

Axis 4

CADWYN CLWYD INNOVATION DENBIGHSHIRE

This project has attracted £1,892,000 of funding through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Assembly Government and the European Agricultural Fund for Rural Development.

Innovation Denbighshire has three main objectives:

1. To promote innovation, entrepreneurship, and distinctiveness amongst the communities of rural Denbighshire
2. To safeguard rural Denbighshire's natural, cultural and heritage assets and maximise their economic potential for local businesses and communities
3. To develop and encourage greater community cohesiveness.

The project activity will focus on

Developing collaborative approaches to marketing local produce and new product research and development

Conserving the rural area's natural and cultural heritage assets and use them to promote the rural tourism offer to benefit local businesses and communities.

Encouraging micro power generation and alternative energy pilots

Maintaining hedgerows and traditional boundaries

Developing schools and pubs as community hubs

Maximising the use of community facilities

Developing sustainable community transport

Community development

For more information contact:

Cadwyn Clwyd
01824 705802



Partneriaeth Cynllun Datblygiad Gwledig Sir Ddinbych
Denbighshire Rural Development Plan Partnership

Rural Development Plan

Business Plan 2

Approved Projects

2011-2013



Cronfa Amaethyddol Ewrop ar gyfer Datblygu
Gwledig Ewrop yn Buddsoddi
mewn Ardaloedd Gwledig
The European Agricultural Fund for
Rural Development: Europe Investing in
Rural Areas



**Llywodraeth Cymru
Welsh Government**

Axis 3

RURAL DENBIGHSHIRE BUSINESS CREATION AND DEVELOPMENT

This project has attracted £504,233 of funding through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Assembly Government and the European Agricultural Fund for Rural Development.

This project will aim to assist the formation and growth of business through two key activities:

- Business advice / reviews and IT reviews and small (capital) grants for micro rural enterprises (Undertaken by Denbighshire County Council)
- A Rural Denbighshire Enterprise Bursary scheme for individuals aged between 19-30 together with business advice and mentoring. (Undertaken by Cadwyn Clwyd).

The grants will be aimed at micro rural enterprises employing 9 or less and providing a capital grant of 50% giving a maximum of £5,000 where appropriate but will target projects which are £2,499 or less which can't access the North Wales Local Investment Fund (LIF).

There will also be further assistance / after care, offered post the award of a grant to assist the company to maximise their investment and grow the business. The Rural Denbighshire Enterprise Rehearsal scheme will target those who are not unemployed but wish to start a micro enterprise and lose their benefits whilst they make their initial plans to enter the labour market.

The Rural Denbighshire Enterprise Bursary scheme will provide economic opportunities for young people, the underemployed and community groups in rural Denbighshire. It will encourage entrepreneurship in young people and the unemployed or those facing redundancy. It builds their capacity to start a business, and provides them with the support and financial assistance to start their enterprise.

This will in turn provide opportunities for a broader range of better paid employment opportunities, raising economic activity rates and enhancing additional mainstream services safeguarding the vitality of the rural area and its communities.

**For more information contact:
Denbighshire County Council
Kirsty Davies
01824 712115**

**Or Cadwyn Clwyd
01824 705802**

Axis 3

GREEN TOURISM & DESTINATION DENBIGHSHIRE – ENCOURAGEMENT OF TOURISM ACTIVITIES

This project has attracted £726,000 of funding through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Assembly Government and the European Agricultural Fund for Rural Development.

The project will support green, heritage and cultural tourism within rural Denbighshire focused around the principles covered by EUROPARC. The project will support the combination of activities and provisions in the area e.g. mountain biking / trails with accommodation providers, footpath networks linked with rural businesses, walking linked with cultural events. The recently designated EUROPARC Charter Status for the Clwydian Range AONB will act as a focus for the project, and the principles of the Charter will underpin the project and will be applied to wider rural Denbighshire to develop sustainable tourism.

The project will increase visitor numbers to the county, increase the length of their stay, improve their enjoyment and understanding and encourage more year round visits to the county. The project will use new and innovative information and communications technology to improve access to information and to develop relevant interpretation methods to promote the county's cultural heritage.

The Project will also provide openings for the future economic development of tourism through supporting initiatives on a local level which both promote and enhance the visitor experience. It will extend the tourism season through the development of tourism attractions and interpretation and green tourism opportunities.

The project will assist with the setting up of a county wide tourism association and supports some key networking events to encourage and develop tourism products and services.

**For more information contact:
Denbighshire County Council
Hawys Lebbon
01824 708238**

**Or Cadwyn Clwyd
01824 705802**