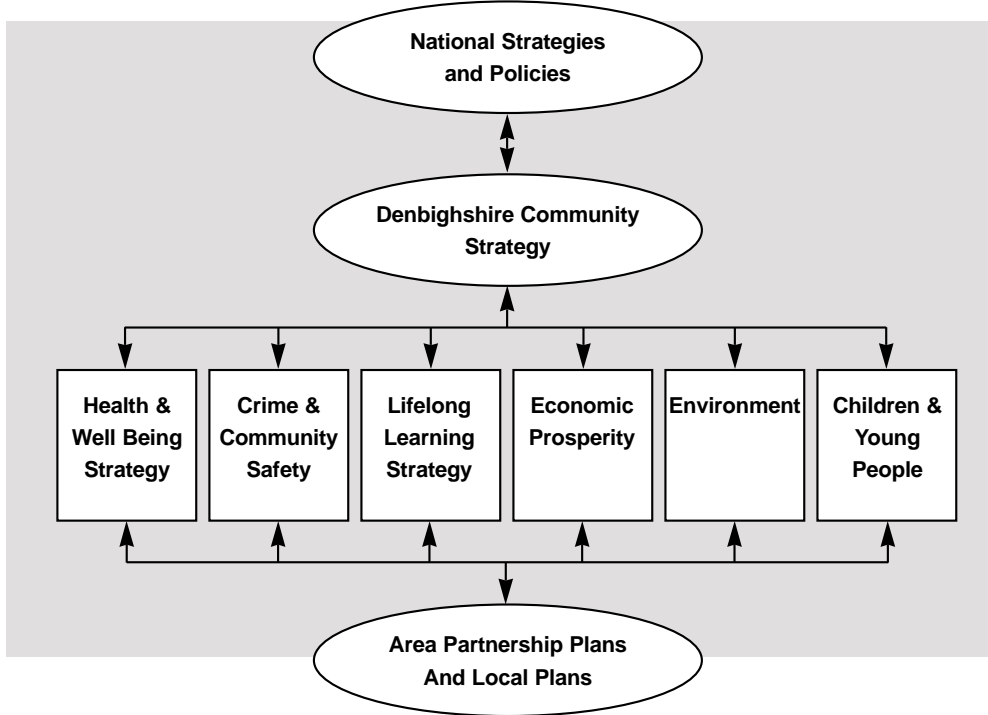
The structure of the Community Strategy Partnership enables clear mechanisms for communication and consultation between the local Area Partnerships and the key service delivery partners at strategic partnership level. Each Area Partnership through representation selected from their Steering Groups participates in the Community Strategy Partnership to ensure that Community views are incorporated into the development of the strategy.

The role of the local Area Partnership representatives and those from the thematic strategic partnerships is to inform development with the views of their respective communities of interest and influence the policy development, planning and implementation of each partner organisation's service delivery.

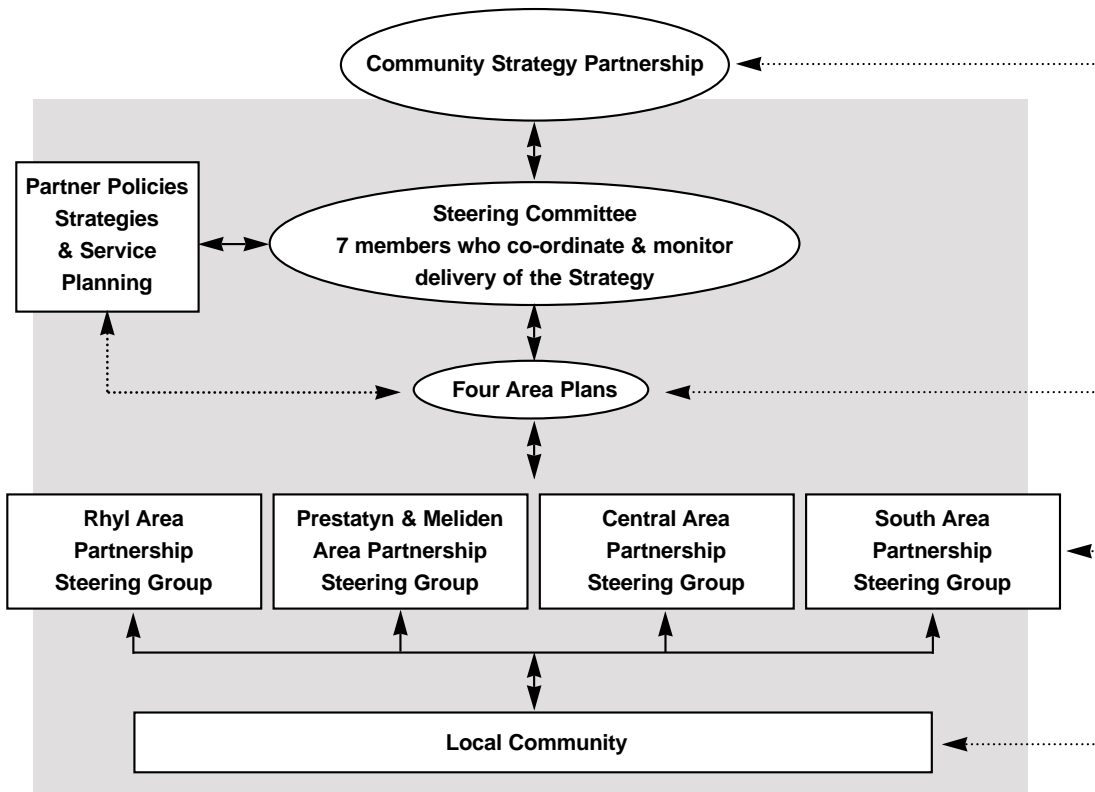
BODY	FUNCTION
Community Strategy Partnership	<i>To oversee the Denbighshire Community Strategy.</i>
Steering Group	<i>To coordinate the Community Strategy.</i>
Sub Strategies - Health Social Care & Well-Being, Community Safety, Lifelong Learning, Economic Prosperity, Environment, Children & Young People	<i>To deliver the objectives and targets in the Community Strategy.</i>
Area Partnerships:- Rhyl, Prestatyn & Meliden, Central, South	<i>To enable local Communities to influence policy making and service delivery so that the Community Strategy reflects local priorities.</i>
Area Partnership Steering Groups	<i>To coordinate the delivery of the Area Partnership Plans</i>



DENBIGHSHIRE COMMUNITY STRATEGY FRAMEWORK



DENBIGHSHIRE COMMUNITY STRATEGY STRUCTURE





Denbighshire Community Strategy

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www.denbighshire.gov.uk/community_strategy

This document is available in large print, Braille, on audio tape or CD Rom. Please request a copy from the Policy Unit, Chief Executives Department, Denbighshire County Council.