

# Denbighshire Destination Management Plan 2017-20





## Vision

Develop a thriving visitor economy in Denbighshire which celebrates the unique strengths of the county, supports jobs, generates business opportunities and improves the range and qualities of amenities available for visitors and residents whilst safeguarding the local environment.



# What is a Destination Management Plan?

Destination Management is a process of coordinating all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the environment.

A Destination Management Plan (DMP) is a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take.

This Destination Management Plan sets the parameters for tourism development within Denbighshire for the next three years (2017-20). Denbighshire's Destination Management Plans seek to coordinate activities with Wrexham and Flintshire's DM Plans as part of their established joint promotional activity under the North East Wales brand.

Through the Tourism Fora and Denbighshire Destination Partnership meetings, within the context of **Visit Wales' Partnership for Growth Strategy, Well-Being of Future Generations (Wales) Act 2015** and **Denbighshire County Council's Corporate Plan 2017-22**, a range of short-term actions (within Year One) and long-term actions (by Year Three) have been set. Details of these can be found in the Action Plan.

The Denbighshire Destination Management Plan is intended to be a practical document setting out achievable and measurable actions. It will evolve rapidly over time to reflect external changes and progress made and will be subject to regular review with stakeholders.





# Summary

The Denbighshire Destination Management Plan (DMP) has been produced by the Denbighshire Destination Partnership with support from Denbighshire County Council, Visit Wales Regional Tourism Engagement Team, private sector businesses and the wider public sector. It is essential that the actions identified within the Plan are implemented, and the success of this Plan can only be ensured if we continue to work in partnership together for the benefit of the economy of Denbighshire.

Our local businesses are particularly important to tourism in Denbighshire. Local business plays an important part in the Council achieving its economic ambition plans. Strong, thriving businesses help create economic sustainability for our local economy by providing services to the community and employment opportunities for our residents.

The Denbighshire Destination Management Plan is a living document with an Action Plan that will be delivered through partnership working across all sectors that are involved both directly and indirectly in tourism.

## Tourism is important to Denbighshire

Tourism already injects much needed revenue into the local economy (£479 million STEAM 2016) and supports over 6,250 jobs in the County (STEAM 2016). In addition, tourism supports local services and infrastructure which benefit local people and helps promote a positive image of the County to the outside world.

Tourism can also affect the natural environment and general character of an area. It is important that tourism is developed and managed in a way that ensures long-term sustainable prosperity and success.



## Strategic context

### **Welsh Government Partnership for Growth: The Welsh Government Strategy for Tourism 2013-2020**

Destination management is wider than the traditional tourism sector but the main thrust for the approach in North Wales is given by Partnership for Growth: The Welsh Government Strategy for Tourism 2013-2020.

The Strategy focuses on five key areas:

- Promoting the brand
- Product development
- People development
- Profitable performance
- Place Building

### **Welsh Government Well-Being of Future Generations (Wales) Act 2015**

The Act has seven well-being goals. Together they provide a shared vision for the public bodies listed in the Act to work towards. They are a set of goals; the Act makes it clear the listed public bodies must work to achieve all of the goals, not just one or two. The 2017-20 Destination Management Action Plan aims to support Denbighshire County Council in achieving these goals.

#### **1. A Prosperous Wales**

An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which

develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

#### **2. A Resilient Wales**

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that supports social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

#### **3. A Healthier Wales**

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.

#### **4. A More Equal Wales**

A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).

#### **5. A Wales of Cohesive Communities**

Attractive, viable, safe and well-connected communities.

#### **6. A Wales of Vibrant Culture and Thriving Welsh Language**

A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, sports and recreation.

#### **7. A Globally Responsible Wales**

A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

## Strategic context

### Denbighshire County Council Corporate Plan 2017-22

Denbighshire County Council's Corporate Plan has five priorities:

#### 1. Housing

Everyone is supported to live in homes that meet their needs.

#### 2. Connected Communities

Digitally & physically connected with access to goods and services locally.

#### 3. Resilient Communities

Work with people and communities to build independence and resilience.

#### 4. Environment

Attractive and protected, supporting well-being and economic prosperity.

#### 5. Younger People

Younger people want to live and work here, and have the skills to do so.

The Destination Management Plan 2017-20 includes actions which contribute to the new priorities outlined above.

### Denbighshire County Council Economic and Community Ambition Strategy 2013-23

Destination Management, along with the Tourism Growth Plan, is integrated into the wider strategy.

The **Denbighshire Local Development Plan** sets out the statutory planning framework for tourism development within the County. The Plan recognises the value of tourism to the economy and encourages the development of appropriate visitor attractions, outdoor activity tourism and touring caravan sites. The improvement of existing static caravan sites is encouraged; however the development of new static sites is not. A tourism protection zone is in place covering the coastal areas of Rhyl and Prestatyn in recognition of the valuable contribution tourism makes to the economies of these towns.

### Clwydian Range and Dee Valley Area of Outstanding Natural Beauty AONB Sustainable Tourism Strategy 2015-2020 and Europarc Tourism Charter

The AONB produced a Sustainable Tourism Strategy in 2015 which reflects the European Charter for Sustainable Tourism in Protected Areas and current policies in Wales on sustainable development, the environment and tourism.

Four functional objectives capture the essence of the vision and direction, and build upon the objectives of the previous sustainable tourism strategy.

#### 1. Marketing and information

To raise awareness of the Clwydian Range and Dee Valley and all that it has to offer to visitors, encouraging more and longer stays year round.

#### 2. Product development – activities and experiences

To develop and enhance year round visitor experiences and promotable offers based on appreciation, enjoyment and understanding of the area's special countryside and heritage assets.

#### 3. Business engagement

To encourage and assist tourism-related enterprises to develop and improve their performance, facilities, sustainability and relationship to the AONB.

#### 4. Visitor and place management

To improve, manage and monitor visitor flows and environments for tourism, spreading benefits and addressing local impacts.

### Pontcysyllte and Canal World Heritage Site

The Pontcysyllte Aqueduct and Canal was inscribed as a World Heritage Site in 2009. Its Management Plan was developed to meet its future needs and to co-ordinate the efforts of the partners – of which Denbighshire is one – in its development.

The Management Plan for the World Heritage sets out a strong long term vision for its future and includes:

- To balance the needs of protection, conservation and access, the interests of the local community and the achievement of sustainable economic growth
- To attract visitors to the area
- Generate income that adds value to the local economy.



# The expected outcomes of the Destination Management Plan are:

Tourism businesses in Denbighshire maximise their potential.

Indicators:

- Increased occupancy levels (STEAM)
- Increased employment (STEAM)
- Increased business confidence – (Denbighshire CC Business Survey)

Visitors report that they have a consistent, high-quality experience.

Indicators:

- Increased visitor numbers (STEAM)
- Increased visitor spend (STEAM)
- Increased proportion of positive feedback from visitors (Wales Visitor Survey)

## Monitoring the Destination Management Action Plan

The DMP and its Action Plan will be monitored by the Destination Partnership:

- Reviewed at Partnership quarterly meetings
- A quarterly update report will be prepared by the Tourism Marketing and Events team
- At each year-end a report will be prepared for the Partnership to update them on progress in terms of the activity within the DMP Action Plan (see following pages)

# DMP Action Plan 2017-20

## Introduction

The DM Action Plan seeks to achieve the following:

- Increase the number of staying visitors and high-yield visitors to the region
- Provide a memorable and high-quality experience for all visitors
- Contribute to the aim of growing Wales' market share of domestic and international tourism
- Strike a balance between promoting our most popular sites, protecting our environment, and spreading the benefit of tourism across the whole region

Visit Wales' "Year of" campaigns will be the focus for much of our own marketing activity and that of the local tourism trade. We will create products that are Authentic, Creative and Alive.

Our key target areas are:

- Liverpool
- Manchester
- Cheshire
- Yorkshire
- Dublin
- Wales
- International markets including, Germany, USA, France and the Netherlands

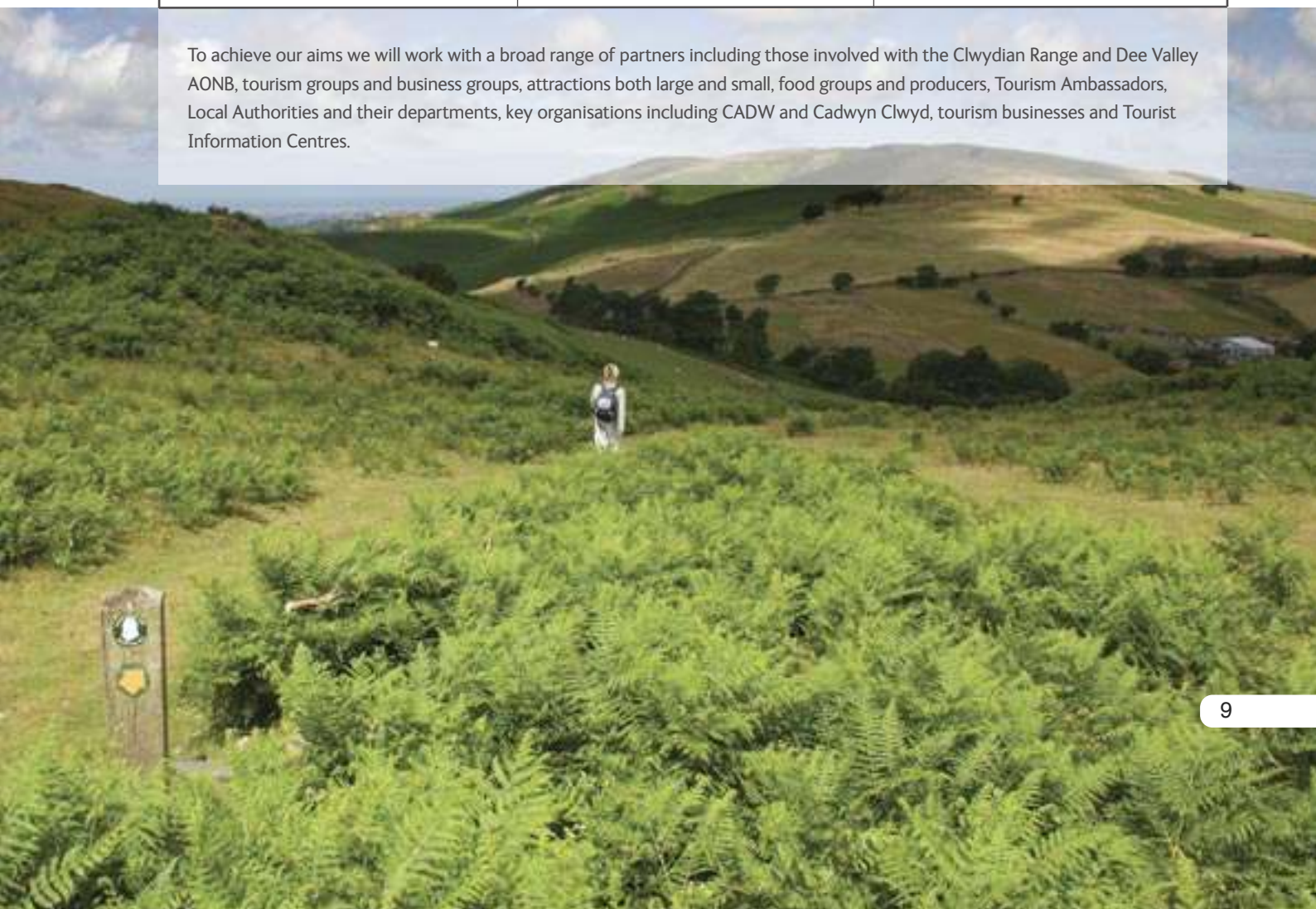
Our products and activity will target the following marketing segments in line with Visit Wales' target audiences.





Marketing Segment Description	Who	Key Facts
CULTURAL EXPLORERS	Couples Age: Mainly 40+	Mostly middle class and in the higher income bracket. Looking for a good range of historical attractions, interesting towns and cities, good quality accommodation.
SCENIC EXPLORERS	Couples Age: Mainly 40+	Looking for beautiful landscapes, flora and fauna. More likely to be touring – looking for good accommodation deals. Prefer independent travel and off-the-beaten-track holidays.
FAMILY EXPLORERS	Travellers with children under the age of 15; mostly middle class. Age: Vast majority are below 50.	Adventurous travellers who like to learn about the places they visit and local way of life and culture. Looking for places with lots of things to do for children in all weathers.
ACTIVE EXPLORERS	From households with no children; mostly middle class. Age: Vast majority are below 35.	Enjoy discovering new experiences and places in the UK and going somewhere different each time. Wales as an outdoor playground is very important to them – they are the most active of Wales' target market segments. Take lots of holidays and short breaks.
THE PEOPLE OF WALES	The above target markets also include a very strong in-Wales element aimed at supporting and becoming involved in the "Year of" campaigns, with a focus on children and young people.	

To achieve our aims we will work with a broad range of partners including those involved with the Clwydian Range and Dee Valley AONB, tourism groups and business groups, attractions both large and small, food groups and producers, Tourism Ambassadors, Local Authorities and their departments, key organisations including CADW and Cadwyn Clwyd, tourism businesses and Tourist Information Centres.



# DMP Action Plan 2017-20

## Theme 1: Promoting the Brand

- Promoting and marketing a distinctive and reinforcing brand for Wales
- Driving a product-led approach that identifies compelling reasons to visit Wales
- Targeting existing and new markets with most growth prospects
- Selling excellence through the Wales offer – coastal and rural environment, culture, activities, events and distinctive destinations

### DCC Corporate Plan 2017-22:

Priority 4 – Environment: Attractive and protected, supporting well-being and economic prosperity

### Well-Being of Future Generations (Wales) Act 2015:

Goal 3 – A healthier Wales

Goal 6 – A Wales of vibrant culture and thriving Welsh language

Ref	Action	Lead	Partners	Priority
1.1	<p>Increase traffic and engagement on digital platforms – website and social media channels</p> <ul style="list-style-type: none"> <li>• Increase Discover Denbighshire website sessions by 10% each year by October 2020 (start October 2017)</li> <li>• Increase social media engagement (Facebook, Twitter and Instagram) by 10% each year by October 2020 (start October 2017)</li> </ul>	TME		Year 1-3
1.2	<p>Raise awareness of the Clwydian Range and Dee Valley and all that it has to offer to visitors, encouraging more and longer stays year round</p> <ul style="list-style-type: none"> <li>• Marketing activity to include working with partners to produce itineraries</li> </ul>	TME	AONB/CRTG	Year 1
1.3	<p>Continue to promote the AONB and Pontcysyllte Aqueduct and Llangollen Canal World Heritage Site as key assets within North East Wales</p> <ul style="list-style-type: none"> <li>• Marketing activity to include promotion through Visit Wales' "Year of" and Wales Way campaigns</li> </ul>	TME	AONB/CRTG/ Wrexham Council/Flintshire Council/WHS	Year 1-3
1.4	<p>Continue to increase the distribution of promotional material to the tourism industry (this covers brochure distribution service in Denbighshire which is currently at 100k per annum)</p> <ul style="list-style-type: none"> <li>• Increase number of businesses ordering by 10% by 2020</li> </ul>	TME		Year 3
1.5	<p>Ensure the industry is better aware of strategies and priorities affecting tourism by early engagement, and improving access to policy documents</p> <ul style="list-style-type: none"> <li>• Create section on Discover Denbighshire website</li> <li>• Engage via social media with tourism-related businesses</li> <li>• Promote at Tourism Forum including using guest speakers where appropriate</li> </ul>	TME	DCC Departments	Year 1
1.6	<p>Provide access/understanding of regulatory services including Planning</p> <ul style="list-style-type: none"> <li>• Work with colleagues in DCC to promote the Better Business For All model to the tourism business sector</li> <li>• Promote DCC Economic and Business Development pages on DCC website by linking on Discover Denbighshire website</li> </ul>	DCC Better Business For All project	EBD	Year 1



Ref	Action	Lead	Partners	Priority
1.7	<p>Improve access to information on grants and funding for businesses</p> <ul style="list-style-type: none"> <li>All Welsh Government funding announcements will be fed to tourism database</li> <li>Tourism Team will collaborate with EBD and Cadwyn Clwyd to ensure trade is kept up to date with funding information</li> </ul>	EBD	Visit Wales Regional Engagement Team/Cadwyn Clwyd/ TME/AONB/ Business Wales	Year 1
1.8	<p>Continue to strengthen the North East Wales brand and marketing activity to promote our regional offer</p> <ul style="list-style-type: none"> <li>Chair of each Destination Partnership to attend other Partnership meetings</li> <li>New Ambassador Scheme will continue with this by providing modules which covers the background behind the brand and how partnership working is the most effective way of promoting Denbighshire and North East Wales</li> <li>Capitalise on Visit Wales' "Year Of" and Wales Way campaigns to drive traffic and engagement</li> </ul>	TME/DM Partnership	Denbighshire/Wrexham/Flintshire Ambassadors/CRTG/Tourism Groups	Year 1-3
1.9	<p>Develop Cruise Tourism market. In 2016-17 North East Wales marketing area partners undertook a pilot project to understand the cruise market potential for the region from Liverpool and Holyhead. Subsequently Anglesey CC has submitted a successful North Wales project application to develop cruise tourism across the region. The following actions are contained within this project:</p> <ul style="list-style-type: none"> <li>Develop 4 heritage events across North Wales</li> <li>5,000 visitors engaged per annum in events organised</li> <li>Positive visitor feedback and marketing awareness of destination port</li> <li>10% increase in enquiries generated by cruise lines</li> <li>10% increase in PAX numbers per annum</li> <li>Increase in marketing awareness of North Wales as a cruise destination</li> <li>Identify hospitality businesses that can offer 'a taste of NEW' that can be offered as part of a cruise visit package</li> <li>Engage with food groups and food producers to identify potential partners</li> </ul>	TME	North Wales Authorities, Cruise Industry, Tourism Sector (retail, food)	Year 1-3
		TME	Tourism Business Groups/Clwydian Range Food Trail/Llangollen and Dee Valley Good Grub Club	Year 1
1.10	<p>Promote events to residents and visitors to strengthen communities and attract visitors to the area</p> <ul style="list-style-type: none"> <li>Engage with local residents using digital marketing</li> <li>Launch new simplified Event Notification Process January 2018</li> <li>Work with event organisers to promote their events</li> <li>Work closely with those in receipt of Visit Wales funding (e.g. TPIF) to maximise the impact of their events (for example, Mythfest)</li> <li>Engage with schools between January 2018 and March 2018 to increase their awareness of what Denbighshire County Council does to support events</li> </ul>	TME	DCC Departments/ Event Organisers/ Town Councils	Year 1
1.11	<p>Maximise number of PR opportunities</p> <ul style="list-style-type: none"> <li>Produce 12 press releases/blogs to highlight projects/campaigns each year</li> </ul>	TME		Year 1-3
1.12	<p>Continue to engage with the tourism sector through twice-yearly Tourism Fora</p> <ul style="list-style-type: none"> <li>Increase attendance by 10% over the 3 years (compared to previous 3 years)</li> <li>80% completed feedback form rating each Forum as 'Very Good' or 'Excellent'</li> </ul>	TME	DCC Countryside and Heritage/AONB/ Visit Wales/ Tourism Business Groups	Year 1-3





# DMP Action Plan 2017-20

## Theme 2: Product Development

- Stimulating investment in high quality, reputation-changing products and events
- Working with partners who have both a track record of success and growth potential
- Strategic prioritisation of Government investment

<b>DCC Corporate Plan 2017-22:</b>
Priority 4 – Environment: Attractive and protected, supporting well-being and economic prosperity
<b>Well-Being of Future Generations (Wales) Act 2015:</b>
Goal 6 – A Wales of vibrant culture and thriving Welsh language

Ref	Action	Lead	Partners	Priority
2.1	Undertake research at key sites to better understand the visitor profile and visitor flows in order to better manage visitor distribution and maximise sustainable benefit to the County	AONB	TME/EBD/AONB	Year 1
2.2	Engage with research undertaken by partners (e.g. Clwydian Range Tourism Group, Wild Llangollen Community Interest Company, Llangollen and Dee Valley Good Grub Club, DCC EBD and DCC Highways) to assist with forward planning and providing a coordinated approach to tourism development. This includes: <ul style="list-style-type: none"> <li>• Share survey work carried out in the Dee Valley</li> <li>• Use data collected by DCC Heritage Point of Sale at their sites to better understand visitor behaviour</li> <li>• Use TIC data to better understand the needs of visitors and potential visitors</li> </ul>	TME	DCC EBD/DCC Highways/DCC Heritage/TICs/ CRTG/Visit Wales/AONB/ Wild Llangollen Community Interest Company/ Llangollen and Dee Valley Good Grub Club	Year 1-3
2.3	Work with Tourism Ambassadors and regional food & drink organisations to better understand our food product in order to promote short supply chains, sense of place and food tourism <ul style="list-style-type: none"> <li>• Further development of breakfast offer e.g. Clwydian Range breakfast</li> <li>• Farmer – butcher – kitchen workshop</li> <li>• Taste of Flintshire events with AONB</li> <li>• Meet the producer events. Open doors events to visit producers.</li> </ul>	TME DM Partnership	EBD/Cadwyn Clwyd/Food users and producers/ CRFT/Llangollen and Dee Valley Good Grub Club/AONB	By Year 3
2.4	Engage with potential RDP applicants at an early stage to avoid duplication and increase cooperation and coordination.	TME	Cadwyn Clwyd	Year 1

# DMP Action Plan 2017-20

## Theme 3: People Development

- Training our people so that they can thrive in the tourism sector
- Applying those skills to improve customer satisfaction and overall experience
- Changing perceptions of tourism as a quality career choice

<b>DCC Corporate Plan 2017-22:</b>
Priority 3 – Resilient Communities: The Council works with people and communities to build independence and resilience
Priority 4 – Environment: Attractive and protected, supporting well-being and economic prosperity
Priority 5 – Young People: A place where younger people will want to live and work and have the skills to do so
<b>Well-Being of Future Generations (Wales) Act 2015:</b>
Goal 1 – A Prosperous Wales
Goal 5 – A Wales of cohesive communities
Goal 6 – A Wales of vibrant culture and thriving Welsh language
Goal 7 – A globally responsible Wales

Ref	Action	Lead	Partners	Priority
3.1	<p>Denbighshire Tourism Ambassador Scheme</p> <p>Key aims:</p> <ul style="list-style-type: none"> <li>• Increase membership of the scheme to at least 100 by March 2019</li> <li>• Increase Ambassador knowledge and skills</li> <li>• Improve the overall visitor experience</li> <li>• Widen the reach of the scheme to include all business types that engage with visitors</li> <li>• Ensure sustainability of the scheme</li> <li>• Increase Ambassador participation in STEAM by 20% by October 2020 (Scarborough Tourism Economic Activity Monitor)</li> </ul> <p>Key actions:</p> <ul style="list-style-type: none"> <li>• Online training modules and toolkit of resources</li> <li>• Welcome pack for new Ambassadors</li> <li>• Series of face-to-face workshops/information sessions (Target-25)</li> <li>• Engage with key stakeholders (Target: 25)</li> <li>• Introduce Mentoring Scheme</li> </ul>	TME	Cadwyn Clwyd/Tourism Businesses/Tourism Groups	Year 1-3
3.2	<p>Engage with schools and colleges and DCC Education Teams to highlight the tourism agenda and encourage careers in the tourism industry</p> <ul style="list-style-type: none"> <li>• Explore TIC workplace placement/apprenticeship</li> <li>• Provide workplace experience to Welsh Bacc' students in Tourism Team</li> </ul>	TME	Education	By Year 3
3.3	<p>Encourage tourism sector businesses to engage with schools and colleges to highlight tourism opportunities.</p>	DM Partnership/ Ambassadors	Education/Tourism Groups/Tourism Businesses/ Llangollen and Dee Valley Good Grub Club/Coleg Cambria	By Year 3
3.4	<p>DCC officers to have a better understanding of how their Service Works Programme can have an impact on the visitor experience</p> <ul style="list-style-type: none"> <li>• Scoping workshop to be held in Year 1 of the Plan</li> </ul>	TME	DCC	By Year 1



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denbighshire



tourist  
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# DMP Action Plan 2017-20

## Theme 4: Profitable Performance

- Building the capacity of the industry to utilise the latest technology to reach and influence potential customers
- Supporting higher profitability in tourism businesses through tools such as yield management

<b>DCC Corporate Plan 2017-22:</b>
Priority 2 – Connected Communities: Communities are connected and have access to goods and services locally, online and through good transport links
Priority 4 – Environment: Attractive and protected, supporting well-being and economic prosperity
<b>Well-Being of Future Generations (Wales) Act 2015:</b>
Goal 1 – A prosperous Wales
Goal 6 – A Wales of vibrant culture and thriving Welsh language

Ref	Action	Lead	Partners	Priority
4.1	Work with partners to help improve broadband access	EBD/ External		By Year 3
4.2	Work with partners to help improve mobile signal	EBD/ External		By Year 3
4.3	Encourage increased participation in STEAM* <ul style="list-style-type: none"> <li>• Drive through Ambassador Scheme primarily</li> <li>• Increase participation by 20% (by 2020)</li> </ul>	TME	Ambassadors/ Wrexham CBC	Year 1-3
4.4	Contribute to the delivery of, and aims of, Denbighshire's Tourism Growth Plan which aims to increase visitor numbers and visitor spend as well as creating more jobs and more opportunities in the sector	EBD (coordinating role)	TME/AONB/ Partners/ Llangollen and Dee Valley Good GrubClub/CRTG/ Clwydian Range Food Trail	Year 1

\*STEAM is the Scarborough Tourism Economic Activity Monitor and is the principle model used by Denbighshire to measure the economic impact of tourism.



# DMP Action Plan 2017-20

## Theme 5: Place Building

- Developing destinations that people want to visit and recommend
- Providing opportunities for local communities to deliver memorable visitor experiences
- Promoting improved transport links by air, sea, road, and rail




<b>DCC Corporate Plan 2017-22:</b>
Priority 3 – Resilient Communities: The Council works with people and communities to build independence and resilience
Priority 4 – Environment: Attractive and protected, supporting well-being and economic prosperity
<b>Well-Being of Future Generations (Wales) Act 2015:</b>
Goal 1 – A prosperous Wales
Goal 3 – A healthier Wales
Goal 6 – A Wales of vibrant culture and thriving Welsh language
Goal 7 – A globally responsible Wales

Ref	Action	Lead	Partners	Priority
5.1	<p>Improve visitor signage and information at key sites in the county including One Stop Shops</p> <ul style="list-style-type: none"> <li>• Work with partners to improve provision of Brown Signs in the county</li> <li>• Improve facilities in Denbighshire’s car parks including visitor information and directional signage</li> <li>• Work with town councils that are looking at redevelopment/ improvement work in their high streets and other key sites</li> <li>• Improve visitor information at car parks by providing relevant information on new ticket machines</li> <li>• Improve signage to Llangollen and Rhyl TICs</li> </ul>	TME	DCC CCM/DCC Car Parks/Town Councils/TICs	By Year 3
5.2	<p>Encourage visitors to consider a broader range of sites across the county to relieve pressure on “honeypot” destinations</p> <ul style="list-style-type: none"> <li>• Offer discount ticketing with participating attractions</li> <li>• Promote lesser-known attractions and hidden gems to reduce pressure at honeypot sites</li> <li>• Promote major developments at Rhyl (seafront) Corwen (railway)</li> </ul>	TME	DCC/AONB	By Year 3
5.3	<p>Improve visitor information at railway stations</p> <ul style="list-style-type: none"> <li>• Install new visitor information boards on Rhyl Station’s platforms</li> <li>• Add new signage near lift at Prestatyn Rail Station</li> <li>• Update “Welcome to Prestatyn” sign on station platform</li> <li>• Add additional Prestatyn town information board on the sea side of the station steps</li> <li>• Investigate possibility of attraction/business supported promotional information at other gateway stations including Chester</li> </ul>	TME	NWT/Arriva Trains	By Year 3
5.4	<p>Expand current network of Tourist Information Points (TIPs)</p> <ul style="list-style-type: none"> <li>• Develop partnership relationships with national chains including M&amp;S, Costa Coffee and Tweedmill so that they carry promotional material and are aware of the tourism offer (expand Ambassador Scheme to these operators too)</li> <li>• Investigate Denbigh, Rhuddlan and St Asaph Libraries in the first instance</li> </ul>	TME (identify key sites)	DCC Libraries/ Business partners	Year 1

Ref	Action	Lead	Partners	Priority
5.5	<p>Work with North Wales Tourism regarding location of Tourist Information Centre (TIC) in Rhyl as part of plan to make TICs sustainable by 2020</p> <ul style="list-style-type: none"> <li>Engage with NWT late 2017</li> <li>Engage with relevant DCC departments 2018</li> </ul>	TME/NWT	Arriva/DCC Property Services	By Year 3
5.6	<p>Contribute to the development of point of sale for adventure activity at Llangollen TIC</p> <ul style="list-style-type: none"> <li>Consult with potential partners (on-going)</li> <li>Develop video of adventure offer in Llangollen</li> </ul>	AONB	TME/NWT/AONB/EBD	Year 1
5.7	<p>Create flexible parking tickets that are transferrable across car parks including developing parking passes for visitors that can be bought in advance of their visit</p> <ul style="list-style-type: none"> <li>Develop on-line parking permits for visitors</li> </ul>	Parking Services		Year 1
5.8	<p>Support the delivery of the Clwydian Range and Dee Valley Sustainable Tourism Strategy 2015-20</p> <ul style="list-style-type: none"> <li>Raise awareness through the Tourism Ambassador Scheme</li> <li>Ensure AONB are represented at Tourism Fora</li> </ul>	TME/AONB	Ambassadors/Tourism Groups	Year 1
5.9	<p>Encourage cycling, the use of cycle paths and walking routes</p> <ul style="list-style-type: none"> <li>Highlight quality/local food and drink stops</li> <li>Provide update and presentation at Tourism Forum</li> <li>Support the development of Oneplanet Adventure</li> <li>Produce films which focus on cycling and walking</li> <li>Highlight, promote and produce high quality managed county wide recreational access routes</li> <li>Encourage towns to plan towards gaining accreditation under the national 'Walkers are Welcome' scheme</li> </ul>	TME/AONB	DCC Highways and Environmental Services/DCC Countryside/Food Producers/Tourism Groups/Oneplanet Adventure/Town Councils/Denbighshire Local Access Forum	By Year 3
5.10	<p>Engage with key partners regarding the development of Corwen as a tourism rail destination including Corwen Central project</p> <ul style="list-style-type: none"> <li>Bring partners together to discuss benefits and decide best course of action to deliver these benefits (in Year One)</li> </ul>	TME	Llangollen Railway Trust/Corwen Central Railway Development/EBD/Town Council/County Councillors	Year 1-3
5.11	<p>Influence the development of the Wales Way Initiative (10-year project)</p> <ul style="list-style-type: none"> <li>Ensure that key attractions in North East Wales are included in initial list of places to visit within 40 minutes' drive of the A55 and A470 (A487 is the other "Way")</li> <li>Liaise with Visit Wales and invite to the Autumn 2018 Partnership to update</li> <li>Influence the project to include development of another "Way" based around the A5</li> <li>Capitalise on the campaign locally by producing own itineraries</li> </ul>	Partnership/TME	North East Wales Authorities/AONB/Tourism Groups/Welsh Government/Visit Wales/DCC Services	Year 1-3

## Key

DM PARTNERSHIP	Destination Management Partnership made up of Denbighshire tourism businesses, Denbighshire County Council officers and other key tourism partners
DMP	Destination Management Plan
AONB	Area of Outstanding Natural Beauty
DCC	Denbighshire County Council
EBD	Economic & Business Development team, Denbighshire County Council
NWT	North Wales Tourism
TME	Tourism Marketing & Events team, Denbighshire County Council
STEAM	Scarborough Tourism Economic Activity Monitor
TIC	Tourist Information Centre (staffed)
TIP	Tourist Information Point (not staffed)
RDP	Regional Development Programme
CRTG	Clwydian Range Tourism Group
CRFT	Clwydian Range Food Trail
WHS	World Heritage Site

 DiscoverDenbighshire  
 @DiscoverDenbs  
 discoverdenbs\_ganfodsirddin

[tourism@denbighshire.gov.uk](mailto:tourism@denbighshire.gov.uk)

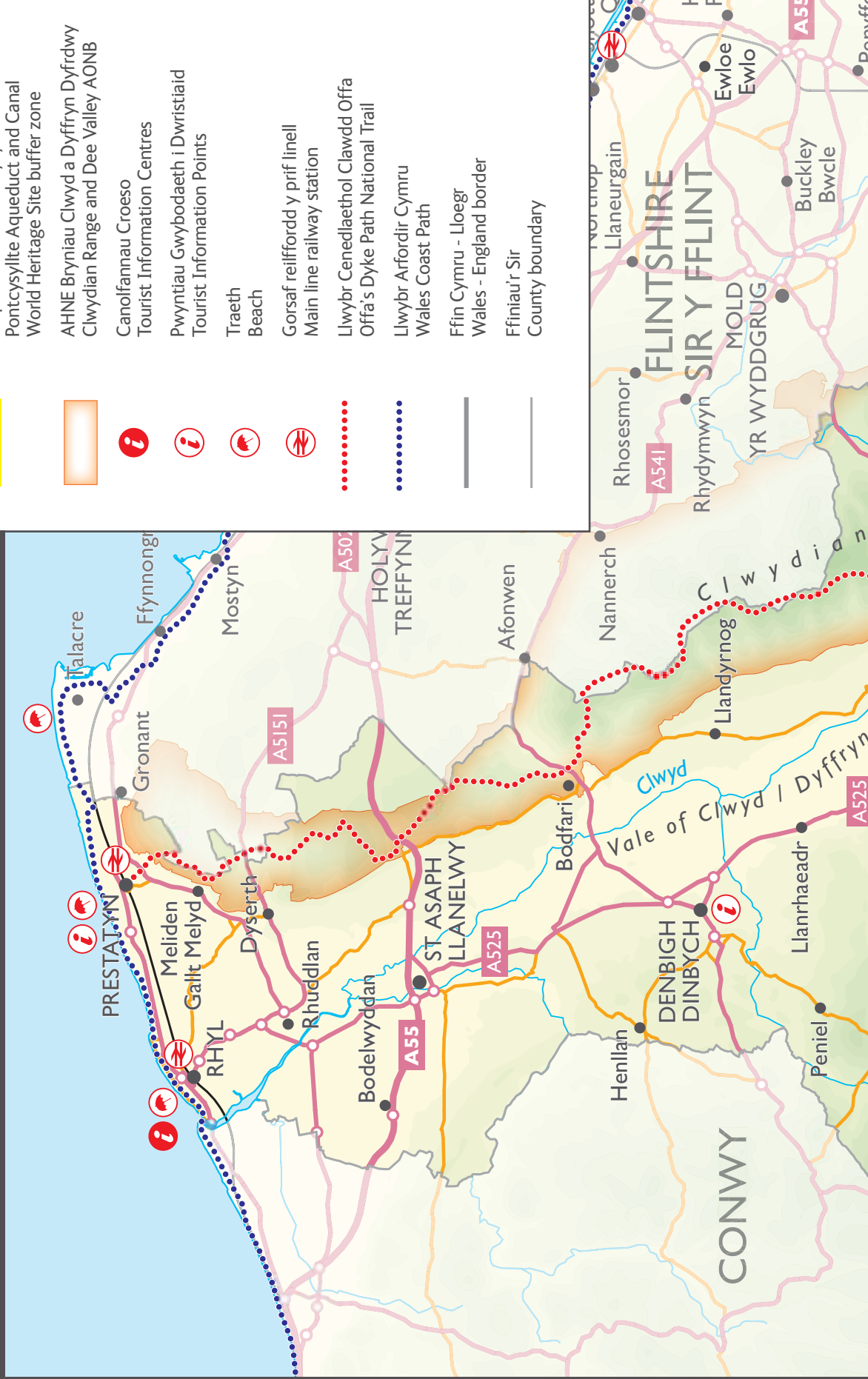
[www.discoverdenbighshire.wales](http://www.discoverdenbighshire.wales)

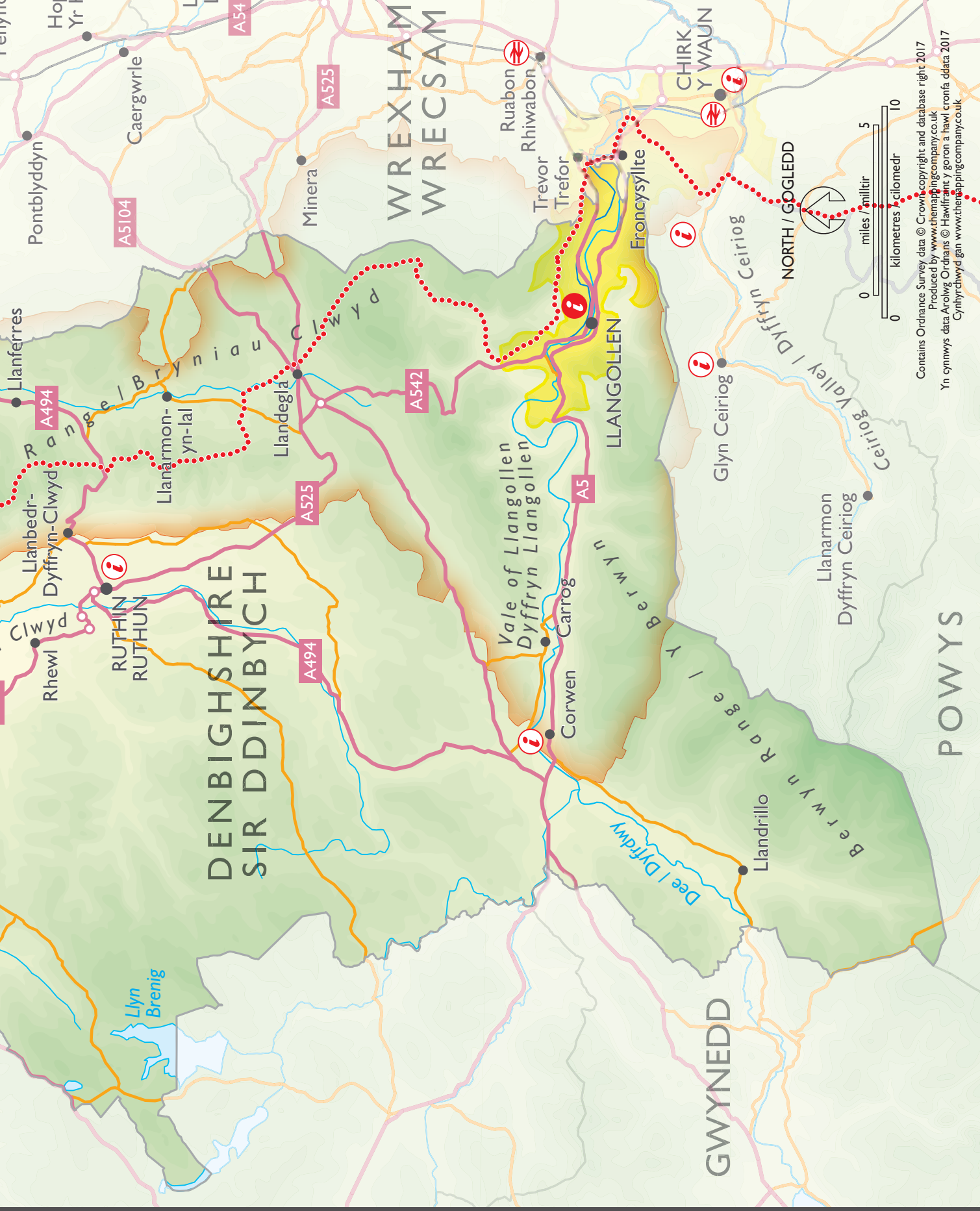


# Sir Ddinbych Denbighshire

## Allwedd Key

-  Parth byffer Safle Treftadaeth y Byd  
Traphont Ddŵr Pontcysyllte a'r Gamias  
Pontcysyllte Aqueduct and Canal  
World Heritage Site buffer zone
-  AHNE Bryniau Clwyd a Dyffryn Dyfrdwy  
Clwydian Range and Dee Valley AONB
-  Canolfannau Croeso  
Tourist Information Centres
-  Pwyntiau Gwybodaeth i Dwristiaid  
Tourist Information Points
-  Traeth  
Beach
-  Gorsaf reilffordd y prif linell  
Main line railway station
-  Llwybr Cenedlaethol Clawdd Offa  
Offa's Dyke Path National Trail
-  Llwybr Arfordir Cymru  
Wales Coast Path
-  Ffin Cymru - Lloegr  
Wales - England border
-  Ffiniau'r Sir  
County boundary





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