

Prestatyn Business Development Action Plan

Denbighshire County Council

Brief

Denbighshire County Council appointed BE Group to produce a Business Development Action Plan for Prestatyn, on behalf of a partnership including Prestatyn Town Council and Prestatyn Business Association. The project is funded by the Local Authority Business Growth Incentive.

The town is a traditional coastal resort attracting a considerable number of holidaymakers each year. However, the changing patterns of tourism are challenging the town's future prosperity.



Activities

Consultation took place with public sector agencies, the business community, tourism and retail sectors, community and interest groups and other stakeholders.

This identified a number of projects and opportunities which, together with a review of existing strategies and vision documents, informed the Action Plan.



Outcome

The Action Plan identified projects, partners and funding with which to take forward the economic development of the town and to raise business confidence and investment.

Projects have been themed under six strategic objectives:

- Signage and Interpretation
- Marketing and Promotion
- Access and Transport Infrastructure
- Visitor Attractions
- Retail and Business Growth
- Public Facilities.

