

Rural Denbighshire Local Development Strategy

2007-2013

December 2011

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1. Introduction

This Development Strategy sets out the priorities for rural Denbighshire for the 2007-2013 programming period. It is set within the context of local, regional and national strategies and plans and has particular relevance to activities under the Rural Development Plan (RDP) for Wales 2007-2013. It will also act as a delivery framework for other funding sources which enable rural development such as Aggregate Levy Sustainability Fund, Landfill Tax Fund and Lottery Funding. These additional funding sources will add value and enhance the impact of activities undertaken under the RDP and RCA.

2. Nature of partnership

This strategy is submitted by the Denbighshire Rural Development Plan Partnership which comprises representation from the community, private, public and voluntary sectors in equal numbers, in conjunction with Denbighshire County Council and Cadwyn Clwyd Local Action Group (LAG). The Partnership is an unincorporated body and has no legal powers and cannot own property or enter into contracts. It will operate within the framework of the lead body which is Denbighshire County Council. The strategy will in particular lay down the foundations for the delivery of Axes 3 & 4 within the Rural Development Plan for Wales and the framework will ensure complementarity with Axes 1 & 2 and other funding programmes impacting on rural Denbighshire.

3. Local Authority and Spatial Plan Area Covered

The local authority for the proposed area is Denbighshire County Council.

The area is covered by two Spatial Plan areas, namely North East Wales – Border & Coast, and Central Wales.

4. Target Area

The area to be covered comprises the eligible rural wards of Denbighshire as defined in the RDP Consultation Draft. The area has a total population of 48,350 and a population density of 60.05 persons per sq km.

Ward	Population 2010
Bodelwyddan	2,250
Corwen	2,400
Denbigh Central	2,000
Denbigh Upper & Henllan	3,100
Denbigh Lower	4,600
Efenechtyd	1,650
Llanarmon yn Ial & Llandegla	2,500
Llanbedr DC & Llangynhafal	1,500
Llandrillo	1,150
Llandyrnog	2,400
Llanfair DC & Gwyddelwern	2,150
Llangollen	4,250
Llanrhaeadr	1,900
Rhuddlan	3,750
Ruthin	5,350
St Asaph East	1,700
St Asaph West	1,750
Trefnant	2,100
Tremeirchion	1,850
	48,350

5. Coherence

The area is coherent in terms of geographical, economic and social characteristics. The whole of the proposed area is dominated in the east by the ridge of Clwydian Range, by Mynydd Hiraethog in the west and the Berwyn Mountains which form a natural boundary in the south. The proposed area comprises a super sparsely populated (less than 0.5 persons per Ha) rural upland at 0.35 persons per Ha and the lower lying historic rural service centres towns of St Asaph, Denbigh and Ruthin which have developed in the Vale of Clwyd in the north of the area and similarly Corwen and Llangollen which have developed in the Dee Valley in the south. Ruthin and Denbigh are the only towns in the area with populations of over 5,000. The population of Denbigh is 9,528, and that of Ruthin is 5,218. Outside the towns, the built environment is generally confined to dispersed rural villages with outlying farms. Housing development in the upland part of the area has to date been restricted with the intention of serving local needs and sustaining the character of the area.

Land use is dominated by agriculture (mainly cattle and sheep farming) and localised forestry. Despite the problems affecting farming in the past few

years, traditional patterns of agriculture have been maintained and the sector remains a major contributor to the stock of VAT-registered businesses in the area. The area benefits from statutory protection for its natural assets - the Berwyn Mountains are a Special Protection Area for Birds and in part National Nature Reserve; the Clwydian Range, an AONB; and the Hiraethog/Denbigh Moors is designated SSSI. The Vale of Clwyd is the first entry in the non statutory Cadw/CCW/ICOMOS register of Landscapes of Outstanding Historic Interest in Wales. As a consequence, the resultant landscapes are particularly attractive to visitors with the Vale of Llangollen being a historic landscape.

Denbighshire possesses an extraordinarily diverse and high quality landscape resulting from a range of geological, ecological, historic and cultural influences. It is an area of hills and vales, a mixture of upland and lowland landscapes, with a sandy coastline at the northern end. The long and wide Vale of Clwyd is flanked by the prominent and outstanding ridgeline of the Clwydian Range to the east and the Denbigh and Ruthin Hills and Hiraethog Moors Plateau to the west. The Vale of Clwyd is a distinctive landscape feature when viewed from the adjoining Clwydian Range. To the south of the County the deep and narrow valley of the River Dee is flanked by the moorland ridge of the Llantysilio Mountain and the extensive and remote upland moorland plateau of the Berwyn Mountains.

Associated with the diverse topography and geology, a whole spectrum of habitat types are encountered throughout the County. Floodplain grassland and estuarine sandbanks and mudflats on the coast contrast with ancient woodlands, upland heathland and herb-rich calcareous grassland inland. Oakwoods, mixed ashwoods and alderwoods are important components of the native broadleaved woodland resource. While the main habitat type is improved grassland with a generally low biodiversity value, remnants of semi-natural habitats including pockets of wetland and unimproved grassland, small river corridors and ponds occur throughout, and are important local features for wildlife.

The landscapes of rural Denbighshire have achieved considerable formal recognition for their quality and importance. The Clwydian Range and its surrounding landscape was designated an Area of Outstanding Natural Beauty (AONB) in 1985 and in June 2009 gained a Europarc Charter in sustainable tourism. In November 2011 the AONB area was granted an extension to cover the Vale of Llangollen, Dee Valley and the northern edge of the Berwyns. The Vale of Clwyd is identified on the CCW/ICOMOS/ CADW Register of Landscapes of Outstanding Historic Interest In Wales. Several sites have been designated under European Habitats and Birds Directives including the Berwyn Mountain Special Area for Conservation (SAC) and Special Protection Area for Birds (SPA); Llwyn SAC, Llandegla Moor SAC and Elwy Valley Woods SAC. Sites of Special Scientific Interest (SSSI) include the limestone outcrops at Eyarth near Ruthin and the Crest Mawr Woods at Denbigh. In 2009, the Llangollen Canal corridor in the Dee Valley was designated a UNESCO World Heritage Site.

The quality and diversity of Denbighshire's rural landscapes contribute considerably to the area's attraction for both visitors and residents. These landscapes provide an outstanding natural back-drop to future sustainable regeneration of the rural area.

Of the few manufacturing industries, many are based on the rural economy such as food processing in Ruthin, Corwen and Llandyrnog or manufacturing farm vehicles in Cynwyd, near Corwen. The towns also provide significant employment in businesses servicing the agricultural economy.

The area has a strong cultural and linguistic identity with a tradition of musical festivals and a high proportion of Welsh speakers in the population rising to over 65% in some wards. Many community and social bodies such as the two farming unions, WI, Young Farmers, Urdd and Merched y Wawr are organised on an area-wide basis. In addition, the area falls within the catchment for the five state secondary schools, one special education needs school (SEN), two private and two further education colleges serving rural Denbighshire. It is also entirely covered by one of the Visit Wales designated marketing areas namely North Wales Borderlands.

The coherence of the area is also evident from its transportation network with the A525/A542 road running from the north to the south of the area connecting the settlements to each other. This route also provides connections to the three major transport corridors which cross the area, these being the A55 expressway in the north, the A494 trunk road from Mold via Ruthin to Corwen in the centre, and the A5 trunk road from Wrexham County Borough via Llangollen to Corwen in the Dee Valley in the south.

6. Delivery mechanism

Axes 3 & 4 delivery will be undertaken by the following entities:

- Denbighshire Rural Development Plan Partnership
- Financial Co-ordinator – Denbighshire County Council
- Lead Body – Denbighshire County Council
- LAG – Cadwyn Clwyd Cyfyngedig

Other organisations / partners may be invited to deliver elements of Axis 3, however, these will be subject to the WG and EC public procurement procedures. Axis 4 will be delivered by the Cadwyn Clwyd LAG

7. Details of the Partnership

The Denbighshire Rural Development Plan Partnership has been formed with representation from four sectors: community, private, public and voluntary. The decision-making body will comprise sixteen individuals from throughout the area, each with specific expertise within fields relevant to the issues to be addressed and well placed to communicate with the sectors they represent.

a. Membership

The members of the Partnership have been selected to ensure that the relevant knowledge and experience and means of communicating with the related geographical communities and communities of interest, the links to other policies, plans and strategies and the knowledge to enable the selection and delivery of appropriate priorities for action are all available to it.

Member and contact details	Background	Expected contribution	Method of communication with sector
Community			
Cllr Rhys Hughes Tan y Fron Eglwyseg Llangollen LL20 8EL rhys.hughes@denbighshire.gov.uk	Farmer	Liaison with the LAG Knowledge of the agricultural sector	Council
Eleri Roberts Clwyd YFC Office Llysfasi College Ruthin Denbighshire LL15 2LB	YFC County Organiser	Views of youth groups in rural communities Views of County Organisers Knowledge of the agricultural sector	Clwyd YFC groups
Jeremy Knibbs Tyddyn Isa Carrog Nr. Corwen LL21 9LD jkknibbs@live.co.uk	Local Government Officer	Knowledge of the RDP, local economy and Llangollen Railway Former Private Sector Tourism Business	Various Local Community Groups
Gareth Rowlands Springfield Rhyl Road Rhuddlan LL18 2TP rowlands.springfield@btinternet.com	Retired Farmer Community Councillor School Governor	Views of Community Councils and Schools	Community Council and School Governor Meetings
Private			
Andrew Jedwell Heol Gauad Cynwyd Corwen LL21 0NE ajedwell@lineone.net	Food industry consultant	Market conditions and opportunities for SME's in the agri-food sector	Wales Organic supply chain efficiency steering group. Cadwyn Board.
Ruth Lee Ruth Lee Limited London Road Corwen LL21 0RZ mail@ruthlee.co.uk	Proprietor of safety equipment manufacturer	Market conditions and opportunities for SME's in the Dee Valley Views of women in business	Corwen Partnership
Norman Jones Hen Efail, Treddol, Corwen LL21 0EL normanjones2@hotmail.com	Company Director	Views of business community	Corwen Business Group
Colonel Philip Eyton-Jones OSTJ TDDLRIBA MRTPI FRSA Mathrafal,	Consultant Architect	Views of agricultural and construction sectors	Agricultural society

Bodfari, Denbigh. Denbighshire, LL16 4BS philipeytonjones@mac.com	Agricultural Show Director		
Public			
Cllr Huw Jones 2 Vale View Pen Y Bryn Corwen LL21 0BA huw.jones@denbighshire.gov.uk	Lead Member for Tourism, Leisure and Youth		
Cllr Merfyn Parry Criaglea Llandymog Denbigh LL16 4EY merfyn.parry@denbighshire.gov.uk	Councillor, Denbigh Area		
Cllr Meirick LI Davies 1 Ffordd Glascoed Cefn Meiriadog Abergele LL22 9DW meirick.davies@denbighshire.gov.uk	Councillor Elwy Area		
Cllr Eryl Williams Maestyddyn Isaf Clawddnewydd Rhuthun LL15 2NH Eryl.williams@denbighshire.gov.uk	Councillor & Farmer	Liaison with the unitary authority Views of upland communities in south Denbighshire Market conditions and opportunities for SME's in primary production in the agricultural sector Views of Welsh speakers	Council & Cabinet
Voluntary			
John Watkin Denbighshire Voluntary Services Council Naylor Leyland Centre Well Street Ruthin LL15 1AF john@dvsc.co.uk	Chief Executive Local Voluntary Council	Liaison with voluntary sector	Local Voluntary Council meetings
Eurwen Edwards OBE 19 Derwen Drive Rhyl Denbighshire LL18 2PB	Vice President of Denbighshire Voluntary Services Council, Trustee of Voluntary Groups	Liaison with voluntary sector	Local Voluntary Council and Voluntary Group Meetings
Les Starling Tyddyn Bach Bontuchel Ruthin Denbighshire LL15 2DG Les.starling@boyns.net	Chairman of Local Bio- diversity Partnership Trustee of North Wales Wildlife Trust	Knowledge of environmental issues	Partnership and Trust meetings
Voluntary Sector Vacancy			

Councillor Eryl Williams has been elected to serve as chair of the partnership until the next County Council elections in 2012.

The constitution of the partnership which includes its terms of reference and serves as its memorandum of understanding is appended as Enclosure A. It does not allow attendance by alternates.

In addition to the above, the partnership will have individuals who will act as advisors to the decision-making body. The advisors have been selected based on their expertise which reflects the Strategic Themes described in Section 12.

Sector	Advisor	Organisation
Communities	Lowri Owain	Cadwyn Clwyd Cyf (Axis 4 LAG) Llys Clwyd Lon Parcwr Business Park Ruthin LL15 1NJ lowri.owain@cadwynclwyd.co.uk
Agriculture & Countryside	Paul Mitchell	Countryside Council for Wales Victoria House Grosvenor Street Mold CH7 1EJ p.mitchell@ccw.gov.uk
	Howard Sutcliffe	Denbighshire County Council Countryside & Leisure Loggerheads Country Park Mold CH7 5SA howard.sutcliffe@denbighshire.gov.uk
	Area Representative	Farmers' Union of Wales 69A Clwyd Street Ruthin LL15 1HN denbs_fuw@btinternet.com
Culture & Tourism		Denbighshire County Council Communication, Marketing and Leisure County Hall Ruthin Denbighshire LL15 1YN
	Fiona Gale	Heather & Hillforts Landscape Partnership Old Gaol Clwyd Street Ruthin LL15 1HP fiona.gale@denbighshire.gov.uk
Education	Andy Reid	Coleg Llysfasi Pentrecelyn Ruthin LL15 2LB
	Julia Hughes	Head of Coleg Llandrillo Denbigh Crown Lane Denbigh Denbighshire LL16 3SY

Business/ICT	Joanna Douglass	Denbighshire County Council Caledfryn Smithfield Rd Denbigh Denbighshire LL16 3RJ joanna.douglass@denbighshire.gov.uk
	Eirlys Evans	Denbighshire Enterprise Agency Clwydfro Business Centre Lon Parcwr Business Park Ruthin LL15 1NJ enquiries@denbighbiz.co.uk
Governance Linkage to Officer and Ministerial Spatial Plan groups and strategies	Mark Dixon	Denbighshire County Council Planning, Regeneration & Regulatory Services Caledfryn Smithfield Rd. Denbigh LL16 3RJ mark.dixon@denbighshire.gov.uk
Finance	Andy Brackley	Denbighshire County Council Finance & Assets County Hall Ruthin Denbighshire LL15 1YN elen.edwards@denbighshire.gov.uk

b. Financial Co-ordinator

The Financial Co-ordinator will be Denbighshire County Council. The officer responsible will be Andy Brackley, External Funding Claims Manager, Finance & Assets, County Hall, Ruthin, Denbighshire, LL15 1YN. E-mail andy.brackley@denbighshire.gov.uk. The Financial Co-ordinator will have overall responsibility for ensuring financial control of expenditure undertaken on behalf of the Denbighshire Rural Development Plan Partnership. The Co-ordinator's role will be to account for the use of grant with an audit trail established for every project undertaken in accordance with WG and EU guidelines. The costs will be met from the 15% allowed from the public expenditure on Axis 3 activity for this purpose. The External Funding team has a wealth of experience in dealing with European Union structural funds having administered 43 projects involving grant aid totalling £15.3 million during the Objective One and INTERREG IIIA programmes from 2000-2006 including the preparation of interim and final claims for audit and leading the preparation and response to Article 4 and Article 10 visits for EU programmes.

The roles of financial co-ordinator and lead body will be undertaken by different services and officers of the Council.

c. Lead Body

The Lead Body will be Denbighshire County Council. The officer responsible will be Joanna Douglass, Rural Regeneration Officer, Business Support &

Tourism, Town Hall, Parade Street, Llangollen LL20 8PH e-mail joanna.douglass@denbighshire.gov.uk. The Lead Body will have overall responsibility of assisting the Denbighshire Rural Development Plan Partnership to meet its responsibilities under the WG Funding Agreement for the delivery of Axes 3 and 4. It will provide a secretariat function for the partnership and will also facilitate the relationship between the LAG and the Partnership, and the LAG and the Financial Co-ordinator.

It will facilitate the reporting requirements between the Denbighshire Rural Partnership and WG and will provide overall technical advice and guidance for the Denbighshire delivery structure for the RDP i.e. for the partnership, Financial Co-ordinator and the LAG.

d. Delivery

The lead body will facilitate arrangements for sub-contracting to entities other than the LAG for delivery of Axis 3 projects if appropriate. This will be done in accordance with WG and EU procurement procedures. The Lead Body will also facilitate the partnership and the LAG in producing the Business Plan and project applications for Axes 3 & 4.

e. Secretariat

The secretariat will be provided by Denbighshire County Council and will be undertaken by Amy Selby, Community Grants and Rural Development Plan Support Officer, Business Support & Tourism, Ruthin Gaol, Clwyd Street, Ruthin, Denbighshire, LL15 1HP email amy.selby@denbighshire.gov.uk with the costs to be met from the 15% allowed from the public expenditure on Axis 3 activity for this purpose. The officers have extensive experience of delivering the regeneration of rural communities in partnership through WG's Rural Business Action (formerly Small Towns & Villages Enterprise Initiative) and Objective One projects.

8. Local Action Group

a. Status

The Local Action Group will be Cadwyn Clwyd Cyfyngedig. Cadwyn Clwyd is a company limited by guarantee which is a rural development agency providing guidance and support to develop and diversify the rural economy in Denbighshire and Flintshire through RDP funds, UK domestic funds and private sector funds. The Company focuses on actions, which stimulate grass-root participation, partnership working and innovation to support projects for rural communities and sector groups. It works directly with local communities to assist in the development and implementation of projects, which benefit the area's local economy. The company's Memorandum & Articles of Association are appended in enclosure B.

b. Competence

The company's European and domestic programmes are monitored and audited by the Welsh European Funding Office (WEFO) and the Welsh Government (WG) on an on-going basis. The Company has an excellent track record of programme implementation, financial administration and control and this has been confirmed by the outcome and positive feedback of all audits and evaluations undertaken by WEFO and WG. The Company is audited as required by the Companies Acts by registered auditors, Jones & Graham Accountants of Denbigh.

The company currently employs twenty one members of staff who are experienced in the delivery of EU and domestic funded rural regeneration programmes. Each member of staff has expertise within their respective sector e.g. agriculture, tourism, community development, etc. Cadwyn Clwyd staff are as follows: Company Manager, Finance Manager, Finance & Admin Support Officer, Axis 4 Co-ordinator, Commons Development Officer Supervisor, Commons Development Officer x 6, Community Development Officer x 2, Business Innovation Officer, Bursary Officer, Agri-Food Officer x 2, Energy Officer, Tourism Officer, Environment and Heritage Officer and Key Fund Officer.

Cadwyn Clwyd currently supports projects within the following sectors / areas: Diversification of Agriculture, Agri-Food & Speciality Foods, Environmental Schemes, Cultural Tourism, Green Tourism, Heritage and Conservation Projects, Social Enterprise Development, Community Development, Community Capacity Building, Access to Services and Joint Projects with other rural areas in Europe.

The company primarily delivers Axis 3 and 4 projects under the RDP for Wales 2007-2013. In addition, Cadwyn Clwyd levers in funding from other sources to enhance activity within the area. The Company and its staff has a wealth of past experience of delivering rural development programmes within the sectors of Diversification of Agriculture, Agri-Food & Specialty Foods, Environmental Schemes, Cultural Tourism, Green Tourism, Heritage and Conservation Projects, Social Enterprise Development, Community Development, Community Capacity Building, Access to Services and Joint Projects with other rural areas in Europe.

The LAG has direct experience of managing and implementing programmes such as RDP Axis 3 and 4, LEADER II, Objective 5b, LEADER+, Objective 1, Article 33, Leonardo Da Vinci ESF, INTERREG IIIB, Rural Community Action, all of which have been managed and delivered successfully in terms of achievement of outputs, implementation of project elements, financial management (all WEFO Article 4 and 10 audits and WDA / WG audits have been extremely positive in their outcome and feedback).

In addition, the LAG has direct experience of managing programmes and projects funded from sources such as the Aggregate Tax Sustainability Fund, Landfill Tax Fund, The Arts Council of Wales, WG (and previous WDA) Agri-food Funds, AONB Sustainable Development Fund, WG Communities Facilities Programme, CCW Funds, Lottery - Awards for All, Tir Mostyn and

Foel Goch Windfarm Trust, Heritage Lottery Fund and Rural Business Action / STVEI. In addition to this, staff have had experience of delivering external contractual programmes such as Farming Connect, Taste of Wales, Food Culture Ambassadors and Food Business Advisors. Thus, the past experience detailed above together with its solid track-record makes Cadwyn Clwyd well placed to deliver and manage future EC and domestic programmes.

Cadwyn Clwyd LAG qualifies to operate as the Axis 4 LAG for Denbighshire as it meets the requirements of Article 61 of Regulation 1698/2005 namely:

- It will operate under the Denbighshire Local Development Strategy which is an area-based strategy operating within an identified sub-regional rural territory i.e. within rural Denbighshire as identified in Sections 4 and 5 of this LDS.
- The LAG is a local public-private partnership with a Board of Directors with representatives from the public and private sectors, see Section 8c detailing composition of the Board. It has further public sector and voluntary sector representatives on the Partnership Technical Advisory Group – see Section 8c.
- It adopts a bottom-up approach by working directly on a grass roots level through its project working groups detailed in Section 8c. All projects and actions under Axis 4 will be implemented using the bottom-up approach. Cadwyn Clwyd staff have a track-record of implementing LEADER II, LEADER+, RCA and RDP Axis 3 and 4 successfully using this methodology.
- The LAG operates through a multi sector approach to its projects and actions ensuring integration. This has been done successfully under the LEADER+ programme, whereby for example, food and tourism, woodland and tourism have been integrated.
- The LAG has implemented innovative approaches under LEADER+ by piloting new actions and processes. See Section 12 b regarding innovation under Axis 4.
- Cadwyn Clwyd has a wealth of experience of implementing co-operation projects within the UK and on a transnational level. It has co-operated successfully with 6 UK LAGs and 15 EU LAGs under the LEADER+ programme and with 5 partners on a Leonardo da Vinci transnational and with 8 partners on an INTERREG IIIB project. The LAG has therefore the experience to implement co-operation projects and has the staff capacity and capability to manage and deliver multi-partnership co-operation projects.
- The LAG has a fully developed network of local partners and partnerships which consist of business groups, community groups, thematic groups, community of interest groups. It also engages very closely with voluntary, public and private bodies at the local level through members of its Partnership Technical Advisory Groups and with project partners in the delivery and implementation of projects and programmes.

Cadwyn Clwyd complies with Article 62(1) of Regulation 1698/2005 as follows:

- The LAG will operate under the Denbighshire Local Development Strategy adopting the methodologies outlined above.
- The LAG members and its staff have been involved in LEADER II and the LAG has qualified for, managed and implemented LEADER+ and RDP Axis 3 and 4.
- At the decision-making level, the economic partners and social partners represent farmers, rural women and young people. More than 50% of the Company Directors (i.e. the decision-making body) are from the economic and social sectors please refer to Section 8c.
- The LAG has the ability to define and implement a development strategy for the area, this has been demonstrated through the success of the LEADER+ programme and the RCA programmes run by the LAG. The LAG partnership is constituted so that it can draw on the resources and expertise of a range of partners and bodies in the implementation of programmes and projects, for example the range of expertise within the PTAG and BOD, its staff and also within the individual project working groups, thus ensuring successful development and implementation of a LDS.
- The LAG is a company limited by guarantee, not for profit distribution and it is set-up for the delivery of EU and domestic rural development programmes, please refer to the Company Memorandum and Articles of Association regarding the company's constitution. The LAG can demonstrate its ability to administer public funds through its solid excellent track record of financial management and administration of public funds. All WEFO Article 4 and 10 and WDA / WG audits of LEADER+ and RCA have commended Cadwyn Clwyd's administration of funds. All programmes are also audited by the Company's external auditor, Jones and Graham of Denbigh and, whilst the Company's turnover is below the threshold for Company Law requirement for *audited* Annual Financial Statements, Cadwyn Clwyd ensures that its Financial Statements are fully audited in order to reaffirm robust reporting and management of its finances, thus providing an annual financial 'health-check' to the Company as a whole.
- Under Axis 4, the LAG will operate within the Denbighshire Local Development Strategy operational area detailed in Section 4 and Section 5. The LAG area provides sufficient critical mass in terms of its population of 47,115 with a population density of 58.18 persons per square km. The LAG area has 5 market towns which provides sufficient focus and scope for the development of the area. It has a wealth of natural and cultural resources detailed in Section 5, which provides sufficient resources to underpin viable development strategy.

c. LAG Operational Structure

The Denbighshire Rural Development Plan Partnership has identified Cadwyn Clwyd as the LAG which will be responsible for delivering Axis 4 of the 2007-

2013 Rural Development Plan in Denbighshire. The LAG will comprise a Board of Directors, the Partnership Technical Advisory Group, Project Working Groups and the LAG staff. This is a continuation of a structure which has proved to be successful under the 2000 – 2006 programming period with amendments to reflect the new administrative requirements of the 2007-2013 programming period. Overall, the LAG will assist in the development and implementation of Axes 3 and 4, and will have responsibility specifically for the development and implementation of Axis 4 using the LEADER methodology. The LAG will develop innovative actions to implement Axis 4 within the context of the LDS, and ensure complementarity between actions piloted under Axis 4 with mainstream projects implemented under Axis 3. The operational structure is shown in Enclosure C.

(i) Company Board of Directors – The LAG will be a company limited by guarantee which will manage Axis 4 delivery. The company will have a minimum of 6 members who will also serve as its directors and each director will have expertise in the sectors and issues to be tackled under Axis 4. The Company Directors will be responsible for constitutional issues, company policy requirements, personnel management, company law requirements and compliance with EU and domestic funding programmes.

Member and contact details	Expertise	Method of communication with sector
Public		
Cllr Rhys Hughes Tan y Fron Eglwyseg Llangollen LL20 8EL rhys.hughes@denbighshire.gov.uk	Knowledge of the agricultural sector	Denbighshire CC Cabinet RDP Partnership Denbighshire
Cllr Matt Wright Bryn Tirion Denbigh Road Nannerch CH7 5QU matt@valeofclwyd.orangehome.co.uk	Executive member for Regeneration & Tourism	Flintshire CC Cabinet
Private		
Andrew Jedwell Heol Gauad Cynwyd Corwen LL21 0NE ajedwell@lineone.net	Food industry consultant	Wales Organic Food Partnership RDP Partnership Denbighshire
Norman Jones Hen Efail, Treddol, Corwen LL21 0EL normanjones2@hotmail.com	Company Director Corwen Partnership	Views of business community RDP Partnership Denbighshire
Community/Voluntary		
Ann Atkinson Glaslwyn Mill Street Corwen LL21 0AU annatkinson@btinternet.com	Musician	Community groups North Wales International Music Festival

Cllr Carolyn Thomas Cartrefle Corwen Road Pontybodkin Near Mold Flintshire CH7 4TG Carolyn.thomas@flintshire.gov.uk	Chair of AONB Joint Advisory Committee	Flintshire CC Cabinet ANOB Joint Advisory Committee
John Les Tomos Y Dderwen Denbigh Road Hendre Flintshire CH7 5QE derwenhendre@btinternet.com	Flintshire Tourism Association	Flintshire Tourism Association RDP Partnership Flintshire

(ii) Partnership Technical Advisory Group (PTAG) – The PTAG will be responsible for advising the Board of Directors on general strategy, project implementation, complementarity and financial management. The PTAG and Directors will also undertake the development of synergies between all projects supported by the LAG under Axis 4 and will have an input to ensure synergies between Axes 3 and 4. The PTAG will form project working groups that will be charged with the promotion and development of the innovative actions under Axis 4.

(iii) Project Working Groups - The driving engine of Axis 4 implementation will be the Project Working Groups which will consist of individuals who work or live in the rural area concerned and will comprise of sectoral, geographical, thematic and community interest groups. The Project Working Groups will consist of existing groups and new groups formed during the 2007-2013 period. Examples of these include agri-tourism networks, business groups, village community groups, environmental groups etc. The Project Working Groups will operate at the local level, on a bottom-up approach and will act as both a delivery mechanism and a ‘think-tank’ for sustainable pilots and innovative actions under Axis 4. The approach will be developed as part of a holistic management process that will reflect the aspirations and the opportunities in the local community. The Cadwyn Clwyd LAG will enable the Project Working Groups to gain the knowledge and skills to take advantage of programmes and resources aimed at regenerating rural communities. The LEADER methodology of grass-root participation, partnership and innovation will be adopted into all processes and projects adopted by the Project Working Groups.

(iv) LAG Staff – It is intended that the LAG will transfer the current RDP staff for the delivery of projects under BP2 provided that they have the relevant skills to deliver the business plan and subject to sufficient resources being available.

Transferring existing RDP staff will optimise experience and expertise from previous EU and domestic programmes. Their experience of rural development and project delivery, and their familiarisation with the LEADER methodology of grass root participation, partnership and innovation, makes

them well placed to deliver the programme and provide a mentoring role for the wider implementation of Axis 3 and 4

The LAG will assist in preparing a publicity strategy for Axis 3 & 4 and actively promote the programme to the local community, programme and project partners and all relevant stakeholders.

The Company Manager, Finance Manager,, Finance and Administration support Officer and the Axis 4 Co-ordinator will be funded within the 20% of the total Axis 4 budget for administration. They will support all of the activities of the programme, as delivered by the company. The Project Officers will work on the development and implementation of sustainable pilots and innovative actions funded via Axis 4. The Company Manager will be responsible for the operational links with Axis 3 and other programmes and organisations within the LAG partnership for delivery of activities and for the identification and leveraging of complementary funding for the pilot projects under Axis 4.

d. Financial controls and audit arrangements

The Denbighshire Rural Development Plan Partnership and the Financial Co-ordinator (Denbighshire County Council) will be responsible for the overall delivery, implementation and financial control of Axis 4. The Finance Co-ordinator will be responsible for ensuring compliance with EAFRD requirements and ensure delivery within the Control Regulations set out by WG and the Commission. A memorandum of understanding will be completed between the Denbighshire Rural Development Plan Partnership, Denbighshire County Council and Cadwyn Clwyd LAG to ensure robust administrative and financial procedures, adherence to EU control regulations at all levels and to ensure full accountability between parties to the memorandum.

The LAG will ensure that all staff employed are recruited in line with WG requirements by following appropriate terms and conditions of employment. The payroll will be administered by Denbighshire County Council Payroll department. It will ensure compliance with the 20% limit on LAG administrative costs and will undertake an appropriate and accepted methodology of cost apportionment.

Cadwyn Clwyd will use its existing accounting and financial control methods which have been previously undertaken within the 2000-2006 programming period. These financial controls have been positively audited by WEFO Article 4 and 10 audits and WDA annual audits. Cadwyn Clwyd utilises a Sage Line 50 accounting system. Each project is allocated a unique department code and expenditure is charged to that department under the appropriate category of expense. Non-direct costs are apportioned on an approved and accepted basis. Management accounts are produced on a quarterly basis and are presented to the Cadwyn Clwyd Partnership Technical Advisory Group and the Board of Directors. These quarterly reports will be submitted to the Denbighshire Rural Development Plan Partnership. In

addition, the Company Financial Statements are audited annually by a registered auditor, Jones & Graham Accountants, Denbigh.

9. Characteristics of the Area

a. Denbighshire Economic Growth Strategy

In 2005, Denbighshire County Council commissioned the preparation of an economic growth strategy for the county.

While highlighting the diversity within Denbighshire, the review of economic data revealed the following features of the Denbighshire economy:

- Low levels of gross value added and earnings on the part of those employed within the County; but
- Relatively favourable levels of household income, owing partly to outward commuting and to a heavy dependence on “unearned” income;
- Relatively low inactivity rates (though with some local exceptions) but significant outward commuting and high-levels of employment in sectors (e.g. tourism) in which part-time employment is common;
- A demographic profile showing below average representation of some key age segments (young adults), but an increasing population overall;
- A slowly ageing population with implications for the healthcare sector and overarching activity indicators;
- Relatively low levels of unemployment, but with pockets of higher unemployment in more rural parts of the county;
- A poorly diversified employment structure, with a strong dependence on the non-market (public) sector;
- Relatively poor achievement rates from the County’s schools, but a comparatively well qualified workforce;
- A strong standing on selected indicators relating to social inclusion, notwithstanding a few areas of real problems.

According to the Denbighshire Economic Growth Strategy, the main developmental challenges facing Denbighshire can essentially be summarised in terms of the need for increases in the quality of employment within the County.

Given the relatively low inactivity rates, increased prosperity is unlikely to be generated by simply increasing the number of jobs within the County – rather the emphasis needs to be on increasing the quality of jobs and hence the earnings from work, while sustaining the benefits of access to higher paid labour markets to the east. Inevitably this is partially dependent on improvements in the “supply side” of the local economy, and improvements to the demands placed on local people through new investment.

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)

<p>Strengths</p> <ul style="list-style-type: none"> • Good quality of life • Quality of natural environment • Attractive rural landscape • Importance of self employment in labour market • Unemployment rates which generally mirrors national trends • Unique cultural and linguistic identity • Strategic location • Competitive wage rates • Good provision of further education establishments • Strong sense of community co-operation, participation and cohesion • Strong public sector structures in economic development, training and local government 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Extremely low levels of inward investment • Strong seasonal components in tourism • Relative low manufacturing base • Relative peripherality • South of Denbighshire has poor links to the A55 • Poor physical / telecommunications infrastructure • Low economic activity rates • Small local market • Low level of skills • A farming industry dependent on CAP subsidy payments with a narrow and vulnerable economic base and declining incomes • Loss of rural services such as schools, shops, buses, community centres and doctors • Market sectors vulnerable to recession
<p>Opportunities</p> <ul style="list-style-type: none"> • Maximise potential of A55 and its direct links to the UK motorway network • Proximity of Manchester and Liverpool airports • Proximity to densely populated areas on costal strip and NW England • Sustain and enhance the natural environment and promote it as such • Potential for further growth in food processing • Scope to promote farm viability by encouraging diversification of income sources • Potential for growth in industries which complement the high quality natural environment, e.g. green products (such as wood products produced locally) • Scope to exploit new tourism markets such as short-breaks, second holidays, activity holidays and “niche market” holidays; • Potential for further growth of cultural industries drawing on the strong sense of cultural identify in the area. • Potential for ICT to increase teleworking; • Opportunities to improve further the environment by a variety of means, including: <ul style="list-style-type: none"> - “green” transport; developing and enhancing business environmental management initiatives; increasing community involvement in recycling initiatives; promoting the sustainable use of natural resources, including the development of clean technologies and the • use of renewable energy • Maximise the potential of the Dee Valley by extending the heritage Railway. 	<p>Threats</p> <ul style="list-style-type: none"> • Growing division between employment poor and employment rich areas • A55 could have draining effect on rural hinterland • Outward migration of younger, skilled workers seeking improved career opportunities • Spiral of economic decline • Growth of mass tourism could have ramifications on the environment • Continuing pressure on agriculture through CAP reform and competition, leading to a further loss of jobs and an increasingly adverse age-structure • Vulnerability to exchange rate fluctuations results in reduced business investment and pressure on certain sectors • Loss of rural services intensifies • Deprivation and relative isolation lead to increased levels of stress amongst vulnerable groups • Outward migration of young people • Loss of biodiversity and other environmental degradation intensifies due to climate change, continuing specialisation of agriculture, and pollution of fresh and coastal waters • Increase in the unsustainable use of natural resources

b. Viability of rural communities

Statistics also reveal specific trends in relation to the county's rural communities which if not addressed may impact upon their future viability.

The proportion of the population of rural Denbighshire aged over 75 is higher than the average figure for Wales and the number of people in this age group has grown at a higher rate than in the whole county over the ten years 1991-2001.

Population aged 75+	1991	2001	Change
Rural Denbighshire	3,724 (9.0%)	4,169 (9.7%)	445 (11.9%)
Denbighshire	9,055 (10.1%)	9,580 (10.3%)	525 (5.8%)
Wales	208,904 (7.4%)	240,583 (8.3%)	31,679 (15.2%)

The proportion of the population of rural Denbighshire aged 15 or less is lower than the average figure for Wales and the number of people in this age group has declined over the ten years 1991-2001 in rural Denbighshire during which time the number in the whole county has grown.

Population aged 0-15	1991	2001	Change
Rural Denbighshire	7,678 (18.6%)	7,616 (17.8%)	-62 (-0.8%)
Denbighshire	16,692 (18.7%)	17,074 (18.3%)	382 (2.3%)
Wales	589,177 (20.5%)	549,204 (18.9%)	-39,973 (-6.8%)

Source: Census 1991 and 2001

The residents of the county's rural communities travel further to work than those who live in its urban areas.

The number of residents of rural Denbighshire who travelled less than 10km to work was 12,060 out of a working age population of 21,431 which is 56.3%. This compares unfavourably with the number of residents of Denbighshire as a whole who travelled less than 10km to work which was 24,506 out of population of 38,277 which is 64.0%.

Source: Census 2001

The population of the county's rural primary schools has fallen more rapidly than that of the county's urban primary schools.

From January 2003 to January 2006, the number of pupils enrolled in primary schools in rural Denbighshire fell from 4,103 to 3,360 which is a decline of 18.1%. This compares unfavourably with the trend for primary schools rolls in Denbighshire as a whole which fell from 8,916 to 7,565 which is a decline of 15.2%.

Source: Denbighshire County Council

There has been a decline in the retail offer in the area's rural service centres in recent years.

Ruthin and Denbigh have both shown a decline in the number of comparison shops but with a corresponding increase in other types of outlets. In Llangollen, the total number of outlets has remained stable but there are now significantly more service and other outlets than convenience and comparison shops.

Survey Year	Denbigh - Comparison Outlets	Ruthin - Comparison Outlets
Nov 2002	28 (25.2%)	52 (29.2%)
Nov 2005	26 (23.4%)	47 (26.1%)
Jun 2009	27 (24.1%)	42 (23.6%)
Nov 2011	28 (24.8%)	42 (23.6%)

Source: Denbighshire County Council town centre surveys

c. Agriculture

Agriculture remains the sector in which many of the area's larger businesses trade but the number of these eligible to register for VAT has declined at a time when the number of businesses eligible to register overall has grown.

The number of businesses registered for VAT in the agriculture, forestry and fishing sectors was 685 (21.5%) in 2007 (out of a total of 3,190). The proportion of VAT registered businesses in the agriculture, forestry and fishing sectors continues to fall (was 22.4% in 2005 and 21.4% in 2007).

Source: NOMIS

d. Tourism

The volume of tourism in rural Denbighshire has finally recovered to the levels experienced before the outbreak of Foot & Mouth disease which occurred in the UK in 2001 but its value in real terms has yet to recover.

Analysis by Sector of Expenditure	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
(£'s millions)											
Accommodation	10.54	10.61	9.6	9.9	9.7	10.6	10.3	10.6	11.3	9.5	11.3
Food & Drink	20.87	21.01	19.6	19.1	17.3	15.5	15	15.1	14.5	13.8	15.2
Recreation	6.94	7.02	6.5	6.4	5.6	5.3	5.1	5.1	4.9	4.6	4.9
Shopping	26.8	27.07	25.2	24.6	21.8	20.4	19.6	19.9	18.9	18	19.4
Transport	9.96	9.89	7.5	7.3	6.5	5.9	5.7	5.8	5.5	5.2	5.7
Indirect Expenditure	29.25	29.41	26.7	26.2	23.7	21.9	21.3	21.5	20.8	19.4	21.5
VAT	13.14	13.23	12	11.8	10.7	10.1	9.8	9.9	9.6	8.9	9.9
TOTAL	117.49	118.2	107.2	105.4	95.3	89.7	86.8	87.9	85.5	79.4	88

Tourist Days (Thousands)	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
Serviced Accommodation	223	237	204	220	213	277	260	259	268	247	243
Non-Serviced Accommodation	1,201	1,155	1,167	1,063	1,093	789	800	814	715	689	919
SFR	156	157	156	155	155	154	153	152	150	148	147
Day Visitors	1,873	1,912	1,857	1,823	1,583	1,692	1,604	1,629	1,550	1,463	1,524
TOTAL	3,453	3,462	3,384	3,261	3,044	2,912	2,818	2,854	2,683	2,546	2,832

Source: STEAM model for rural Denbighshire

10. Policy context

One Wales

This is WG's manifesto and its implementation is supported by a suite of plans which deal with specific areas of policy.

Wales: A Vibrant Economy

This sets out how WG will continue to develop a vibrant Welsh economy capable of delivering strong and sustainable economic growth by providing opportunities for everyone in Wales. The approach is built around Wales's core strengths, including an increasingly skilled, innovative and enterprising workforce and an advanced technology and knowledge base. WG's growing range of devolved powers, short decision chains, close partnerships, local knowledge and willingness to engage will help in building an ever stronger competitive advantage for Wales.

Achieving our Potential – Tourism Strategy for Wales

WG's Tourism Strategy for Wales identifies the need to market Wales more effectively as an attractive all-year round tourism destination, to provide high standards to ensure that investment in tourism is responsive to changing market needs, and to improve professionalism and innovation. The Denbighshire LDS will directly address these issues through its tourism projects via Axis 3 & 4 and through community-based initiatives via RCA.

Social Enterprise Action Plan – Scaling new Heights

The LDS will directly complement the aims of the Social Enterprise Action Plan namely the creation of a thriving social enterprise sector; the establishment of integrated support for social enterprise through the involvement mainstream and specialist agencies; and the creation of an environment that encourages new social enterprises that capitalise on opportunities for growth.

Farming, Food and Countryside

Farming, Food and Countryside – Building a Secure Future’ sets out a clear vision of Welsh farming at the heart of a sustainable countryside and profitable rural economy. The LDS will work directly with the sector on the local level to facilitate the objectives of Farming, Food and Countryside, namely; securing a sustainable future for the farming, food and land based production industries and the Welsh countryside environment.

Agri-food partnership - second organic action plan

The Welsh Government, which together with other partners delivers on this action plan, and provides support for organic producers and processors in various forms, including grants, promotional initiatives and trade development activities.

Local Sourcing Action Plan – Food and Drink Wales WAG 2009

The LDS will address the 2 strategic aims within the Local Sourcing Action Plan – Food and Drink Wales WG 2009 primarily through Axis 4 project. The LDS will aim to achieve (i) increase the level of local sourcing of food and drink (ii) increase the levels of supply of local food and drink to public sector organisations.

People, Places, Futures: The Wales Spatial Plan

Denbighshire is split between two Spatial Plan areas - North East Wales and Central Wales, with the main part of the County aligned with the North East, however it is also within the West Wales and the Valleys region. The Denbighshire LDS will address the NE Wales spatial plan vision of “harnessing the economic drivers on both side of the border, reducing inequalities and improving the quality of its natural and physical assets” and it will also address the central Wales vision “to provide dynamic models of rural sustainable development, moving all sectors to higher value added activities”. It will contribute towards the achievement of the action to “strengthen rural communities through Rural Community Action and the wider rural activities supported by the new EU rural development regulation” identified for both areas and also to exploit opportunities arising from the findings of the Key Settlements and Marine, Environmental and Land Sciences studies required for the Central Wales area.

Complementarity and linkages between the spatial plan process and the Denbighshire LDS will be achieved through County Council representation on the 2 spatial plan area partnerships relevant to rural Denbighshire.

West Cheshire/NE Wales sub regional spatial strategy

One of the actions in the Spatial Plan was the requirement for cross-border collaboration and this has resulted in the preparation of the West Cheshire/NE

Wales sub regional spatial strategy which identifies three aims relating specifically to the rural hinterland:

- Improving the competitiveness of the agricultural sector – Farms will be encouraged to develop both as producers and through the introduction of complementary activities
- Improving the vitality of rural communities – The application of new technology and an improved supply of housing tailored to local circumstances can bring prosperity and secure local services in rural communities.
- Improving rural accessibility – Links between rural and urban areas within the sub-region will be strengthened, to provide rural residents with greater choice and flexibility over employment and service provision where this cannot be provided within their own communities.

These three aims have influenced the development of the Strategic Themes of the Local Development Strategy which will contribute towards their achievement.

A vision for Denbighshire 2025 (Denbighshire Community Plan)

The County Council has developed a Vision for Denbighshire as a central plan to influence and guide the work of the Council and its partner organizations. The Vision for Denbighshire will be delivered through a community vision which serves as the county's community plan required by the Local Government Act 2000 and the other statutory plans which are the Local Development Plan, Children & Young People's Framework and Health, Social Care & Well Being Strategy.

The Vision is that *“Denbighshire in 2025 will be the ideal place to visit, live, work, conduct business and pursue a wide range of activities”*.

To achieve this Vision, the following actions are envisaged.

*The **population will be more balanced, retaining and attracting more young people** who, with the support, skills and experience of our older population, will help to sustain our communities and grow our economy.*

*To meet the needs of a growth in population **additional housing** will be needed in the County. The bulk of **extra houses will be provided through mixed developments**, consisting of business, housing and infrastructure, in areas close to main transport routes. In addition, there will be more houses in rural communities, to sustain facilities such as schools and shops.*

*New housing will meet the needs of our diverse population, with the appropriate provision of **affordable** units to buy or rent.*

We will improve access by developing **better transport links** for journeys within Denbighshire, between rural areas and the main towns, and between Denbighshire and other areas.

We will have grown **more high quality businesses** in Denbighshire, particularly in the field of opto-electronics and by assisting the development of small and medium enterprises. Support will be provided for an increase in research, science and technology, recognising the importance of the knowledge economy as a source of competitiveness.

More people will be working and will have the **vocational and life skills** required to meet employment needs, and the confidence and support to start their own businesses. There will be vocational learning hubs to the north and south of the County and an integrated network of local centres providing lifelong learning throughout the County.

We will invest in our schools in order to sustain high standards of **educational attainment** to meet the needs of pupils, the wider community and the economy.

Our diverse county will attract **more visitors** throughout the year who will experience Denbighshire's outstanding natural and built environment, culture and wide range of outdoor activities.

We will bring **services closer to communities**, with some areas identified as focal points where a range of services such as health and social care, youth facilities, education and neighbourhood policing can be accessed from one location. These centres will be connected using up to date technology. Our approach to **community safety** will be developed by agencies such as the County Council and the Police working closely together.

Partners in the public, private and voluntary sector will have **worked together to eliminate deprivation** and to encourage individuals to help themselves and their communities.

We will safeguard vulnerable children and adults, promoting their independence and ensuring that everyone is able to **realise their potential**.

People across the County will take more responsibility for their own health and wellbeing. They will be fully aware of the benefits of taking regular exercise and eating well. More adults and young people will participate in sport and physical activity.

We will **celebrate and respect the diversity of our county**. We will make sure that any actions we take **protect the environment** and do not have a negative impact on the lives of future generations.

The Vision for the county's rural communities has been adopted as the Vision for the Rural Development Plan for Denbighshire and is set out in section 11 below.

Denbighshire Local Development Plan 2004-20

Denbighshire was the first county in Wales to gain approval for a Unitary Development Plan. It is now preparing a Local Development Plan which will take into account the experience gained from the UDP and in relation to rural communities will include policies to sustain rural communities by enabling the provision of housing and employment whilst protecting the environment.

Denbighshire Children & Young Peoples' Framework and the Denbighshire Health, Social Care & Well Being Strategy

With children and young people and the elderly being target groups for the Rural Development Plan in Denbighshire and upgrading and improving shared facilities featuring as key actions for Axis 3, the priorities of this Framework and Strategy will be reflected in the measures proposed.

Denbighshire Cultural Tourism Strategy

The LDS will directly address the priorities identified in the Denbighshire Cultural Tourism Strategy, namely:

Priority 1 - Branding and Promotion

Priority 2 - Extending the Stay, Extending the Season

Priority 3 - Providing the Quality of Visitor Experience

Denbighshire Economic Growth Strategy

The following priorities which the Denbighshire Economic Growth Strategy recommends are of particular relevance to this Local Development Strategy.

DEG 1: Enhancing Quality of Life and local services for residents:

We believe that the key focus of the Strategy has to be to enhance the (in many cases already high) quality of life and access to higher value and higher quality services of residents in Denbighshire, with two aims: firstly, to encourage local people (even those who travel out of the County to work) to spend more of their disposable income within the County and secondly, as a key part of the effort to retain younger people and/or to encourage them to return to live in the County. In terms of the Vale of Clwyd and the Dee Valley in particular, developing a strategy to market the area as ideal for higher-skilled "live and work" families, who are either self-employed or largely able to work from home in order both to bring in added value into the economy and generate spin-off effects through demand for local services. This will necessitate a continued effort to ensure high quality ICT infrastructure, as well as ensuring the continuing supply of appropriate housing.

DEG 2: Adding value to tourism and related sectors:

Enhancing the quality of life for local residents will also have spin off benefits for the County's tourism offer. Conversely, it is mostly through tourist visits that those outside the County are likely to get to know it and improving the tourism offer is thus critical to encouraging in-migration of younger groups into the County. Although tourism is likely to remain a highly competitive area, and in the case of sub-sectors, such as the traditional coastal caravan parks, there seems little alternative to "managed decline", for the County as a whole, tourism remains a key sector in terms of offering local employment and simply cannot be ignored. Moreover, in a perspective looking forward to 2013, it is at least possible that there will be a radical reduction in overseas weekend or "short-break" travel, as the environmental costs of air travel are factored in to pricing.

i) Taking forward the County's Cultural tourism strategy, with a very strong emphasis on improving the tourism offer within the rural interior by increasing the provision and driving up standards of accommodation and food (this also links to the skills agenda – see DEG 3); continued investment in tourism infrastructure such as facilities linked to the canal network in the Dee Valley; and developing niche markets, based around waterways, walking, riding and arts/cultural events; and

iii) Continuing to provide support to initiatives to support the agri-food industry and to improve the quality and profile of local produce.

11. Vision

The vision for this Local Development Strategy mirrors the Denbighshire 2025 Vision for its rural communities as follows:

"Our rural communities will be economically, socially and culturally active whilst maintaining the beautiful natural and historic environment. There will be access to affordable housing, to employment and to services for people from all parts of our rural community. More housing will sustain community facilities such as school and shops. Local transport structures will improve access between communities whilst the unique rural culture and identities of our small villages will be protected and celebrated. Economic activity will sustain the natural beauty of the AONB and rural areas. The agri-food sector, tourism and contemporary communications will enable further rural development."

Activities undertaken within this Local Development Strategy will assist in delivering the vision for Denbighshire in 2025.

12. Challenges and key actions

Over the next few decades, the global food and energy systems will come under renewed pressure from the combined effects of population growth, the

nutrition transition, energy, land, water, labour and climate change. The combined effects will create constraints on food and energy supply and if action is not taken, there is a real potential for demand growth to outstrip production. This will be set against a backdrop of climate change which will exacerbate water shortages, reduce crop yields and create new pests and disease threats. In the quest for new energy sources to power the world it is likely that bio-fuels will compete for space with agricultural crops.

The UK economy is also in recession and evidence suggests many Denbighshire town centres are struggling as a consequence. There has been a decline in the retail offer in the area's rural service centres in recent years as indicated by the Denbigh & Ruthin town centre statistics on Page 22.

Improving the town centre "public realm" environment and retail experience to attract greater footfall is essential in supporting the vitality and viability of Denbighshire's town centres. Likewise major regeneration projects are vital to boost the economy, project such as the extension of the Llangollen Railway into Corwen and economic benefits resulting from the World Heritage site nomination (UNESCO) in Llangollen. These are projects are of vital importance, not only in terms of developing the tourism offer but these major regeneration projects will reflect a general growth in confidence in the local area and provide a significant boost to the areas prosperity.

a. Challenges

The analysis of the area clearly demonstrates that whilst the area is currently characterised by relatively low levels of unemployment, it has low levels of income from employment in the area, is dependent upon sectors experiencing structural change and has experienced shifts in demographics due to an ageing population and out migration of young people. This in turn has threatened the viability of basic and essential rural services.

However, the current economic downturn continues to have an effect on the job market. Some major employers serving the County have closed, planned developments offering employment are on hold and sixth form intake is increasing as school leavers abandon their search for employment and return to education.

b. Shorter term aims and objectives

To contribute towards delivering the vision for rural Denbighshire, the shorter term aims and objectives for the Rural Development Plan will be to provide new quality job opportunities in the area and the skills required to access these jobs, to reduce economic inactivity where feasible, to diversify the local economic base, to develop new markets for businesses in the key agri-food and tourism sectors, to safeguard rural services and promote social inclusion, and to improve links between rural service centre towns and the hinterland, all of which will in turn safeguard the economic, social and cultural tapestry and natural environment of rural Denbighshire.

c. Strategic Themes

Delivery of the RDP (Axes 3 and 4 and also Axes 1 and 2 where appropriate) and RCA will be focused around the following strategic themes:

Strategic Theme 1 – Developing new markets for agriculture and protecting the countryside

Strategic Theme 2 – Providing the capital, advice and skilled labour required for business formation and growth including the application of ICT

Strategic Theme 3 – Developing and promoting new markets for tourism and sustaining the area's culture

Strategic Theme 4 – Strengthening and safeguarding the vitality of rural communities and improving the quality of life of people associated with them (which will also underpin all actions undertaken under ST1, ST2 and ST3)

d. Axis 3 – Scope and Actions

Axis 3 will support a wide range of integrated activities to diversify the local economy and improve the quality of life with particular emphasis in improving employment opportunities; promoting endogenous capacity building; skills acquisition and organisation for local strategy development and implementation; and helping to ensure that rural areas remain attractive for future generations.

Priority will be given to supporting capital projects which will provide a lasting benefit for the area beyond the life of the Plan and revenue projects which will be sustainable after the cessation of financial support through the Plan.

The indicative actions proposed to deliver the short term aims and objectives in accordance with European Union Council Regulation 1698/2005 include

i. Micro-business creation and development (addressing ST1, 2, 3 & 4) - Article 52(a) (ii)

This action will focus on projects such as commercial premises improvement, access to business advice and financial assistance to complement WG business support provision, capacity building, skills gap analysis entrepreneurial development and support for developing new markets through *inter alia* the application of ICT to enable the creation and growth of businesses in the area.

ii. New markets for tourism (addressing ST3 and ST4) – Article 52 (a) (iii)

This action will focus on projects such as Green Tourism, activities, Tourism signage, initiatives to extend the season, small scale pilot accommodation provision, facilities to promote understanding and the associated marketing of these to enable the exploitation of new local and visitor markets.

iii. Upgrading and improving basic services (addressing ST1 & ST4) – Article 52 (b) (i)

This action will focus on upgrading and improving shared facilities, transport, retail, local training cultural and leisure facilities, sport activities, childcare and ICT facilities in order to improve the viability of rural services and it could in part be delivered through a Key Fund approach.

iv. Village renewal (addressing ST 4) – Article 52 (b) (ii)

This action will focus on new small capital projects to improve transport, ICT, and encourage new joint service facilities in order to improve the viability of rural services and it could in part be delivered through a Key Fund approach.

v. Conservation and upgrading rural heritage (addressing ST1, 2, 3, 4) – Article 52 (b) (iii)

This action will focus on the maintenance, restoration and upgrading of the built natural and cultural environment to exploit the area's identity for the benefit of its economy by improving the visitor experience whilst also protecting its heritage.

vi. Training (addressing ST1, 2, 3, 4) – Article 52 (c)

This action will focus on developing the skills required to deliver the improvements to the area's economy envisaged in the Plan. Projects could include the improvement of skills through joint working between businesses or community groups, the provision of access to training which is either not currently provided in the area or which is not easily accessible, the provision of skills required to enable economically inactive people to obtain jobs.

vii. LDS skills (underpinning ST1, 2, 3, 4) – Article 52 (d)

This action will focus on undertaking needs analyses and developing skills within the partnership and for effective partnership working in local communities and sectoral groups. Funding will also be made available to undertake studies of 'areas concerned' in developing future projects or assisting current projects for the benefit of the local area. All studies will be determined by the Denbighshire Rural Development Plan Partnership.

e. Axis 4 – Scope and Actions

The LAG will deliver the Axis 4 measures adopting the LEADER methodology which is based on the 3 principles of:

- grass-root participation
- innovation
- partnership working

Axis 4 actions will address the 4 Strategic Themes identified by the Denbighshire Rural Partnership and the 5 economic themes identified in the Rural Development Plan, namely;

- Stakeholder partnership activity
- Area identity and new product development
- The natural environment
- Sustainable rural services
- Outdoor activities, tourism development and well-being

These economic themes will be fundamental to the delivery of the themes and projects identified under Axis 4. Stakeholder partnership activities will be central in all activities through the Project Working Groups. Where appropriate, the LAG will also look at the development of projects which will create area identities and the development of new products be they on a pre-commercial basis or for tourism i.e. new marketing product. The natural environment is a major asset within the area therefore it is only pertinent to build on this strength through Axis 4 activities. In order to enhance and maintain the quality of life in the area it is essential that activities focus on the sustainability of rural services, for tourism purposes and for the indigenous population. Through Axis 4, support for these services will enhance the economic strength of our communities and rural areas.

Outdoor activities and well-being are an intrinsic part of quality of life. A healthier rural population ensures a more economically active rural population. Within the tourism, rural services and quality of life project the LAG will build upon the network of outdoor activities and the tourism potential of these networks.

Innovation

Cadwyn Clwyd will deliver Axis 4 using the LEADER methodology of grass root participation, partnership and innovation. Innovation will be central to Axis 4. Axis 4 will enable the development of pilot projects that are too new and innovative for other organisations / funding sources to back in isolation. Under Axis 4, the LAG will treat the operational area as a rural development laboratory and work on experimental projects as sustainable pilots, which may then be mainstreamed. The policy is to use the Axis 4 funding as “pump-priming”, to attract and lever additional finance for further development and mainstreaming through either Axis 3 or other funding sources. The LAG has a wealth of experience in leveraging in, attracting other sources of funding and identifying partners to enable the mainstreaming of successful pilot projects. In addition, the LAG will further utilise the expertise of the Denbighshire Rural Development Plan Partnership for mainstreaming successful pilot projects.

Axis 4 themes will focus on maximising the use and promotion of local products, enhancement of the environment while using natural resources for sustainable development, valorisation of cultural heritage, the adoption of quality standards in service provision and products, and improving the visitor experience. It will use the rural areas as a “test bed” for innovative actions

maximising use of the area's physical and human assets in a sustainable manner for the socio-economic benefit of local communities and the wider area. These themes will be incorporated into local, inter-territorial and trans-national projects implemented under Axis 4 and will focus around the following Rural Development Plan measures listed below.

Axis 4 Measure - Competitiveness

Increasing the competitiveness of land based industries through diversification.

Increasing competitiveness through adding value to local products (food and non-food).

The piloting of collaborative marketing and promotion packages within the tourism industry.

Piloting of recycling and waste management issues for rural businesses including farm businesses.

Axis 4 Measure - Environment/ Land Management

Environmental and green tourism projects will sympathetically exploit the area's environmental designation for economic benefit e.g. SACs, SSSI and Natura 2000.

The piloting of area-based branding initiatives bringing together economic sectors which have been traditionally separate e.g. tourism and extraction industries

Small-scale environmental improvements in rural villages and communities

Axis 4 Measure - Quality of Life / Diversification

The piloting of local schemes and social enterprises which will enable rural communities to gain access to basic services.

Safeguarding the areas identity through promotion of cultural and heritage events, networks and activities.

In addition to the above, Co-operation Projects and Acquisition of skills will be delivered within the Strategic Themes and measures outlined above.

13. Links to other programmes

EU Objective One Programme

The whole area was included in the West Wales & The Valleys NUTS II area which was eligible for assistance through the EU Objective One programme from 2000-2006.

The County Council successfully delivered a range of projects supported through the programme targeted at rural Denbighshire which are listed in the table below.

WEFO reference	EU grant in £000's	Description
52666	59	Grants to landowners to promote wildlife and landscape conservation
52850	216	Renovation of Denbigh Town Hall to showcase local products
52851 & 55198	318	Key fund to support community initiatives in rural Denbighshire
52852	245	Public realm improvements to encourage tourism in Rhuddlan village
54726	190	Restoration of historic building to provide business centre and cybercafé at Crown House in Ruthin
55340	213	Restoration of Grade I Listed building to provide visitor attraction at Nant Clwyd House in Ruthin
55360	29	Restoration of historic manor house to provide enhanced visitor experience at Plas Newydd in Llangollen
56641	303	Restoration of cruck frame barn to provide business centre at Ty Coch Farm in the Clwydian Range AONB
56658	388	Construction of workshop units for SME's in Denbigh

EU Convergence Programme

The whole area is included in the West Wales & The Valleys NUTS II area which is eligible for assistance through the EU Convergence programme from 2007-13. The Convergence programme will be delivered through a number of Strategic Frameworks operating at a national, regional or sub-regional level. The Strategic Frameworks will be implemented in rural Denbighshire through discrete projects which will address sub-regional or regional priorities. Projects which will be supported through the RDP Local Development Strategy will be developed to address locally identified priorities which are not otherwise being addressed through projects already approved for support through the EU Convergence programme. In the case of Axis 4 projects, these will by definition involve pre-competitive activity and will therefore complement the Convergence projects being undertaken in the area.

14. Target groups for Axis 4

The Partnership has identified target groups as priorities for the following reasons.

a. Women

The average weekly earnings of women in Denbighshire at £305.80 are lower than those for men in the county which are £395.70 and lower than the average for women in Wales which are £334.80. There is therefore a need to create better quality job opportunities for women and provide them with the skills necessary to obtain these jobs.

Source: Annual survey of hours and earnings 2005.

Axis 4 will target women by enabling collective actions to gain access to employment opportunities which would otherwise not be possible on an individual basis. In addition, pilots will be implemented which enable women to gain skills which will enable them to gain quality employment.

b. Children & Young People

The proportion of the population of rural Denbighshire aged 15 or less is lower than the average figure for Wales and the number of people in this age group has declined over the ten years 1991-2001 in rural Denbighshire during which time the number in the whole county has grown. The decline in the proportion of younger people in the area will adversely impact upon its economy, social fabric and viability of local services if left unchecked.

Source: Census 1991 and 2001

Young people will be targeted through the sympathetic exploitation of the area's human and physical resources for economic benefit thus creating potential job opportunities. In addition, pilots will be implemented whereby young people will be encouraged and enabled to unleash entrepreneurial potential by supporting the formation of micro businesses within rural Denbighshire.

c. Welsh Speaking Communities

The area has a high proportion of Welsh speakers in the population rising to over 65% in some wards and there is therefore a need to ensure that services are provided through their language of choice and that the area's strong cultural and linguistic identity is maintained.

Source: Census 2001

Welsh Speaking Communities will be targeted via Axis 4 through the utilisation of the area's cultural and linguistic identity for economic benefit. Pilot projects under Axis 4 will assist community groups to develop projects which not only use the Welsh language as an asset, but will also ensure that

all projects are implemented in full accordance with the Denbighshire Rural Partnership's Welsh Language Policy.

d. The Elderly

The proportion of the population of rural Denbighshire aged over 75 is higher than the average figure for Wales and the number of people in this age group has grown at a higher rate than in the whole county over the ten years 1991-2001. Their spending power can help to sustain rural services and, because of the leisure time available to them, the wider rural visitor economy. Equally, if rural services become less viable and are withdrawn, they can become isolated and the services they require can become difficult to access.

Source: Census 2001

The elderly will be targeted through projects which will pilot initiatives which enable older people to gain access to basic rural services. Axis 4 will only support projects which are innovative and risky in nature within the context of rural services. In addition, elderly people within the community will be encouraged to participate in projects and encouraged to develop and provide their skills in the implementation of projects and initiatives.

e. The under-employed

Some 33.2% of the working age population of the area are economically inactive. Whilst this is similar to the proportion who are inactive in England and Wales as a whole, this is equivalent to 11,160 people who in a sparsely populated rural area represent a substantial body of the working age population. There is therefore a need to ensure that where possible these people are active participants in the area's economy.

Source: Census 2001

Axis 4 will the under employed by enabling collective actions to gain access to employment opportunities which would otherwise not be possible on an individual basis. In addition, pilots will be implemented which enable the underemployed to gain skills which will assist in gaining access to employment.

f. Micro and Small Business (inc. farming families)

Some 96.2% of the businesses in Denbighshire employ 49 persons or less and are therefore classed as micro or small businesses. This represents a substantial proportion of the stock of businesses in the county and the future success of these businesses will therefore have a significant impact upon the area's future economic well-being.

Source: Annual Business Inquiry 2003

Through Axis 4, the LAG will provide support for pilot projects which support micro and small businesses within sectors such as manufacturing, tourism, service sectors and agriculture. Collaborative ventures and joint projects will be encouraged whereby businesses will be supported to pilot new products and access new markets.

The proportion of the population who describe themselves as being Black & Minority Ethnic is 1.2% which is very low compared with the proportion for England & Wales which is 8.7%. Black & Minority Ethnic Groups would therefore not appear to be a target group for Axis 4 in rural Denbighshire. The Partnership will however ensure the full participation of Black & Minority Ethnic Groups in its work through its underpinning theme of Equality of Opportunities.

15. Cross Cutting Themes

The Partnership will ensure that four cross-cutting themes are incorporated into its delivery and day-to-day activities. This will be monitored by the Partnership and the Lead Body. The underpinning themes will consist of:

- Equality of Opportunities
- Welsh Language
- Environmental Sustainability
- Information & Communications technology

Equal opportunities: The Denbighshire Rural Development Plan Partnership will monitor the implementation of the delivery bodies' equal opportunities policy in the structure of the organisation, its strategic direction and its operational and day-to-day activities. Concerning operations, the job descriptions of the project officers ensures that this theme is included in the objectives of each project and action. The composition of the Denbighshire Rural Development Plan Partnership and the LAG reflect the equal opportunities policy and this balanced representation will be a double check on its implementation through project management. The Equal Opportunities policy of the Partnership is included in Enclosure D.

Welsh language: The Denbighshire Rural Development Plan Partnership aims to safeguard and promote the Welsh language throughout its area by ensuring that where appropriate, the use of the language is encouraged in the projects which it undertakes and advice will be given regarding the use of the language to partner organisations involved in project delivery. The Partnership's Welsh language policy is included as Enclosure E.

Environmental sustainability: This is one of the core principles of Axis 3 & 4 implementation. It is also one of the objectives that is integrated into the project management template of each project. Each has a distinct environmental aspect that will ensure a positive search for the demonstration of sustainability as part of the detailed work to be carried out, in line with DCC and Cadwyn Clwyd's environmental policy. The DCC and Cadwyn Clwyd Environmental Sustainability Policies are included in Enclosure F.

Information & Communications Technology: The use of ICT will be promoted where appropriate in all the projects which the Partnership undertakes and advice will be given regarding the application of ICT to partner organisations involved in project delivery. The Partnership's ICT Statement is included as Enclosure G.

16. Monitoring and Publicity

a. Denbighshire Rural Development Plan Partnership Monitoring and Evaluation

The Denbighshire Rural Development Plan Partnership will have overall responsibility of monitoring the implementation of Axes 3 and 4, the outputs against pre-defined monitoring indicators and the underpinning themes and target groups. The LAG, DCC and other delivery bodies will provide quarterly reports to the Partnership, the Lead Body and the Financial Co-ordinator detailing the progress as defined above.

Internally within the LAG, Cadwyn Clwyd's Partnership Technical Advisory Group (PTAG) and the Board of Directors have the responsibility of monitoring the delivery of Axis 4, its outputs and its implementation in accordance with the Company's policies and the LEADER methodology. The LAG will provide quarterly reports to the Partnership and Financial Co-ordinator on a quarterly basis detailing project updates and progress of targets against pre-defined monitoring indicator approved by WG.

The Partnership Guidance for Monitoring and Measurement of Outputs is included as Enclosure H.

b. Denbighshire Rural Development Plan Partnership Publicity & Dissemination of Information

Publicity and information relating to Axes 3 and 4 activities will be disseminated at the local level through project officers working on the ground with community groups. In addition project information will be disseminated via the Denbighshire County Council web-site, its monthly newspaper *Llais y Sir*, the Cadwyn Clwyd bi-annual newsletter *Llais Clwyd*, the Cadwyn Clwyd web-site and through partner organisations such as the WG, Local Authorities and other agencies.

CONSTITUTION

(including Terms of Reference and to serve as the Memorandum of Understanding)

1. Name

The name of the group is the Denbighshire Rural Development Plan Partnership referred to below as “the Partnership”.

2. Terms of reference

The terms of reference of the Partnership are

(a) to deliver the Rural Development Plan for Wales 2007-13 in rural Denbighshire which is defined as all wards of the county except those in the communities of Dyserth, Prestatyn and Rhyl,

(b) to develop and review a local development strategy to target available Axis resources to local areas of need and opportunity,

(c) to monitor and approve reports on progress in implementing the local development strategy and identify gaps in provision,

(d) to monitor the activities of the delivery organisations,

(e) to ensure that robust, good value for money and well developed projects are put forward and selected for appraisal and funded, and

(f) to promote the programme locally.

3. Powers

The Partnership is an unincorporated body and has no legal powers and cannot own property or enter into contracts. It will operate within the framework of the lead body which is Denbighshire County Council.

4. Relationship with the Local Action Group

The Cadwyn Clwyd Cyfyngedig Local Action Group will deliver Axis 4 activity on behalf of the Partnership and the Partnership will monitor the activity undertaken by the Local Action Group.

5. Membership criteria

Members must live, work or have a substantial interest in rural Denbighshire.

6. Composition

The Partnership will draw its membership from the community, private, public and voluntary sectors in equal numbers. There shall be eight members initially but this number may be increased by a decision of the Partnership provided that the balance between the sectors is maintained. The public sector members will be nominated by Denbighshire County Council. Denbighshire Voluntary Services Council will be consulted about nominations made to fill vacancies for members representing the voluntary sector.

7. Election of Chair

The Partnership shall each year elect a Chair to serve until the date of the next annual meeting of the County Council. To comply with Welsh Government guidance regarding the mid-term review of the Plan, the Chair serving on 31st December 2009 will stand down and a Chair will be elected to serve until the date of the annual meeting of the County Council.

8. Quorum

No business shall be transacted unless a quorum of members is present. One quarter of the Partnership to include representation from at least two sectors shall form a quorum at all meetings.

9. Decision making

Generally, all decisions of the Partnership shall be made through consensus but if decisions cannot be made in this way, a vote shall be taken and in the event of an equal vote, the Chair may make a casting vote in addition to his/her vote as a member of the Partnership.

10. Disclosure of interest

A member of the Partnership who has a personal interest in a matter for discussion must disclose the existence and nature of the interest and must withdraw from the consideration of the matter.

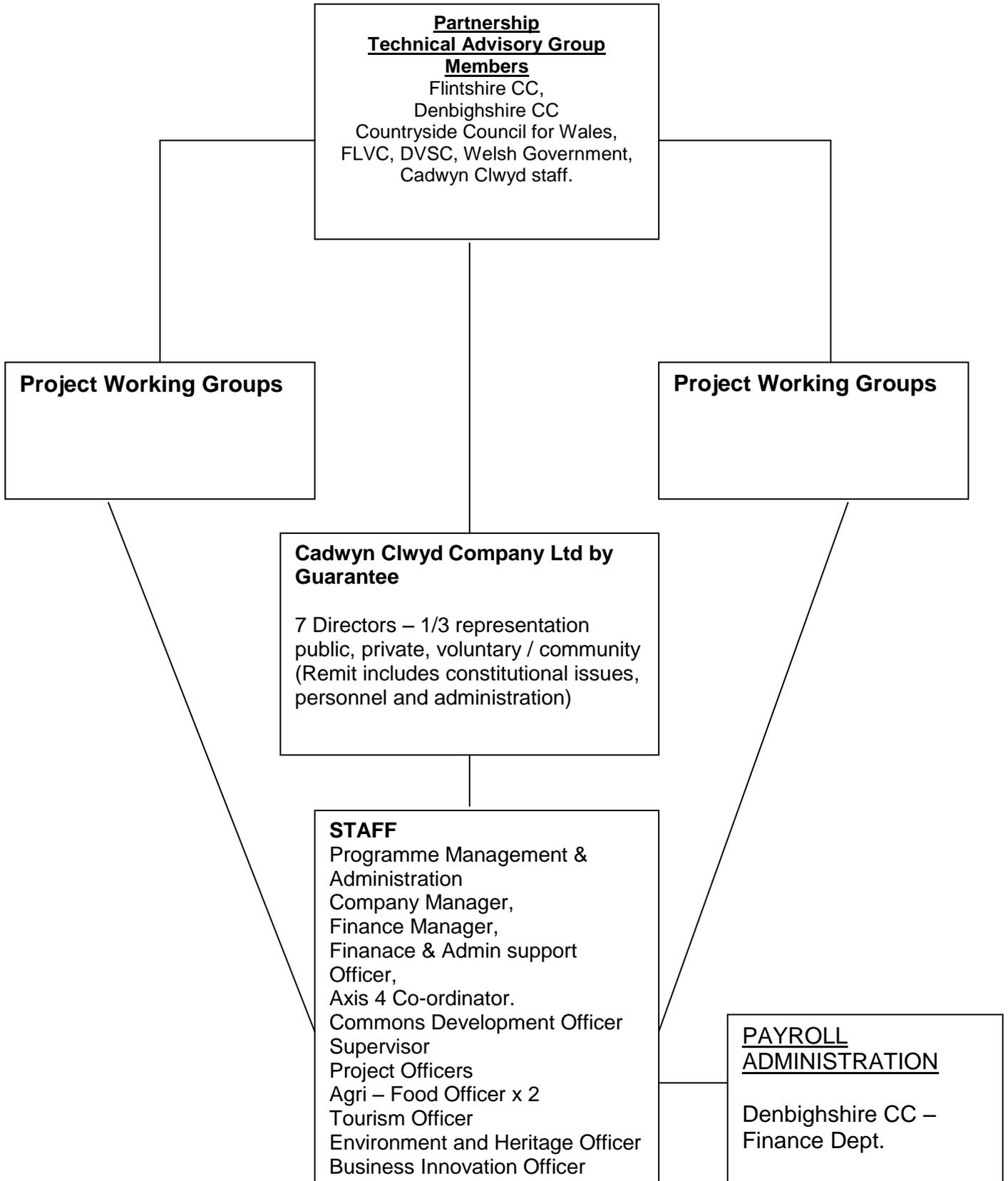
11. Administration

The administrative support for the Partnership shall be provided by the County Council and the costs shall be met from the funding in the Rural Development Plan made available for this purpose.

12. Dissolution

The Partnership will be dissolved on completion of the implementation of the local development strategy.

Cadwyn Clwyd Operational Structure



Cadwyn Clwyd
Operational Structure Personnel

PARTNERSHIP TECHNICAL ADVISORY GROUP

Flintshire CC

Sharon Barlow – Rural Officer
Dave Evans – Tourism Manager

Denbighshire CC

Jo Douglass – Business Support & Tourism
Ruth Williams – Regeneration Strategy
Howard Sutcliffe – Countryside

Welsh Government

Fiona McFarlane – Agricultural Dept
Rural Relationship Manager– Welsh Government

Countryside Council for Wales

Paul Mitchell – Senior Officer

Flintshire Local Voluntary Council

Kieran Duff – Manager

Denbighshire Voluntary Services Council

John Watkin – Chief Exec

Cadwyn Clwyd Staff

Cadwyn Clwyd Board - Company Ltd by Guarantee

7 Directors

Public Sector

Cllr Rhys Hughes (DCC)

Cllr Matt Wright (FCC)

Private Sector

Andrew Jedwell (Chair of Organic Centre Wales) Chairman

Norman Jones

Voluntary

John Les Tomos (Chair of Flintshire Tourism Association
& Flintshire Rural Partnership)

Ann Atkinson

Cllr Carolyn Thomas

STAFF

Programme Management & Administration

Company Manager,

Finance Manager,

Finance & Admin support Officer,

Axis 4 Co-ordinator.

Commons Development Officer Supervisor

Project Officers

Agri – Food Officer x 2

Tourism Officer

Environment and Heritage Officer

Business Innovation Officer

Bursary Officer,

Key Fund Officer

Energy Officer,

Community Development Officers x 2

Commons Development Land Officers x 6

PAYROLL
ADMINISTRATION

Denbighshire CC –
Finance Dept.

Denbighshire Rural Development Plan Partnership Equal Opportunities Policy

INTRODUCTION

The Denbighshire Rural Partnership operates fair and equitable methods and procedures to ensure that all its applicants and beneficiaries are treated fairly and are not subjected to unfair discrimination. It is important that this policy of equal opportunities in the delivery of the Denbighshire Local Development Strategy is accepted and fully understood by Members, Advisors and Officers to ensure that all project applicants and beneficiaries supported by the Denbighshire Rural Partnership are treated equally regardless of their religious or political affiliation, sex, sexual orientation, marital status, age, disability, race, creed, colour, ethnic or national origin. It is equally important that awareness of this policy is promoted as a matter of course.

1. TRAINING AND DEVELOPMENT AND SUPPORT

Denbighshire Rural Partnership will:

- 1.1 make all Members, Advisors and Officers aware of the responsibilities for implementing Denbighshire Rural Partnership's Equal Opportunities Policy;
- 1.2 ensure that Training and Development is equally available to men and women;

2. MANAGING DIVERSITY WITHIN DENBIGHSHIRE RURAL PARTNERSHIP

2.1 Managing equality of opportunity within Denbighshire Rural Partnership will mean:

- ensuring all employees applicants and beneficiaries are treated fairly and given equal opportunity to fulfil their potential
- ensuring that support for applicants and beneficiaries is unhindered by prejudice and stereotypical views.

3. MATERIALS AND PUBLICITY

Denbighshire Rural Partnership will:

- 3.1 ensure that all materials originating from the authority are non discriminatory in content and reflect good equal opportunity practice;
- 3.2 ensure that all advertisements for jobs funded by the RDP reflect Denbighshire Rural Partnership's stance on Equal Opportunities and bear a statement to that effect.

4. HARASSMENT

4.1 Denbighshire Rural Partnership deplores all forms of harassment and seeks to ensure a working environment in which there are harmonious, respectful and dignified working relations between all Members, Advisors and Officers of the Partnership.

5. RECRUITMENT AND SELECTION OF MEMBERS

5.1 Partnership requirements will be continuously reviewed to ensure that they do not discriminate directly or indirectly against the inclusion of any group;

6. DISABILITY EQUALITY

6.1 Discrimination against people with disabilities may arise from prejudices. Denbighshire Rural Partnership is totally opposed to discrimination on the grounds of disability, whether such discrimination is intentional or through ignorance. Denbighshire Rural Partnership is committed to combating all forms of discrimination against people with disabilities.

7. RACE AND ETHNICITY EQUALITY

7.1 Denbighshire Rural Partnership accepts that structures, procedures and individual behaviour can be racist in effect, even if there was no deliberate intent to be racist, and will work for positive change in all these areas;

7.2 Denbighshire Rural Partnership deplores the divisive and harmful effects of racism which subjects black people and those from ethnic minority groups to negative attitudes and to the treatment as inferiors; which stirs up racial hatred, and which denies equality of opportunity.

8. AGE EQUALITY

8.1 arbitrary age discrimination can affect everyone. Age guidelines and age related criteria should not be used to exclude particular age groups from participating in the LDS activities.

9. GENDER EQUALITY

9.1 the Sex Discrimination and Equal Pay Acts make discrimination unlawful on the basis of gender;

9.2 the concentration of women in low paid jobs can arise from the barriers to career progression. Denbighshire Rural Partnership is totally opposed to discrimination on the basis of sex and recognises that social attitudes deprive women of opportunities to realise their full potential. The aim of this policy is to improve the opportunities available to women and recognizes that the skills and experience of women which have traditionally been undervalued.

**Denbighshire Rural Development Plan Partnership
Welsh Language Policy**

1. AIMS

- 1.1 Safeguarding and promoting the Welsh language and its use throughout Denbighshire Rural Partnership's operational area.
- 1.2 In its dealings with the public Denbighshire Rural Partnership will treat Welsh and English on the basis of equality. Both languages will enjoy the same status and validity.
- 1.3 Denbighshire Rural Partnership will ensure that there are members of staff available which are either bilingual or can communicate completely through the medium of Welsh. In doing so they will ensure that they are:
 - offering the public the right to choose the language to use in their dealings with the organisation;
 - recognising that members of the public can express their views and needs, better in their preferred language;
 - recognising that enabling the public to use their preferred language is a matter of good practice, not a concession;
 - recognising that denying people the right to use their preferred language could place them at a real disadvantage.

2. *Dealing with the Welsh speaking public*

2.1 Written Correspondence

- 2.1.1 The public will be welcomed to deal with Denbighshire Rural Partnership in writing either in Welsh or in English. Correspondence will be answered and signed by Denbighshire Rural Partnership in the language of the original correspondence.

- 2.1.2 When an Officer or Member within Denbighshire Rural Partnership initiates a correspondence, the preferred language of the addressee should be used if known; and if not the correspondence should be begun in bilingual form.
- 2.1.3 When an officer commences correspondence with a public body within Wales, that correspondence should be commenced in bilingual form.
- 2.1.4 Any circular or standard letter to the public will be in bilingual form.

2.2 Public Meetings

- 2.2.1 At public meetings organised by Denbighshire Rural Partnership anyone is welcome to speak Welsh or English, as they prefer. Permanent translation facilities will be used in rooms, which are occupied by Denbighshire Rural Partnership, and where the facilities are available otherwise movable translation facilities will be used.
- 2.2.2 The public will be informed at such meeting that translation equipment is available and that they are welcome to use their preferred language.

3. Advertising and Publicity

- 3.1.1 Where Denbighshire Rural Partnership publicises its services and activities within Wales by means of exhibitions, display and presentations, it will do so bilingually. When these activities are held by Denbighshire Rural Partnership, or in its name, the display materials and any supporting material such as advertisements, posters, publicity literature and videotapes, will be fully bilingual. Display may, however, include items of literature, which are not available in Welsh, or not yet produced bilingually or in Welsh.
- 3.1.1 Exhibitions, public information stands, conferences and seminars may be arranged from time to time by Denbighshire Rural Partnership. These presentations will be bilingual, but the extent may vary according to the area, the nature of the displays and availability of material.

3.2 Staff Recruitment Advertising

- 3.2.1 Every staff recruitment advertisement published by Denbighshire Rural Partnership will be bilingual except:

- advertisements published in Welsh medium magazines and newspapers will be in Welsh only.

3.1.1 Every bilingual recruitment advertisement will be completely bilingual with the Welsh text on the left. Where this is not practical, one text will be above the other, quality, legibility and prominence.

4. Sponsorship and Grants

4.1 Denbighshire Rural Partnership will encourage organisations or voluntary bodies who receive financial sponsorship, grant or subscription fee from Denbighshire Rural Partnership to provide bilingual services to the public.

4.2 Similarly, in the case of organisations, bodies or individuals with whom Denbighshire Rural Partnership will co-operate, or in the case of any partnership between Denbighshire Rural Partnership and any other organisation, body or individual, such projects or partnerships will provide bilingual services to the public.

Denbighshire Rural Development Plan Partnership Environmental Policy

Introduction

1. This policy:

- covers operational and support services such as facilities management, office services, printing, publishing and procurement;
- applies to all parts of the Denbighshire Rural Partnership;
- will be reviewed and revised as necessary at least every three years.

Responsibility

2. Responsibility for integrating environmental considerations into Denbighshire Rural Partnership's activities and other operational areas is taken by the Members of the Denbighshire Rural Partnership. Day-to-day and implementation of the policy is delegated by them to applicant bodies and project implementers under Axis 3 & 4 of the Rural Development Plan for Wales 2007-13.

Aims

3. Denbighshire Rural Partnership continually aims to improve its environmental performance by:

- **conserving** energy, water, wood, paper and other resources - particularly those which are scarce or non renewable - while still providing a safe and comfortable working environment;
- reducing **waste** through "reduce, re-use and recycling" and by using refurbished and recycled products and materials where such alternatives are available;
- encouraging practices to minimise vehicle emissions;
- encouraging **manufacturers, suppliers and contractors** through tighter specifications to develop environmentally preferable goods and services at competitive prices;
- ensuring that any **products derived from wildlife** such as timber, plants and leather goods are from sustainable sources, and comply with EU and international trading rules such as CITES (the Convention on International Trade in Endangered Species);
- working with **contractors** to improve environmental performance where this is relevant to the contract and to the achievement of value for money;
- ensuring, where practicable, that **buildings** occupied by Denbighshire Rural Partnership are designed, constructed and operated to improve their environmental performance;

- **educating, training and motivating staff and contractors** to work in an environmentally responsible manner and to play a full part in developing new ideas and initiatives; and
- **communicating** openly with staff about environmental policies and best practice (including best available scientific advice) and **co-operating** with others in the public and private sectors at home and abroad to develop and promote environmentally sound practices.

Objectives

4. Denbighshire Rural Partnership will preserve natural resources and reduce pollution by striving to achieve the following objectives.

Conserving resources

(a) Energy

to improve energy efficiency within Denbighshire Rural Partnership's activities by promoting best practice.

- buying energy efficient equipment which achieves value for money;
- introducing new techniques and technologies for using energy more efficiently without loss to productivity or comfort; and

(b) Waste

to reduce the solid waste produced from Denbighshire Rural Partnership's operations by using resources more efficiently and improving recycling schemes and to ensure that:

- all waste is dealt with in accordance with legal requirements and best practice,
- all staff are encouraged to practice the 3 "Rs", i.e. reduce, re-use and recycle.

(c) Water

- to monitor water consumption within Denbighshire Rural Partnership;
- to use the information to develop benchmarks against which targets can be set to reduce water consumption by following best practice, where feasible, installing flow restricting devices, waterless urinals and more efficient technologies where it is economic and practicable to do so; and where appropriate, specifying water-efficient appliances and equipment.

(d) Wood:

- to purchase sustainably produced timber and timber products (such as joinery, fittings, furniture and veneers) by, for example, specifying in orders and contracts that suppliers provide documentary evidence

(which has been, or if necessary can be, independently verified) that the timber has been lawfully obtained from forests and plantations which are managed to sustain their biodiversity, productivity and vitality, and to prevent harm to other ecosystems and any indigenous or forest-dependent people.

(e) Paper

- to reduce the use of paper, e.g. by double sided printing and copying and maximising the use of alternative technologies and electronic media;

Reducing pollution

(f) Climate Change:

to reduce emissions of carbon dioxide by:

- reducing energy consumption in Denbighshire Rural Partnership buildings (see 5(a) above);
- encouraging practices to minimise vehicle emissions;
- reducing emissions of carbon dioxide, carbon monoxide, volatile organic compounds and oxides of nitrogen by cutting vehicle emissions (see 5(g) below).

(g) Vehicle emissions

- reviewing staff travel and encouraging staff to consider forms of travel and communication which are less polluting than cars such as walking, cycling, public transport, tele-working and video-conferencing.

(h) Hazardous Substances

- to continue to discourage smoking through education and by prohibiting it except in designated smoking areas.

(i) Bio-degradable Substances

to use fully bio-degradable substances such as wood, cardboard and paper where they provide the best environmental option and value for money.

(j) Litter

to comply with the Environmental Protection Act 1990 by keeping Denbighshire Rural Partnership's grounds clear of litter and refuse - taking account of the statutory Code of Practice on litter.

(k) Noise

to comply with statutes, regulations, by-laws and codes of practice to keep noise levels as low as practicable.

What this means for the Procurement of Goods & Services

5. Procurement has a very significant environmental impact. Denbighshire Rural Partnership is therefore committed through its buying decisions to:

require that all purchases are made in accordance with this policy statement, relevant current and foreseen legislation, its guides for suppliers and buyers and other official guidance.

Denbighshire Rural Development Plan Partnership ICT Statement

Projects supported by the Denbighshire Rural Partnership through Axis 3 & 4 of the Rural Development Plan for Wales 2007-13 will include ICT as a cross-cutting theme in all its actions and processes. The projects will be implemented in a manner to accelerate the development of the Information Society within rural Denbighshire.

Meeting the Objectives of the Information Society Cross-Cutting Theme

The Information Society is identified as one the cross-cutting themes of Axis 3 & 4 of the Rural Development Plan for Wales 2007-13 and therefore the Information Society permeates through all aspects of Axis 3 & 4.

While there are specific efforts to utilise ICTs to modernise the region's economy and develop its SME base, for maximum advantage to be gained the presence of Information Society activity will be evident in *all* areas of the Programme.

Its rationale, namely the need to respond to competitive pressures in an increasingly global economy, has been derived from work at the European, national and regional levels.

The Programme's aim is to increase the use of information and communications technology by all businesses and social groups in the region and this leads to five specific objectives to be mainstreamed into the entire programme. These are listed below

- To increase awareness of the potentials offered by ICT
- To increase the number of people receiving high quality ICT related skills training
- To increase business competitiveness in the area by supporting increased use of ICT applications
- To reduce the negative effects of peripherality by increasing the use of ICTs by those living in more isolated areas
- To increase the range of public services provided through ICTs for the benefit of business competitiveness and the quality of life of citizens.

Denbighshire Rural Development Plan Partnership Guidance for Monitoring & Measuring of Outputs

In accordance with European Commission requirements for monitoring and evaluation of the Rural Development Plan, targets will be set for each approved project within the Business Plan.

All projects will be monitored and evaluated against the approved outputs within the Business Plan.

Any outputs claimed will be accompanied by documented evidence and kept on file.

Progress made against targets will be submitted to WG/WEFO in quarterly claims or as required.

Monitoring & Evaluation Procedures

Members of the Partnership and Board of Directors of Cadwyn Clwyd Cyfyngedig and the Partnership Technical Advisory Group have responsibility of monitoring project progress against target outputs. All of these will meet quarterly and will be provided with:

- Written details of project progress in terms of physical progress of the project, lessons learnt and future implementation.
- Project expenditure against target expenditure.
- Details of outputs achieved. The actual output is detailed against the monitoring indicator e.g. Bwyd Clwyd project:

OUTPUTS	TARGET	ACTUAL
No of businesses or groups of businesses advised or assisted	20	2 Groups (Bwyd Clwyd Food Hall; Celyn Farm Market Leaflet)

- Evidence of these are kept on file for inspection.
- Information on compliance with the cross-cutting themes of equal opportunities; environmental opportunities and ICT (as detailed in the Local Development Strategy and Business Plan).
- In addition details of project implementation in accordance with the Partnership's Welsh Language Policy is provided.