

Denbigh & Ruthin Business Action Plans

WDA / Denbighshire County Council / Denbigh & Ruthin Business Action Groups

Brief

BE Group was appointed to input to the Welsh Development Agency's Small Towns & Villages Enterprise Initiative programme in Denbigh and Ruthin.

These two historic market towns in the Vale of Clwyd secured funding to research and produce business action plans.

The plans will underpin prioritised investment by the public sector in both towns, over a five year period.



Activities

- SWOT analysis
- Produced vision statements for each town
- Capacity building and enthusing the towns' Action Groups plus other key stakeholders such as the local Chambers of Commerce
- Surveys of local businesses and retailers
- Public consultation events held to gather residents' views
- Produced Business Action Plans, identifying issues, priorities and a portfolio of implementation projects for a five year period.



Outcome

BE Group helped the communities translate their aspirations into deliverable goals and priorities..

For Denbigh, five strategic objectives identified: business & tourism; infrastructure and environment; industry & employment; traffic & access; youth & community. 28 actions proposed including potential funding sources.

A similar number of actions included in Ruthin's Plan. The strategic objectives were - improvement of the economy; marketing of the town, its assets and businesses as 'Ruthin - the Rural Development Store'; enhancing accessibility; sustaining the quality of the town's environment and production of a forward strategy for the Action Partnership.

The Action Plans are now being implemented. This includes the formation of a Vale of Clwyd branding and tourism group, embracing the two towns in a joint programme.

