

# **West Wrexham URBAN II**

## **Local Action Plan**



# **West Wrexham URBAN II Programme**

## **Local Action Plan**

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## 1. INTRODUCTION - THE URBAN II PROGRAMME AREA

The target area for assistance under the URBAN II Programme is West Wrexham. West Wrexham comprises of 9 electoral wards totalling 16 urban villages. West Wrexham is located adjacent to Wrexham town centre and extends west to the County Borough Boundary with Flintshire (see Map 1).

West Wrexham has a total population of 28,770 residents (1998); this represents 23% of the total Wrexham County Borough population (see Table 1.1 below).

The communities in West Wrexham share a common industrial heritage, in particular a heavy reliance on the steel and mining industry. Many of these communities emerged in response to growth in these industries. However, the decline of the mining industry from the 1960s, and the iron and steel industry during the 1970s and 1980s had a serious economic and social impact on the area.

Table 1.1 Coverage of the West Wrexham URBAN II Programme

<b>Table 1.1 Resident Population by Gender 1998</b>			
<b>Electoral ward</b>	<b>Resident Population</b>	<b>% Male</b>	<b>% Female</b>
Brymbo	2,635	48.7	51.3
Bryn Cefn	1,928	48.3	51.7
Coedpoeth	5,063	49.7	50.3
Gwenfro	1,716	50.3	49.7
Gwersyllt East and South	4,477	47.6	52.4
Gwersyllt North	2,562	50.6	49.4
Gwersyllt West	2,670	48.4	51.6
Llay	4,788	49.4	50.6
New Broughton	2,931	47.8	52.2
<b>West Wrexham area</b>	<b>28,770</b>	<b>49.0</b>	<b>51.0</b>
Source: Wrexham County Borough Council (Source = Key Population and Vital Statistics©ONS, 1998)			

### TOTAL POPULATION - 28,770

#### **Supporting Documentation – the Community Initiative Programme (CIP) Document and the Programme Complement**

In addition to this Action Plan, two further documents are available - a Community Initiative Programme document (CIP) and a Programme Complement. The CIP sets out the programme strategy and key thematic areas, providing a detailed rationale that underpins the choice of Priorities and Measures for the Programme.

The Programme Complement sets out the operational details of the Programme. In particular, it provides details of activities eligible for support, indicative financial allocations and quantified targets against which the Programme will be measured. The Action Plan summarises information from both documents, but should not be considered as a direct replacement of either the CIP or Programme Complement. Both of these documents can be made available from the URBAN II team on request.

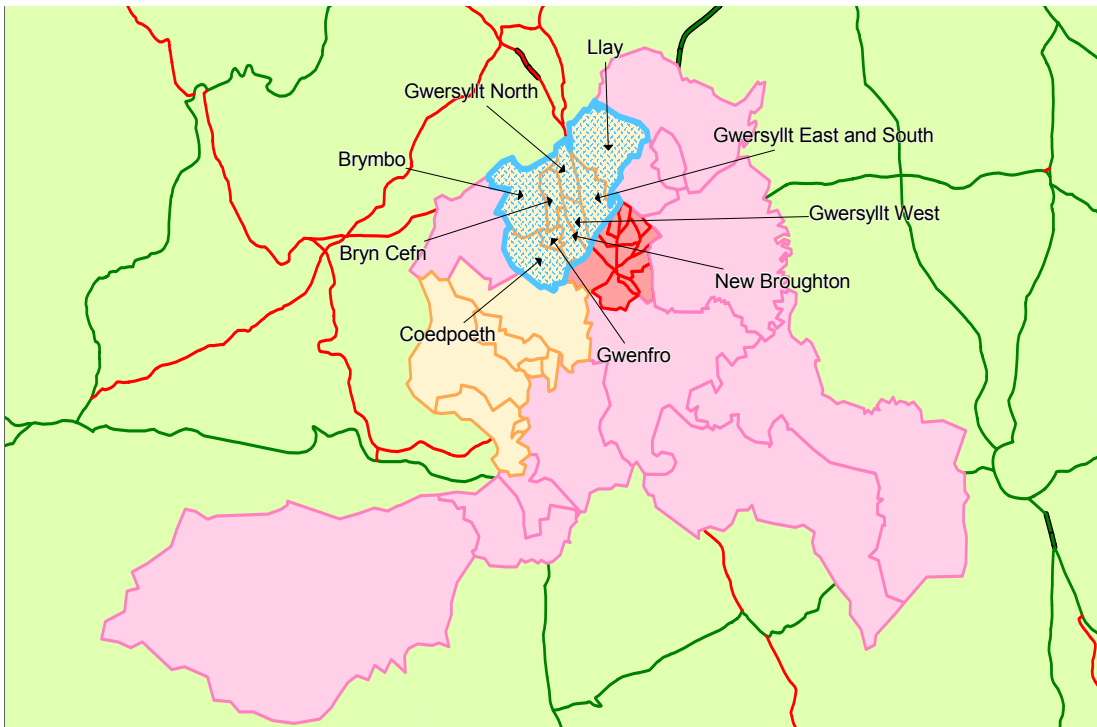
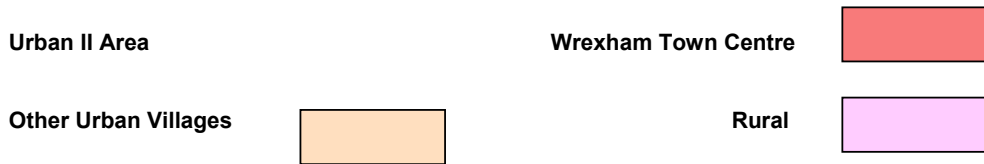
#### **What is the West Wrexham Action Plan?**

This West Wrexham Action Plan is intended to lay the foundations upon which the programme will be based over its lifetime, and to set out the key **objectives** (see Chapter 4) which will be achieved. These objectives have been drawn from the areas of prioritised action identified through each of the local Community Committee Action Plans (see Appendix 2) and an Employers Analysis, which have been developed in response to the issues raised through a wide consultation of the area targeting residents, employers and young people in West Wrexham.



## MAP 1

### GEOGRAPHY OF WEST WREXHAM URBAN II AREA



## Background Information

The URBAN II target area lies to the west of Wrexham town centre constituting an area that has particularly suffered from industrial decline, for example, steel making, coal mining and mineral extraction. As a result the communities located within the area are suffering from related deprivation and isolation problems (see Table 1.2 below). In addition many of the communities are suffering from high levels of long term unemployment and significant levels of youth unemployment which can be traced back to the closure of the Brymbo Steelworks in 1990. This had a massive impact both directly and indirectly on local communities and the problems that exist have been compounded by a poor physical environment, contributing to negative perceptions of the area.

The focus of employment today is more varied. The manufacturing sector is particularly evident in West Wrexham and in Llay particularly, where employment opportunities have significantly increased over the previous decade, accounting for 60% of the employment growth in the area between 1991 and 1998. Evidence however, confirms that the majority of these job opportunities have been captured by in-commuters to Wrexham. Dependency on this industry has also been proven to be problematic as the sector continues to be hard hit by global competition and technological change.

Other key sectors in the area include Wholesale and Retail and Construction together with service sectors such as Distribution, Hotels and restaurants, and Public Administration, education and health. Part time work in West Wrexham is particularly evident.

Issues such as high rates of crime, the poor health of the local population and a derelict environment are seen as causal links to the two fundamental issues underpinning the West Wrexham URBAN II Programme. These are as follows:

- (a) extremely low levels of entrepreneurship; and
- (b) below average rates of labour market participation.

Table 1.2 Key Characteristics of the West Wrexham URBNA II Area
<ul style="list-style-type: none"><li>• High proportion of working age population</li><li>• Male oriented employment</li><li>• Narrow economic base</li><li>• Limited number of key sectors</li><li>• Below average economic activity rates</li><li>• Varying rate of unemployment between the communities</li><li>• Weak entrepreneurial culture</li><li>• Low pay and debt problems</li><li>• Isolated communities</li><li>• High rates of crime</li><li>• Low Basic Skills</li><li>• Low educational attainment in some communities</li><li>• High degree of physical dilapidation</li><li>• High proportion of Local Authority owned Housing</li></ul>

Hence, the URBAN II programme is a community led approach to tackling such issues and to the overall economic, environmental and social regeneration of an area. In this respect the “Vision” for the West Wrexham programme is as follows:

**‘The creation of strong participating entrepreneurial communities where people work together to create desirable places to live, and where residents are empowered to participate in the local economy and everyday life.’**

This Vision along with the key characteristics highlighted in Table 1.2 underpin the framework for the West Wrexham URBAN II programme, identifying the Priorities and Measures necessary to respond to the needs evident in the area.

## **2. IMPLEMENTATION**

The Managing Authority for this Programme is the National Assembly for Wales (through the Welsh European Funding Office, WEFO). Wrexham County Borough Council is facilitating the implementation of the Programme through supporting the West Wrexham Partnership Board (operating as the Programme Monitoring Committee) and the five Community Committees that have been established to take forward the Programme (See Figure 2.1 overleaf).

### **What can be funded?**

To qualify for funding a project must contribute to the outputs of the Programme as detailed in the targets within Chapter 3, and fit within one of the Priorities and Measures of the Programme. Indeed, Chapter 3 sets out the specific targets for each measure and specifies what activity can be funded. Projects must also fit within the eight key objectives set out in Chapter 4. These have emanated from the five local Community Action Plans developed by each of the Community Committees and from the Employers Analysis (see Appendix 2). All applications must show evidence of support from the relevant Community Committees/local business community and/or partners involved in the delivery of a project.

### **Who can apply?**

Organisations or bodies in the public, private (companies employing 50 employees or less) and voluntary sectors can all apply for funding for projects, provided that they have a legal constitution and are financially sound.

### **Applications from the Private Sector**

The U.K. Government is obliged to comply with European Commission rules when giving public subsidies for commercial activities trading within Europe. These subsidies are known as “State Aids”. Obvious examples of State Aid are large grants for investment, research and development and training. In this respect, the maximum amount of financial support that can be granted to the same beneficiary under the West Wrexham URBAN II Programme will not exceed 100,000 euros (c.£62,000) in any three year period.

### **Final Beneficiaries**

The Final Beneficiary refers to the body making an application for funding to the Programme.

### **How much funding is available?**

The total amount of European funding available in each measure of the Programme is shown in Appendix 1. A further breakdown of the ERDF funds by Measure and by Year can also be found within the Priorities and Measures chapter.

The maximum amount of grant available to individual projects under each of the Programme Measures is 50% of the total project costs. In each case, the applicant will need to demonstrate how much grant support is necessary for the project to proceed after all other possible sources of funding have been explored.

***The Grant Intervention Rate for projects seeking funding from each of the measures will be up to a maximum of 50 %***

## **What is the process?**

There are a number of stages to the application process for those interested in applying for funding:

1: Contact the URBAN II team who will provide initial advice on how to proceed. The URBAN II team will provide potential applicants with an Expression of Interest (EoI) form and any further documentation that will be of assistance in making an application to the URBAN II Programme. The Applicant will also be advised of the Assessment Panel meetings, which will give them an indication of the deadlines for submitting applications of their application.

*Applicants are reminded that they will need to show evidence in the EoI form of consultation and support from members of the relevant organisations including Community Committees, Business Forums and Partnership Agencies.*

2: Applicants must return the completed EoI form to the URBAN II team who will consider the Project Proposal in relation to its compatibility with the Programme. The URBAN II Team will provide feedback to the applicant that should be taken into consideration when completing the next stage of the application procedure. A Proforma application will be made available to the applicant.

3: Applicants will complete the Proforma application form and return it to the URBAN II team. The information given in the Proforma application will need to be consistent with that included within the final application.

4: Completed Proforma applications will be circulated to members of the Assessment Panel who will meet at the scheduled dates to assess each Proforma Application in line with the agreed process. The Assessment Panel will recommend to WEFO which applications fulfil the aims and objectives of the West Wrexham URBAN II Programme as detailed in later chapters of this Action Plan. The Assessment Panel can decide not to support an application.

5: The Applicant will receive feedback from the Assessment Panel detailing how the application has performed during the assessment.

6: The Applicant will now complete a full ERDF application that will be sent to WEFO for a full appraisal.

7: On completion of the full appraisal WEFO will inform the West Wrexham Partnership Board of the successful applications to receive funding from URBAN II.

Diagram 2.2 illustrates the application process.

## **Monitoring**

In issuing an approval letter WEFO will make clear what aspects of the project they will monitor. Project managers will need to report progress on the delivery of the activity and the achievements against agreed targets when they are claiming the grants - this will be detailed in the approval letter issued from WEFO. The project manager will also be asked to provide additional detail on certain outputs, e.g. type of job created, people accessing them, nature of businesses assisted, people benefiting from training etc.

Figure 2.1

**Community Committees/Business Forum/Working Groups and Partnership Board**

A key feature of the URBAN II Programme is that it is led and managed by the local community in response to local concerns. Hence there has been the creation of five **Community Committees** that are broadly representative of those within their locality. Each of the Community Committees has developed a Local Action Plan detailing the proposed activity for their community. This action plan responds directly to the issues and concerns identified through a wide consultation exercise which included a Community Needs Audit, an Employers Survey and a Youth Survey. Each of the Local Action Plans links directly to the overall West Wrexham Action Plan (see Chapter 4 – Key Objectives).

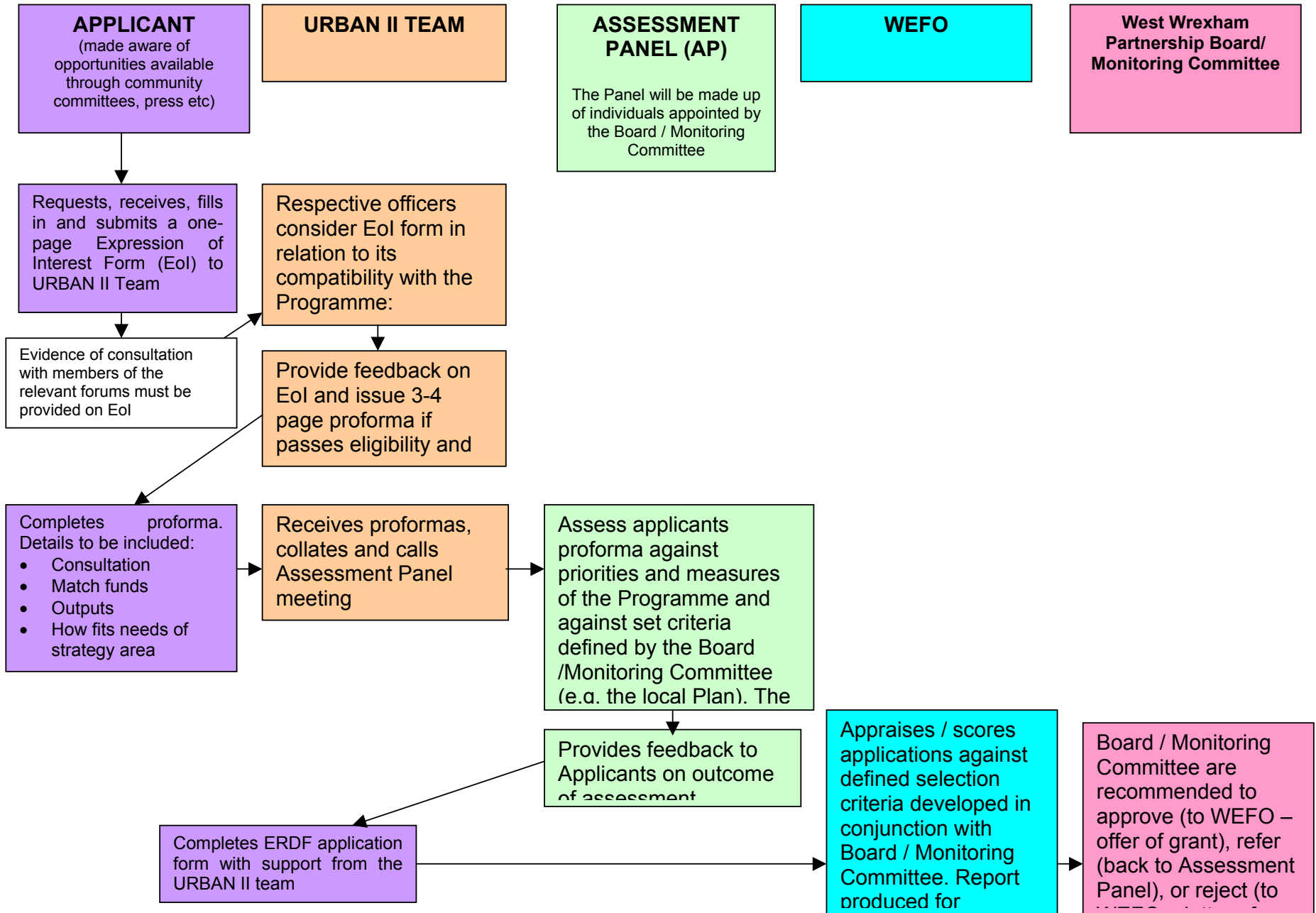
In addition to the five Community Committees a **West Wrexham Business Forum** representative of the local business community, has been established to inform the implementation of this element of the Programme.

**Two Working Groups** have also been established. They are focused on the priorities of the Programme and are made up of individuals from each of the Community Committees and agencies from the public, voluntary and community sectors.

Through the Groups/Committees and Forums that have been established the West Wrexham Action Plan has been developed to provide strategic direction to the Programme. Applicants must show how their proposals will work towards delivering the key objectives and associated measure-level targets within this Plan.

The **West Wrexham Partnership Board** is made up of members from each of the committees, groups and forums, which includes members from the public, private, community and voluntary sector. It is performing the role of the Programme Monitoring Committee (PMC) and provides the strategic mechanism for approving applications for URBAN II funds. In its role as Monitoring Committee the West Wrexham Partnership Board will monitor the activity of URBAN II funded projects to ensure the target outputs for the Programme are being met.

**Diagram 2.2: WEST WREXHAM URBAN II PROGRAMME IMPLEMENTATION ARRANGEMENTS**



### **3. PRIORITIES AND MEASURES OF THE WEST WREXHAM URBAN II PROGRAMME**

Two Priorities have been identified through which the URBAN II Programme will be delivered:

#### **Priority 1: Entrepreneurship and Business Development – to increase employment opportunities in West Wrexham that benefit local people**

This priority is focused upon encouraging community enterprise and self-employment in West Wrexham and improving the competitiveness and efficiency of both new and existing businesses through advice, information and financial support, through maximising the earnings potential of both local employees and employers, and through the provision of workspace and site reclamation.

Hence key activities that will be prioritised will include awareness raising of self-employment as a career option, appropriate (targeted) information and guidance, as well as (wide-ranging) grant availability for both new and existing businesses. In particular, emphasis will be directed towards establishing and developing companies in high value and high growth sectors through a co-ordinated approach.

The two operational Measures for this Priority are as follows:

**Measure 1.1 Encouraging Enterprise and Self-Employment**

**Measure 1.2 Development of competitive and sustainable businesses**

#### **Priority 2: Participation – to ensure that residents of West Wrexham capture the job opportunities available**

Although there has been a growth in overall employment in the West Wrexham area during the last decade, economic activity rates within many of the neighbourhoods of West Wrexham have actually fallen. The impact of globalisation and competition on the West Wrexham economy in recent years has led to the replacement of traditional industry such as steel making, with more technology focused industries. This has brought about a demand in 'new skills' that the existing workforce has been unable to provide and has resulted in many older males and females being classified as being economically inactive as they have not been able to re-enter the labour market. In addition, unemployment rates for those under 30 are relatively high and this, along with poor educational attainment and a lack of skills has led to continuing low expectations of school leavers and older residents.

Furthermore, as well as the skills shortages experienced in West Wrexham, poor accessibility to employment, recreation and other community facilities is noted as being of particular significance. Indeed, the geographical position of West Wrexham, as dispersed neighbourhoods on the outer fringes of the town of Wrexham has led to low levels of service provision.

A range of other barriers such as lack of accessible, quality childcare facilities reduce the work opportunities available and in itself is seen as a significant barrier in accessing employment and training opportunities. Furthermore the physical environment in West Wrexham is also perceived as unpleasant consequently generating a negative attitude towards the area. Physical improvements to the local environment and community facilities will therefore help to foster a positive

perception of the area by local residents, local businesses and potential investors alike. This will involve the participation of locals in re-development/regeneration schemes and foster a positive attitude towards achieving the necessary skills and training to create, participate and continue in employment.

Hence this priority is focused on ensuring that local people can access the jobs created in West Wrexham or elsewhere within the sub-regional economy, and in developing active, vibrant communities where local people play a central role in the regeneration of the communities in which they live. In particular it will attempt to maximise the potential of local people by improving their skills, training and education, raising the aspirations and achievements of local people, and overcoming barriers to accessing employment opportunities. Indeed, these activities are important in developing 'stepping stones' to employment and re-integration into society for those who are excluded. As a result there must be an appreciation that not all the activities that will be funded under this priority will directly lead to the creation of jobs.

The two Measures for this Priority are as follows:

**Measure 2.1            Overcoming barriers to participation**

**Measure 2.2            Developing Active Communities**

## MEASURE 1.1 Encouraging Enterprise and Self-Employment

### Aim

To encourage the creation of innovative new businesses through indigenous and inward investment in order to support business start-ups and to provide employment opportunities for the population of West Wrexham.

### Rationale

To improve the overall economic performance of West Wrexham there is a need to create new businesses within the area that contribute to wealth, job innovation and a productive, flexible and adaptive workforce. However, self-employment rates are currently low in the area and hence a key priority of this Measure will be to provide pre-start and post-start (up to 18 months) services to assist the creation of new businesses by local people and by inward investors. Thus a number of areas will be targeted through this Measure including awareness raising of self-employment as a career option, appropriate workspace, mentoring, information advice and guidance and appropriate grants conducive to encourage business formation and growth during the initial incubation period. Particular emphasis will be given to supporting businesses (employing less than 10) and support organisations targeting those who are focusing on training, employing and providing benefits for local residents.

### Indicative Financial Allocation

Measure 1.1 has been allocated 50% of the total funds available to Priority 1, which equates to 23% of the total programme resources.

Measure 1.1 Encouraging Enterprise and Self-Employment							
	Year						
	2001*	2002	2003	2004	2005	2006	TOTAL
European (ERDF)Funding Available	£226,648	£257,133	£257,133	£257,133	£258,458	£258,458	<b>£1,514,963</b>

All figures based on conversion rate of 0.62 Euros = £1.00

\*2001 allocation must be committed, expenditure incurred and claim submitted by October 2003

### Targets to be achieved under this Measure are as follows:

Activity	Target
New Business Start Ups	80
New or improved Work space (sq.m)	1,000sq.m
Number of people accessing training	15
New businesses receiving financial support	45
<b>Results</b>	
Investment in new businesses	£1 million
Number of supported SME's with Internet Access	19
Gross jobs created	80
Jobs safeguarded	35
<b>Evaluation of impact</b>	
Achievement of the above results should lead to:	
<ul style="list-style-type: none"> <li>▪ additional jobs safeguarded</li> <li>▪ additional jobs in commercial/community business sector</li> </ul>	<p>25 160</p>

## **Cross-cutting themes**

### Equal Opportunities

This Measure will particularly make reference to the removal of barriers to female entrepreneurs such as childcare provision, access to training and education, and appropriate mentoring and support.

### Information Society (ICT)

This Measure will particularly make reference to providing appropriate infrastructure and support services for new business starts.

### Environmental Sustainability

This Measure will seek to ensure that all new business start-ups will have access to appropriate support and advice on environmental regulations and management. New businesses must be sustainable and where possible protect and enhance the natural environment and industrial heritage of the area. As such, incentives to promote environmental management will be built into assistance packages where appropriate.

**MEASURE 1.2 Development of competitive and sustainable businesses****Aim**

To develop competitive businesses – both those recently created (for example under Measure 1 of this priority) and those who have matured – that are sustainable.

**Rationale**

In an increasingly competitive economy, local businesses must become more efficient and resource-intensive if they are to achieve sustained growth and profitability. Therefore this Measure targets those businesses established under Measure 1.1. of this Priority (>18 months old) to move forward by providing assistance with their accommodation, equipment and workforce requirements. It also aims to provide similar support to established successful businesses within West Wrexham to achieve sustained growth and profitability. In this respect key activities will include appropriate grant support towards equipment, premises and sites, expert consultancy and advisory services, marketing and networking and management and workforce up-skilling.

Measure 1.2 has been allocated 50% of the total funds available to Priority 1, which equates to 23% of the total programme resources.

<b>Measure 1.2 Development of competitive and sustainable businesses</b>							
	Year						
	2001*	2002	2003	2004	2005	2006	<b>TOTAL</b>
European (ERDF)Funding Available	£226,648	£257,133	£257,133	£257,133	£258,458	£258,458	<b>£1,514,963</b>

All figures based on conversion rate of 0.62 Euros = £1.00

\*2001 allocation must be committed, expenditure incurred and claim submitted by October 2003

**Targets to be achieved under this Measure are as follows:**

<b>Activity</b>	<b>Target</b>
New or improved Work space (sq.m)	4000sq m
Number of people accessing training	25
New businesses receiving financial support	45
<b>Results</b>	
Investment in new businesses	£1 million
Number of supported SME's with Internet Access	35
Jobs safeguarded	40
Gross jobs created	250
<b>Evaluation of impact</b>	
Achievement of the above results should lead to:	
▪ new community businesses (> 18 months)	45
▪ additional jobs safeguarded	45
▪ additional jobs in commercial/community business sector	230

## **Cross-cutting themes**

### Equal Opportunities

This Measure will particularly focus on females and older males who in many instances do not currently have the skills, confidence or expertise to adopt new working practices that would contribute to competitiveness and income-generating ability of business.

### Information Society (ICT)

This Measure will particularly make reference to ensuring effective co-ordination and access to appropriate infrastructure and support services. Indeed, the use of ICT will be an important key for sustained competitiveness, especially for West Wrexham, where the use of new technology will help to reduce perceptions of isolation held by many local people and those within the local business community. It will also be important for businesses operating in West Wrexham to utilise and take up the opportunities presented by the new trading revolution to market and promote the area and its products locally, regionally, nationally and internationally.

### Environmental Sustainability

This Measure will address the fact that all businesses must strive for continual improvements in efficiency and productivity. Support will be given for the refurbishment of existing premises and financial support will be structured in a way that promotes sustainable business development and the protection and enhancement of the natural environment. Actions under this measure will therefore include encouraging more efficient resource use and less pollution and waste, recognising the market advantages for SME's of producing products with environmental accreditation (for example, the 'Green Dragon' Environmental Standard).

**MEASURE 2.1 Overcoming barriers to participation****Aim**

To overcome the barriers that prevent residents of West Wrexham participating in local labour markets.

**Rationale**

Residents of West Wrexham experience a number of barriers that prevent them from accessing the economic and social opportunities available. The barriers that have been identified include: lack of affordable childcare, skill shortages, limited transport opportunities, lack of quality services available locally, limited confidence and knowledge in the ability to access opportunities available. This measure attempts to address these issues through developing a number of activities/facilities and services that will equip the residents of West Wrexham with the necessary tools to participate in local labour markets.

**Indicative Financial Allocation**

Measure 2.1 has been allocated 40% of the total funds available to Priority 1. Equating to 18.4% of the total programme resources.

<b>Measure 2.1 Overcoming Barriers to Participation</b>							
	Year						
	2001*	2002	2003	2004	2005	2006	<b>TOTAL</b>
European (ERDF)Funding Available	£181,319	£205,707	£205,707	£205,707	£206,766	£206,766	<b>£1,211,972</b>

All figures based on conversion rate of 0.62 Euros = £1.00

\*2001 allocation must be committed, expenditure incurred and claim submitted by October 2003

**Targets to be achieved under this Measure are as follows:**

<b>Activity</b>	
Number of environmental schemes supported	5
Number of Participants in training	600
Number of women beneficiaries	300
Increase in new/refurbishment of community facilities	10
Number of Community groups supported	50
<b>Results</b>	
Beneficiaries completing training courses	420
Beneficiaries with positive outcomes on learning	396
Beneficiaries achieving qualifications	270
Beneficiaries finding employment	240
Local residents into employment	180
Number of new community based enterprises established	15
<b>Evaluation of impact</b>	
Achievement of the above results should lead to:	
▪ reduction in youth unemployment	38%
▪ reduction in adult unemployment	50%
▪ residents in work longer than six months	260
▪ survival of community based enterprises < 2 years	10

## **Cross-cutting themes**

### Equal Opportunities

This Measure will provide targeted support for those facing specific barriers to labour market participation, such as skill deficiencies, the provision of transport, and affordable, quality childcare provision. This measure will focus on equipping young people with the experiences required for work (particularly in high skill growth sectors) and provide innovative targeted support for other groups, such as older males and females (including single parents).

### Information Society (ICT)

This Measure will particularly make reference to helping West Wrexham residents to access and use ICT in order for such individuals to access information on training / skills development that correlate with the local employment opportunities available. Linkages between residents, training and education providers and employers should also be further developed through 'wired community' projects that help to address the demands of both potential employees and employers.

### Environmental Sustainability

This Measure will look to enhance transport provision between the centres of population and local employment and training opportunities. This will include community transport schemes, which will not only tackle the problems of isolation but also look to the increasing the use of public transport rather than individual private vehicles.

**MEASURE 2.2 Developing active communities****Aim**

To increase community participation in order to promote the economic, social and environmental regeneration of West Wrexham.

**Rationale**

Creating a sustainable community ultimately requires strong, active and able community groups. Therefore the extent to which a sustainable community can be created is dependent upon the abilities and skills inherent within the neighbourhoods of West Wrexham. Numerous Community groups operate in West Wrexham, many of whom require financial support, advice and training support in order to fulfil their aims and objectives. This measure aims to strengthen the capacity of local groups and individuals to become involved in and manage their work as part of the regeneration process.

**Indicative Financial Allocation**

This measure has been allocated 60% of the allocation to Priority 2, which equates to 27.6% of the total resources available to the Programme.

<b>Measure 2.2 Developing Active Communities</b>							
	Year						
	2001*	2002	2003	2004	2005	2006	<b>TOTAL</b>
European (ERDF) Funding Available	£271,978	£308,560	£308,560	£308,560	£310,149	£310,149	<b>£1,817,956</b>

All figures based on conversion rate of 0.62 Euros = £1.00

\*2001 allocation must be committed, expenditure incurred and claim submitted by October 2003

**Targets to be achieved under this Measure are as follows:**

<b>Activity</b>	
Number of environmental schemes supported	15
Number of Participants in training	200
Number of women beneficiaries	100
Increase in new/refurbishment of community facilities	15
Number of Community groups supported	50
<b>Results</b>	
Beneficiaries completing training courses	140
Beneficiaries with positive outcomes on learning	132
Beneficiaries achieving qualifications	90
Beneficiaries finding employment	80
Local residents into employment	200
Number of new community based enterprises established	15
<b>Evaluation of impact</b>	

Achievement of the above results should lead to:	
▪ reduction in youth unemployment	50%
▪ reduction in adult unemployment	35%
▪ residents in work longer than six months	70
▪ survival of community based enterprises < 2 years	20

## **Cross-cutting themes**

### Equal Opportunities

This Measure will particularly support activities focused on increasing participation of those most disaffected and excluded. One of the objectives is to facilitate initiatives which foster inclusivity, self worth and strengthen the capacities of neighbourhoods to help themselves. Community infrastructure in West Wrexham is weak and this measure will focus on the physical provision and refurbishment of facilities and the local environment. This will tackle the problem of isolation felt by many, particularly the young and females, lone parent families and mature males/females.

### Information Society (ICT)

This Measure will focus on using ICT to help reduce perceptions of isolation held by many people and to support access to such facilities to enhance access to information on training / skills development that correlate with the local employment opportunities available. Linkages between residents, training and education providers and employers should also be further developed through 'wired community' projects that help to address the demands of both potential employees and employers.

### Environmental Sustainability

This Measure will promote the economic, social and environmental regeneration of communities through financial support for a range of sustainable community-based initiatives, including improving community infrastructure and the local environment. A high quality physical environment, such as landscaping, will engender civic pride and project a positive image to investors. An emphasis will therefore be placed on small-scale environmental improvements at an early stage in the programme. Burglary and criminal damage are issues that also need to be tackled to develop civic pride. Support for health improvement within the population in terms of promotion and access to services will likewise link in with this community revival approach.

#### **4. KEY OBJECTIVES OF THE WEST WREXHAM URBAN II PROGRAMME**

The previous sections have highlighted the framework set out for the West Wrexham URBAN II Programme in terms of Priorities for Action (Entrepreneurship and Participation) and the associated Operational Measures. However, it is vital that LOCAL issues that can be tackled through this programme are targeted and addressed with the limited amount of funding available. Hence through a wide consultation exercise involving local residents, local employers and young people in West Wrexham undertaken late in 2001, an informed, representative analysis of need for each of these three groups was produced. This has subsequently informed the production of five URBAN II Community Committee Action Plans (see Appendix 2) and an Employers Survey, ratified by a recently-formed West Wrexham Business Forum.

It is imperative that the information that has been gathered from this comprehensive consultation exercise is utilised to target activities or projects seeking URBAN II funding under the Operational Measures set out. Hence the following pages highlight the **EIGHT KEY OBJECTIVES** of the West Wrexham URBAN II Programme that applicants **should use to both inform and prioritise** their bids to achieve the overarching targets set out under each of the Measures.

#### **KEY OBJECTIVES**

**OBJECTIVE A - Participation and Lifelong Learning**

**OBJECTIVE B - Empowering Communities**

**OBJECTIVE C - Young People**

**OBJECTIVE D - Welfare, Health and Leisure**

**OBJECTIVE E - Community Safety and Physical Environment**

**OBJECTIVE F - Business Advice and Guidance**

**OBJECTIVE G - Business Infrastructure**

**OBJECTIVE H - Marketing and Networking**

## **Objective A            Participation and Lifelong learning**

To develop a network of Lifelong Learning opportunities throughout West Wrexham that provide access to information and resources that will equip residents with the necessary skills and expertise for them to progress into further training and education, as well as for participation in the local economy.

### **Rationale**

Community based access to training and education opportunities for residents, local businesses and young people has been identified as one of the fundamental principles in creating an active participating community. Survey results strongly suggest that residents of West Wrexham would respond to training and information and resource opportunities if they were made available to them locally. Opportunities that have been prioritised include information on jobs, training and education, childcare and careers advice.

Consultation has also identified that residents of West Wrexham experience a number of barriers that prevent them from accessing the training, education and employment opportunities potentially available to them. The barriers identified include lack of affordable childcare (in some communities a total lack of childcare has been identified), skill shortages, limited transport, lack of quality services available locally and limited confidence and knowledge in the ability to access the opportunities available.

Local employers also recognise that training and education is fundamental to their long term sustainability. They have identified a need to provide job specific training, both in terms of being able to access an employable workforce in West Wrexham, and also in providing 'on the job' training to invest in existing employees. Local employers recognise training in ICT as the most important need, followed by customer services, communication and team working.

### **Indicative activities include:**

- \* Refurbishment of community buildings/ creation of new buildings to accommodate learning and information needs identified;
- \* Cyber/community café;
- \* Vocational training opportunities;
- \* Training and Education that provides progression to Further and Higher Education;
- \* Basic skills programmes;
- \* Confidence building / Assertiveness work shops;
- \* Development of individual personal development programmes;
- \* Promotion of Lifelong Learning activities;
- \* Provision of affordable childcare to support access to training and employment opportunities available;
- \* Employment/Careers advice and guidance;
- \* Wrap around childcare that will provide opportunities for parents to access employment;

- \* Community Transport;
- \* Activity to reduce barriers to training, education and employment;
- \* Incentives for employers to participate in training opportunities;
- \* Projects that encourage locally based on/off the job training through customised packages for employer needs;
- \* Activity that targets job specific skills required by employers;
- \* Education and utilisation of ICT through training packages for employers and employees;
- \* 'Enterprise Rehearsal Schemes' (pre-enterprise training and business planning); and
- \* Support, advice and training for local businesses to assist in the development of business training plans (to include management and employees), which will lead to a more flexible workforce and strengthen the business economy.

## Priority Considerations

Project Activity that achieves targets in response to the following indicators will be given priority consideration for URBAN II funding.

<b>Performance Indicator</b>	<b>Measure*</b>
Number of people accessing training	1.1, 1.2, 2.1, 2.2
Number of Community buildings developed/refurbished	2.1, 2.2
Number of Environmental schemes supported	2.1, 2.2
Number of jobs safeguarded	1.1, 1.2, 2.1, 2.2
Number of jobs created	1.1, 1.2, 2.1, 2.2

\*This column identifies the Measures of the URBAN II Programme that are relevant to the required activity. For example, Measures 1.1, 1.2, 2.1 and 2.2 all have targets to meet in terms of job creation. However, Measure 1.1 for example, does not have a target requiring support for environmental schemes.

## Objective B      Empowering Communities

To support the development of an active West Wrexham community by providing the necessary support and training to increase and enable sustainable community activity.

### Rationale

It is widely recognised that community involvement and leadership is the key to sustainable community regeneration. Numerous groups and organisations are currently operating in the West Wrexham area, often in isolation of each other and many are in need of financial support, training and advice (as well as additional volunteer support) to enable them to meet their aims and objectives.

### Indicative activities include:

- \* Grants to community groups;
- \* Community facilitators;
- \* Networking communities through ICT;
- \* Development of groups and forums to encourage networking;
- \* Community Development staff;
- \* Training opportunities to support existing groups;
- \* Advice and training opportunities to encourage new groups to form;
- \* Buddying/Mentoring of professionals from local businesses to pass skills on to local groups;
- \* Marketing and promotional support for community groups and networks;
- \* Volunteer recruitment and support;
- \* Support for existing community organisations;
- \* Networking and exchange of good practice between community groups and with other sectors; and
- \* Training in leadership and management skills.

### Priority Considerations

Project Activity that achieves targets in response to the following indicators will be given priority consideration for URBAN II funding.

Performance Indicator	Measure*
Number of people accessing training	1.1, 1.2, 2.1, 2.2
Number of Community Groups supported	2.1, 2.2
Number of jobs created	1.1, 1.2, 2.1, 2.2

\*This column identifies the Measures of the URBAN II Programme that are relevant to the required activity. For example, Measures 1.1, 1.2, 2.1 and 2.2 all have targets to meet in terms of job creation. However, Measure 1.1 for example, does not have a target requiring support for environmental schemes.



## **Objective C          Young People**

To improve the perception that local residents have of young people in the community through developing an environment that provides opportunities for them to engage in a meaningful activity, thus impacting upon their ability to participate in the local economy and in everyday life.

### **Rationale**

Through a wide consultation of the views of residents in West Wrexham, young people are perceived as being a nuisance and a cause of the crime and vandalism in the community. The 'Residents Survey' identified that young people are considered the most serious threat to safety in the community. Consultation with residents and young people identifies that opportunities for them in the community are limited. This impacts upon the susceptibility for young people to become involved in anti social and sometimes criminal behaviour, which consequently leads to an environment that feels unsafe.

Young people aged 11-16 will become economically active within the lifetime of the URBAN II Programme. The URBAN II Community Committees therefore recognise the importance of developing projects that will engage young people in meaningful activities, increasing their long-term employability and reducing the fear of crime in West Wrexham.

In addition, consultation with young people has identified that they do not feel that they have an opportunity to participate in the community/voluntary structures operating locally and have expressed a desire to become involved in decision making, as well as other community activities.

### **Indicative activities include:**

- \* Detached youth work;
- \* Sheltered seating areas;
- \* Multi Use Games areas;
- \* Cyber café;
- \* Study Support;
- \* Homework Clubs;
- \* After School Clubs;
- \* Playschemes;
- \* ICT training and support;
- \* Community access to ICT;
- \* Workshops to promote life skills/personal safety etc.;
- \* Young Persons advice line;
- \* Development of a Youth Forum;
- \* Activities to support and enable young people to become involved in decision making in their community;
- \* Taster sessions to develop practical skills e.g. car maintenance;

- \* Encouragement for young people to access post-16 education and training;
- and
- \* Activities to engage disaffected and excluded young people e.g. leisure and recreation.

## Priority Considerations

Project Activity that achieves targets in response to the following indicators will be given priority consideration for URBAN II funding.

<b>Performance Indicator</b>	<b>Measure*</b>
Number of people accessing training	1.1, 1.2, 2.1, 2.2
Number of Community buildings developed/refurbished	2.1, 2.2
Number of Environmental schemes supported	2.1, 2.2
Number of jobs created	1.1, 1.2, 2.1, 2.2

\*This column identifies the Measures of the URBAN II Programme that are relevant to the required activity. For example, Measures 1.1, 1.2, 2.1 and 2.2 all have targets to meet in terms of job creation. However, Measure 1.1 for example, does not have a target requiring support for environmental schemes.

## **Objective D          Welfare, Health and Leisure**

To develop a range of health, leisure and welfare information, services and opportunities that address issues of social exclusion and thus support the ability of West Wrexham residents to participate in meaningful activity.

### **Rationale**

Consultation with residents of West Wrexham has identified the need to address health and social inequalities preventing residents from participating in the local economy and other such meaningful activity, e.g. training, volunteering etc. One mechanism that has been identified to address these issues is the development of community based leisure facilities, that will aim to encourage participation by local residents and in turn reduce health inequalities. In addition it is recognised that 'quality of life' is a fundamental issue that should be addressed before many residents can be empowered to engage in any such activities.

### **Indicative activities include:**

- \* Debt advice and money management;
- \* Benefit advice;
- \* Development of a Credit Union;
- \* Health advice and services;
- \* Development of leisure activities which incorporate training opportunities;
- \* Development of leisure facilities which combat health inequalities;
- \* Coaching/mentoring schemes;
- \* Health promotion activities;
- \* Projects that work towards building self esteem/assertiveness/confidence; and
- \* Advice/support services.

### **Priority Considerations**

Project Activity that achieves targets in response to the following indicators will be given priority consideration for URBAN II funding.

<b>Performance Indicator</b>	<b>Measure*</b>
Number of people accessing training	1.1, 1.2, 2.1, 2.2
Number of Community Groups supported	2.1, 2.2
Number of new Community Enterprises established	2.1, 2.2

\*This column identifies the Measures of the URBAN II Programme that are relevant to the required activity. For example, Measures 1.1, 1.2, 2.1 and 2.2 all have targets to meet in terms of job creation. However, Measure 1.1 for example, does not have a target requiring support for environmental schemes.

## **Objective E            Community Safety and Physical Environment**

To improve the physical environment of West Wrexham to address related community safety issues that have been identified, developing an attractive and sustainable environment in West Wrexham.

### **Rationale**

Local residents and businesses of West Wrexham have associated a poor physical environment with an increased occurrence of crime within the community. Local businesses in West Wrexham suffer from a high degree of crime and vandalism, which in turn impacts negatively on the physical environment. Residents and businesses have identified a number of environmental schemes that they feel would improve the feeling of safety within the community. In turn this will improve the visual appearance of the area and support the development of West Wrexham as an attractive vibrant and safe community conducive to inward and indigenous investment.

### **Indicative activities include:**

- \* Community gardens;
- \* Community Art;
- \* Environmental landscaping;
- \* Recycling Schemes;
- \* CCTV;
- \* Advice and education about substance misuse;
- \* Neighbourhood Wardens;
- \* Sign-posting, interpretation boards, village maps;
- \* Heritage trails;
- \* Cycle paths;
- \* Environmental awareness schemes;
- \* Heritage Education projects;
- \* Environmental measures within businesses and industrial estates;
- \* Development of community led action groups to address environmental and community safety issues; and
- \* Environmental improvement schemes, such as litter collection and tree planting;

### **Priority Considerations**

Project Activity that achieves targets in response to the following indicators will be given priority consideration for URBAN II funding.

<b>Performance Indicator</b>	<b>Measure*</b>
Number of Environmental schemes supported	2.1, 2.2
Number of people accessing training	1.1, 1.2, 2.1, 2.2
Number of Community Groups	2.1, 2.2

supported	
Number of new Community Enterprises established	2.1, 2.2
Number of jobs created	1.1, 1.2, 2.1, 2.2
New and improved workspace (indirect)	1.1, 1.2

\*This column identifies the Measures of the URBAN II Programme that are relevant to the required activity. For example, Measures 1.1, 1.2, 2.1 and 2.2 all have targets to meet in terms of job creation. However, Measure 1.1 for example, does not have a target requiring support for environmental schemes.

## Objective F            Business Advice and Guidance

To provide tailored advice and support to new and existing businesses in West Wrexham and to encourage local entrepreneurship which leads to a broadening of the commercial areas required to attract a wider range of investors as well as indigenous growth and inward investment .

### Rationale

The requirement for tailored advice and support to both new and existing businesses has been identified through an initial meeting of the West Wrexham Business Forum and through the local survey of residents. Furthermore, a need to encourage and develop an entrepreneurial culture conducive to indigenous business growth is vital in securing a vibrant local business community.

### Indicative activities include:

- \* To encourage and promote Business advice and guidance to new and existing companies;
- \* To encourage indigenous business growth;
- \* To encourage inward investment;
- \* Provision of financial packages focused on advice and guidance to assist new and existing businesses;
- \* To encourage the awareness and benefits of an innovative culture;
- \* Creation of childcare facilities to support new enterprise;
- \* To encourage mentoring support for new and existing businesses;
- \* To encourage value added specialist consultancy e.g. e-commerce; and
- \* Advice on Human Resource, regulatory environment, statutory legislation etc.

### Priority Considerations

Project activity that achieves targets in response to the following indicators will be given priority consideration for URBAN II funding.

Performance Indicator	Measure*
Number of people accessing training	1.1, 1.2, 2.1, 2.2
Community Groups supported	2.1, 2.2
New and existing businesses receiving financial support	1.1, 1.2
SME's with Internet access	1.1, 1.2
Number of jobs created	1.1, 1.2, 2.1, 2.2

\*This column identifies the Measures of the URBAN II Programme that are relevant to the required activity. For example, Measures 1.1, 1.2, 2.1 and 2.2 all have targets to meet in terms of job creation. However, Measure 1.1 for example, does not have a target requiring support for environmental schemes.

## Objective G Business Infrastructure

To develop the competitiveness and growth of new and existing businesses in West Wrexham for a sustainable future and to encourage community and commercial businesses to invest in their own premises to create a sustainable infrastructure.

### Rationale

The West Wrexham Business Forum and the local surveys undertaken have indicated that a number of support packages focused on provision/ enhancement and/ or improvement of sites and premises is required for business growth.

### Indicative activities include:

- \* Provision of financial packages to assist businesses to expand e.g. renovation, refurbishment and capital grants;
- \* To support the availability of quality and affordable growth workspace for existing businesses;
- \* To support incubation, managed, and subsidised workspace for business start-up;
- \* To support the implementation of community/commercial enterprise;
- \* Creation of childcare facilities to support new and existing businesses;
- \* Encourage and develop R&D partnerships to create growth in local business sectors; and
- \* To offer support for environmental improvements within businesses and on Industrial estates.

### Priority Considerations

Project activity that achieves targets in response to the following indicators will be given priority consideration for URBAN II funding.

Performance Indicator	Measure*
New and improved workspace	1.1, 1.2
New/refurbishment of community facilities	2.1, 2.2
New and existing businesses receiving financial support	1.1, 1.2
Jobs Safeguarded	1.1, 1.2
Number of jobs created	1.1, 1.2, 2.1, 2.2

\*This column identifies the Measures of the URBAN II Programme that are relevant to the required activity. For example, Measures 1.1, 1.2, 2.1 and 2.2 all have targets to meet in terms of job creation. However, Measure 1.1 for example, does not have a target requiring support for environmental schemes.



**Objective H            Marketing and Networking**

To encourage both community groups and local businesses (new and existing) to work together for mutual benefit. In addition, to develop partnerships between all five communities in order to promote new West Wrexham-wide activities. Furthermore, to create West Wrexham as a niche market and an accessible location for investment and exporting opportunities through business networks.

**Rationale**

The West Wrexham Business Forum and the local surveys undertaken have indicated the need to market West Wrexham as a highly entrepreneurial, accessible and attractive area with a suitably skilled workforce conducive to both indigenous and inward investment. In addition, it has been identified that enhanced networking between businesses and the community is required to ensure that the marketing vision set out above is achieved.

**Indicative activities include:**

- \* To encourage a mutual benefit for partnerships between the Community and Businesses;
- \* To promote West Wrexham as a niche market and highly accessible location;
- \* To market businesses in order to improve productivity and to secure new contracts ;
- \* To develop supply chain networks to create business growth and company partnerships;
- \* To develop expertise and knowledge to encourage an export culture to increase business growth;
- \* To establish a West Wrexham Business Forum for the benefit of sharing good practice and a strong unified voice;
- \* Market existing and new growth sectors in West Wrexham e.g. Tourism, Manufacturing, Construction etc;
- \* Publicity drives to promote and raise awareness of business and community initiatives and projects;
- \* Development of affordable media opportunities for local groups and businesses to advertise products and services;
- \* ICT - Develop a business / community intranet to encourage and share information; and
- \* Better transport provision for communities by developing a community transport scheme.

**Priority Considerations**

Project activity that achieves targets in response to the following indicators will be given priority consideration for URBAN II funding

Performance Indicator	Measure*
Number of people accessing training	1.1, 1.2, 2.1, 2.2

Community Groups supported	2.1, 2.2
New and existing businesses receiving financial support	1.1, 1.2
SME's with Internet access	1.1, 1.2
Number of jobs created	1.1, 1.2, 2.1, 2.2

\*This column identifies the Measures of the URBAN II Programme that are relevant to the required activity. For example, Measures 1.1, 1.2, 2.1 and 2.2 all have targets to meet in terms of job creation. However, Measure 1.1 for example, does not have a target requiring support for environmental schemes.

## 5. SOURCES OF MATCH FUNDING

Highlighted below are potential match funding sources that could be utilised to help support applications being submitted under each of the URBAN II Priority and Measures. Although the responsibility for securing match funding will continue to be the responsibility of those making applications for grants, advice, guidance and support will be available from the URBAN II Team, as well as other local partners.

This list is by no means exhaustive and a number of new funding programmes that are currently emerging will lead to additional sources of finance being made available in the next few years.

### **Priority 1 Entrepreneurship and Business Development**

**Measure 1.1 Encouraging Enterprise and Self-Employment** – Sources of match funding could be available from the following sources:

<b>National</b>	<b>Regional</b>	<b>Local</b>
National Assembly for Wales 'Local Regeneration Fund' (£465,000 for business starts and supporting existing business in West Wrexham 2001-2003)	Welsh Development Agency Business Support Measures	Wrexham Enterprise (WCBC)
	Education and Learning Wales Wales (ELWa) (Training support - Management and Workforce)	WCBC Capital Receipts
Wales Co-operative Centre		North East Wales Institute of Higher Education (NEWI)
		Yale College
		Private sector Contributions
		Association of Voluntary Organisations in Wrexham (AVOW)
'Tier 3' National Assembly Business Support Grants		

**Measure 1.2 Competitive and Sustainable Businesses** – Sources of match funding could be available from the following sources:

<b>National</b>	<b>Regional</b>	<b>Local</b>
National Assembly for Wales 'Local Regeneration Fund' (£465,000 for business starts and supporting existing business in West Wrexham 2001-2003)	Welsh Development Agency Business Support Measures	Wrexham Enterprise (WCBC)
	Education and Learning Wales Wales (ELWa) (Training support - Management and Workforce)	WCBC Capital Receipts
Wales Co-operative Centre	Business in the Community	North East Wales Institute of Higher Education (NEWI)
		Yale College
		Private sector Contributions
'Tier 3' National Assembly Business Support Grants	WDA Environmental Improvements Grants (EIG's)	

**Priority 2 Participation**

**Measure 2.1 Overcoming Barriers to Participation** – Sources of match funding could be available from the following sources:

<b>National</b>	<b>Regional</b>	<b>Local</b>
National Assembly for Wales 'Local Regeneration Fund' (£826,000 for capital and revenue-related activities between 2002 and 2004)	Sports Council for Wales  Education and Learning Wales Wales (ELWa) (Training support and new Community Initiative)	AVOW 'Social Risk Capital Scheme'  Community Councils  WCBC (e.g. land value and Housing Renewal)
National Assembly for Wales 'Communities First' Programme	North East Wales NHS Trust  North Wales Police Authority	Private sector  Groundwork Wrexham
Coalfields Regeneration Trust		Wrexham Crime and Disorder Partnership
National Lottery 'Community Fund'		Yale College
National Assembly for Wales 'Surestart' Programme		NEWI
'Invest to Save' Programme		Landfill Tax  Volunteer Time

**Measure 2.2 Developing Active Communities** - Sources of match funding could be available from the following sources:

<b>National</b>	<b>Regional</b>	<b>Local</b>
National Assembly for Wales 'Local Regeneration Fund' (£826,000 for capital and revenue-related activities between 2002 and 2004)	Sports Council for Wales  Education and Learning Wales Wales (ELWa) (Training support)	AVOW 'Social Risk Capital Scheme'  Community Councils  WCBC (e.g. land value and Housing Renewal)
National Assembly for Wales 'Communities First' Programme	North East Wales NHS Trust  North Wales Police Authority	Private sector  Groundwork Wrexham
Coalfields Regeneration Trust		Wrexham Crime and Disorder Partnership
National Lottery 'Community Fund'		Yale College
National Assembly for Wales 'Surestart' Programme		NEWI
'Invest to Save' Programme		Landfill Tax  Volunteer Time
	WDA Urban Villages Initiative Funding for Redundant Buildings	
	WDA Environmental Improvement Grants (EIG's)	

**Appendix 1**  
**Summary Financial Table**

## URBAN II Financial Table 2001-2006

The tables below indicate the amounts of URBAN II Funding (ERDF) available between 2001 and 2006.

An equivalent amount of matched funds is required to access the amounts shown under each Priority and Measure.

### Priority 1 - Entrepreneurship and Business Development

Measure 1 Encouraging Enterprise and Self-Employment

Measure 2 Development of Competitive and Sustainable Businesses

Year	Total URBAN II Funding available (by year)		
	Measure 1 Total	Measure 2 Total	Priority Total
*2001	£226,648	£226,648	£453,296
2002	£257,133	£257,133	£514,266
2003	£257,133	£257,133	£514,266
2004	£257,133	£257,133	£514,266
2005	£258,458	£258,458	£516,916
2006	£258,458	£258,458	£516,916
<b>TOTAL</b>	<b>£1,514,963</b>	<b>£1,514,963</b>	<b>£3,029,926</b>

\*2001 allocation must be committed, expenditure incurred and claim submitted by October 2003

All figures are based on a conversion rate of 0.62 Euros = £1

### Priority 2 - Encouraging Participation

Measure 1 Overcoming Barriers to Participation

Measure 2 Developing Active Communities

Year	Total URBAN II Funding available (by year)		
	Measure 1 Total	Measure 2 Total	Priority 2 Total
*2001	£181,319	£271,977	£453,296
2002	£205,707	£308,558	£514,265
2003	£205,707	£308,558	£514,265
2004	£205,707	£308,558	£514,265
2005	£206,766	£310,148	£516,914
2006	£206,766	£310,148	£516,914
<b>TOTAL</b>	<b>£1,211,972</b>	<b>£1,817,948</b>	<b>£3,029,920</b>

\*2001 allocation must be committed, expenditure incurred and claim submitted by October 2003

All figures are based on a conversion rate of 0.62 Euros = £1

**TOTAL** **£6,059,846**

**Appendix 2**

**Community Committee Action Plans**

**DRAFT**

## Broughton URBAN II Community Action Plan

Identified Need	Action	Link to URBAN II Targets	Key Partners	Sources of Match Funding	Total Funding requirements				
					2002	2003	2004	2005	2006
<b>Employment &amp; Training</b> <b>Unable to access employment due to difficult links in transport system</b>	Create and Support Community Transport Schemes	Priority 2/Measure 1	AVOW						
Lack of LOCAL Training and education opportunities	Increase training opportunities through Use of Life Long Learning Centre Use of Community House Provide local Community facilities in Pentre Broughton (Black Lane)	Priority 2/Measure 2	*NAW- People in Communities *NEWI/Yale *Youth Service *AVOW						
Unable to secure employment because of the lack of local Childcare facilities	Support the development of Registered Childminders / Creches/ Playgroups Support Training in Childcare 1) Encourage a local enterprise culture	Priority 2/Measure 1	*Wrexham Childcare Partnership (National Childminding Assoc)						
No Retail shops in Pentre Broughton	Install Information Screen Banks, i.e. Technology Access to information through to the community	Priority 1/Measure 1	Yale/NEWI						
Lack of available information	Provide Internet Access to all the Community	Priority 2/Measure 1	W.D.A.  <i>See Fred D For info!</i>						
	Provide Multi-purpose building/sports provision on Solway Banks Develop a Solway Banks / Brymbo Bridge	Priority 2/Measure 2	WCBC – IT NEWI/Yale						
<b>Leisure</b> No local leisure or sports facilities		Priority 2/Measure 2	WCBC – Leisure SportsLot						

West Wrexham Local Action Plan

<p><b>Community Development &amp; Health</b></p> <p>Need to generate Community Spirit and involvement</p>	<p>Provide and support training for local volunteers – Capacity Building Fund</p> <p>Create and Support local Art initiatives</p> <p>Create New Play areas/facilities</p> <p>Support community developments in Moss Valley</p> <p>Health Education initiatives</p> <p>Support School Issues, such as (a) Protection Measures (b) Senior School Transport (c) Parking problems</p> <p>Secure ongoing funding to support from Strategy Team</p>	<p>Priority 2 – Measures 2</p>							
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West Wrexham Local Action Plan

	Increase street lighting/ add CCTV in village areas/ install security lighting for businesses and in community areas	Priority 2/Measure 1		WCBC Community Council WCBC – Crime Reduction for Small Business (see Barry Davidson)					
	Provide and Support Community Wardens in area to raise Police Profile		2) North Wales Police						
	Introduce traffic calming measures, especially New Broughton School and Wrexham Road	Priority 2/Measure 2	WCBC-Highways						
	Provide Youth Shelters	Priority 2/Measure 2	North Wales Police						
	Support an integrated Youth Provision	Priority 2 / Measure 2							
	Create Pocket Parks, to be overseen by “Community Park Wardens	Priority 1/Measure 1	Groundwork						
	Identify what can be done to enhance empty houses	Priority 2/Measure 2							
	Create “gateways” (red tarmac?) onto estates and villages	Priority 2/Measure 2	WCBC						
Review unadopted roads	Priority 2/Measure 2	WCBC-Highways							
Explore possibilities and implement, where appropriate, various community recycling schemes	Priority 2/Measure 2	WCBC-Highways							
		Priority 2/Measure 2	LA21						

<b>*BRYMBO TANYFRON URBAN II Community Action Plan</b>										
Identified Need	Action	Link to URBAN II Targets	Key Partners	Sources of Match Funding	Total Funding requirements					
					2002	2003	2004	2005	2006	

West Wrexham Local Action Plan

<p>People of working age Require training and Support in order to Access job Opportunities.</p> <p>People want to increase their knowledge and improve their level of Skills to widen Employment prospects and increase their earnings potential.</p> <p>Existing local employers require "off Job" localised training Programmes.</p> <p>Young people and People of working age Want access to local ICT facilities.</p> <p>The community needs Childcare facilities.</p> <p>A large proportion of Residents particularly In Tanyfron, have difficulty accessing Doctors/ Dentist.</p> <p>Young people want community based training in vocational skills.</p> <p>Young people do not have enough to do in their community. Residents have linked this as a contributing factor to levels of community safety.</p> <p>Lack of local jobs. Potential employers cite lack of amenities as a reason for not locating in Brymbo and Tanyfron.</p> <p>People in the community</p>	<p>Acquire, renovate and adapt Former St Mary's School premises Brymbo and former School House Tanyfron and develop "tandem" Community Learning Information and Resource Centres, within which, training courses, [dictated by real levels of demand from within the community] careers and employment information-"job centre" facilities, ICT including "Cyber café", wrap around childcare, nursery/playgroup and healthcare facilities will be provided. Existing "Community Committees" to restructure As non-profit making "development company Ltd" To develop, manage and deliver not only the LIRC capital projects but also and in most instances in association or partnership with other organisations, community groups, members and local business, to deliver the services identified by the community as "needs". Re-invest income generated by LIRCs in order to sustain facilities.</p> <p>Develop LIRCs with Cyber Café.</p> <p>Renovate and extend existing kickabout area off Blast Road, Brymbo. Explore young peoples views in more detail to define exact provision.</p> <p>Develop sports facility to include football pitches/training pitch, bowling green, mini soccer pitches, changing facilities and health suite on the area of land off Pool Road currently known as Bronwen's Green.</p>	<p><b>Priority Two</b></p> <p>Improves environment Provides training places Support community groups Provides community facilities Beneficiaries securing employment Reduce youth/adult unemployment Creates employment</p> <p><b>Priority One</b></p> <p>Encouraging community enterprise Development of competitive and sustainable businesses Indigenous entrepreneurship benefiting local population Innovative measures providing social services that are currently absent</p> <p><b>Priority Two</b></p> <p>Improve and increase community facilities Improves environment Improves community safety</p> <p><b>Priority One</b></p>	<p>Local Authority Yale College NEWI Wrexham Training Wrexham Childcare Partnership AVOW WDA Business Connect Employment Service</p> <p>Brymbo &amp; Bwlchgwyn Community Council Local Authority Brymbo &amp; Bwlchgwyn Community Council Brymbo Lodge Football Club Tan y Fron School Brymbo School</p>	<p>Local Regeneration Fund Heritage Lottery New Opportunities Fund Education Extra</p> <p>Brymbo &amp; Bwlchgwyn Community Council Sport Lot PlayBarnados CRT Brymbo &amp; Bwlchgwyn Community Council Sport Lot PlayBarnados CRT</p>	<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p>
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West Wrexham Local Action Plan

<p>have to travel outside the area to access sports facilities.</p> <p>Young/working people want sports facilities locally.</p> <p>The Community is divided by the derelict steelworks site.</p> <p>Reduce Speed of traffic in some areas of community.</p> <p>People have difficulty accessing work</p> <p>People have difficulty accessing hospitals and services</p>	<p>Improve existing footpath between Brymbo and Tanyfron.</p> <p>Develop cycle path along most direct route available.</p> <p>Explore the various forms of traffic calming which could be installed in:-</p> <p>Tanyfron Road Pool Road Offa Street High Street/Coed y Felin Road Ael y Bryn</p> <p>Explore forms of community transport.</p> <p>Community Bus Dial a Ride Rent a Moped Link to integrated West Wrexham Community transport scheme.</p>	<p>Encourages businesses to locate in area Encourages enterprise Indigenous entrepreneurship Community enterprise</p> <p>Priority Two Provide employment Support and encourage community sports groups Develops more active community</p> <p>Priority Two Increase Environmental Schemes Improves Community Participation and interaction Develops more active community</p> <p>Priority Two Improves Environment Improves quality of life</p> <p>Priority Two Reduces barriers in participation Develops more active community</p>	<p>Wrexham &amp; District Primary School Sports Federation</p> <p>Local Authority Groundwork Trust Local Agenda 21</p> <p>Local Authority North Wales Police Authority Local Agenda 21</p> <p>AVOW Wrexham Community Transport Forum Local Authority Existing bus operators</p>	<p>National Lotteries Charity Board Groundwork Trust</p> <p>Local Authority</p> <p>AVOW</p>					
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West Wrexham Local Action Plan

<p>Derelict areas compounded by fly tipping and litter</p> <p>More visible Police presence.</p> <p>People require better quality street lighting in some areas of community.</p>	<p>Explore, develop and promote environmental schemes. Tidy Up Campaign involve teams of young people with interest in group working. Link to exploration of formation of West Wrexham Community Recycling business.</p> <p>Liaise with North Wales Police to resolve.</p>	<p>community Provide job opportunities Supports community groups Provide community facility Improves environment</p> <p>Priority One</p> <p>Indigenous entrepreneurship Benefiting local population Encourages community enterprise</p> <p>Priority Two</p> <p>Improves environment Increase community participation Provides employment opportunities Provides training opportunities</p> <p>Priority Two</p> <p>Improve environment Improve quality of life</p>	<p>Local Authority Local Agenda 21 Groundwork Trust</p> <p>North Wales Police</p> <p>Brymbo Community Council</p>	<p>Prince Of Wales Trust Groundwork Environment Agency Local Authority</p> <p>North Wales Police Authority</p> <p>Brymbo Community Council</p>					
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<b>Gwersyllt Urban II Community Action Plan</b>				
<b>Identified Need</b>	<b>Action</b>	<b><u>Link to Urban II Targets.</u></b>	<b><u>Key Partners.</u></b>	<b><u>Sources of Match Funding.</u></b>
<p>Poor bus service between the communities of West Wrexham.</p> <p>No bus service between Gwersyllt and Wrexham in the evenings and on Sundays.</p>	<p>Provision of a West Wrexham Community Bus Service so that residents can access services such as training, sports, childcare and leisure facilities wherever they are located.</p>	<p><u>Priority 2: Participation.</u> <u>Measure 1: Overcoming barriers to participation.</u></p> <p>To enhance transport provision between centres of population and local employment and training opportunities.</p>	<p>Wrexham County Borough – Highways &amp; Transportation.</p> <p>Private Partners – Stagecoach PLC (Arriva)</p>	<p>Local Regeneration Fund</p>
<p>Improved Youth facilities</p> <p>Improved sporting facilities locally.</p> <p>Somewhere for young people to go.</p> <p>Youth nuisance is a major community safety issue.</p>	<p>Provision of a floodlit Astroturf area on the field between Bryn Alyn School and the Gwyn Evans Centre.</p>	<p><u>Priority 2: Participation.</u> <u>Measure 2: Developing active communities</u></p> <p>To increase the up-take of health promotion services and reduces perceptions of crime.</p> <p>Such a development will raise achievement and self esteem, support extra-curricular activities,</p>	<p>Wrexham County Borough Leisure Services Dept.</p> <p>Property Services Dept.</p>	<p>New Opportunities for P.E. and Sports Programme.</p> <p>Land on which the facility will be built.</p> <p>Sports Council for Wales.</p> <p>Local Regeneration Fund</p>

<p>Development of greater social activities. Employers in Gwersyllt saw vandalism as a major constraint on their business.</p>		<p>enhance community use, and promote health and fitness and making positive use of leisure time and thereby reducing criminality.</p>		
<p>Improved Youth facilities  Somewhere for young people to go.  Youth nuisance is a major community safety issue.  Development of greater social activities.  Need to provide training facilities locally.  Need to provide a resource centre locally.  Need to provide an information centre locally.  Community Arts Programme.</p>	<p>Extend the existing school library at Ysgol Bryn Alyn to provide a Life Long Learning facility/Community Library that provides a whole ranging of learning opportunities for adults such as basic key skills, and I.T. The centre would also provide Internet/Intranet access so that residents could access local government services (e-government)</p>	<p>Priority 1: Entrepreneurship and Business Development. Measure 2: Development of competitive and sustainable businesses.  To enhance the skills, knowledge and expertise of employees in order to create a flexible, adaptive and responsive local workforce.  Priority 2: Participation. Measure 1: Overcoming barriers to participation.  To provide formal &amp; informal training, support and advice.  To assist the unemployed in developing the necessary skills.  To develop links between individuals and ... education/training establishments.</p>	<p>Wrexham County Borough Council – Corporate Services Department.  Education Dept.  Property Services Dept</p>	<p>Invest to Save Budget (Government funding to encourage innovative development of government services electronically)  Land on which facility is to be built.  Local Regeneration Fund</p>

<p>Lack of I.T. skills.</p> <p>Employers identify a lack of Numeracy/literacy skills.</p> <p>Employers in Gwersyllt saw vandalism as a major constraint on their business.</p> <p>Need to improve the means by which resident's access information on employment, careers and training.</p>				
<p>Improved Youth facilities</p> <p>Somewhere for young people to go.</p> <p>Youth nuisance is a major community safety issue.</p> <p>Development of greater social activities.</p> <p>Lack of I.T. skills.</p>	<p>Convert existing buildings at the Kwik Save Precinct into a Cyber Café /General Café/Drop in Centre.</p>	<p>Priority 1: Entrepreneurship and Business Development <u>Measure 1:</u> <u>Encouraging Enterprise and Self-Employment.</u></p> <p>To promote local awareness and to generate a positive culture towards the opportunities of self-employment/enterprise.</p> <p>Priority 2: Participation.</p>	<p>Welsh Development Agency.</p> <p>Groundwork Trust.</p> <p>Somerfields PLC.</p>	<p>As partners – a combination of public/private funding.</p> <p>Land on which facility is to be built.</p> <p>Local Regeneration Fund</p>

<p>Employers in Gwersyllt saw vandalism as a major constraint on their business.</p> <p>Adult I.T. Training.</p>		<p><u>Measure 2: Developing active communities</u></p> <p>To improve the economic, social and environmental regeneration of communities through financial support for a range of sustainable community-based initiatives.</p>		
<p>Improved Youth facilities</p> <p>Somewhere for young people to go.</p> <p>Youth nuisance is a major community safety issue.</p> <p>Employers in Gwersyllt saw vandalism as a major constraint on their business.</p> <p>Young people see a need for a shelter/meeting point</p>	<p>Provide sheltered meeting points at various locations in the villages of Summerhill/Gwersyllt/Bradley/ Pandy and Rhosrobin.</p>	<p>Priority 2: Participation.</p> <p><u>Measure 2: Developing active communities</u></p> <p>To improve the economic, social and environmental regeneration of communities through financial support for a range of sustainable community-based initiatives.</p> <p>...and reduces perceptions of crime.</p>	<p>Wrexham Crime &amp; Disorder Partnership.</p> <p>North Wales Police.</p>	<p>Police and Community Trust.</p> <p>Various Home Office grants available through Crime &amp; Disorder Partnership.</p> <p>Local Regeneration Fund</p>
<p>Crime and the fear of crime and isolation of local communities</p>	<p>Installation of CCTV cameras at key locations in Gwersyllt i.e. Junction of Wheatsheaf Lane/First</p>	<p>Priority 2: Participation.</p> <p><u>Measure 2: Developing active communities</u></p>	<p>Wrexham Crime &amp; Disorder Partnership.</p> <p>North Wales Police.</p>	<p>Police and Community Trust.</p> <p>Various Home</p>

<p>Youth nuisance is a major community safety issue.</p> <p>Employers in Gwersyllt saw vandalism as a major constraint on their business.</p>	<p>Avenue etc.</p>	<p>To improve the economic, social and environmental regeneration of communities through financial support for a range of sustainable community-based initiatives.</p> <p>...and reduces perceptions of crime.</p>		<p>Office grants available through Crime &amp; Disorder Partnership.</p> <p>Local Regeneration Fund</p>
<p>Improved Youth facilities</p> <p>Somewhere for young people to go.</p> <p>Youth nuisance is a major community safety issue.</p> <p>Employers in Gwersyllt saw vandalism as a major constraint on their business.</p> <p>Development of greater social activities.</p>	<p>Build a new Youth Club in Gwersyllt.</p> <p>Develop existing social facilities for adults at the Park and the Workingmen's Club.</p>	<p>Priority 2: Participation. <u>Measure 2: Developing active communities</u></p> <p>To improve the economic, social and environmental regeneration of communities through financial support for a range of sustainable community-based initiatives.</p>	<p>Wrexham County Borough – Leisure Services.</p>	<p>Land on which facilities to be built.</p> <p>Local Regeneration Fund</p>

<p>Employers in Gwersyllt saw vandalism as a major constraint on their business.</p> <p>Lack of signposting, accessibility and general road congestion was seen as constraints on business development in Gwersyllt.</p> <p>Small companies were not providing 'off the job training' to employees. Increase self employment</p> <p>Employers had hard to fill vacancies.</p> <p>Employers in Gwersyllt had difficulty accessing finance.</p> <p>Majority of businesses in West Wrexham were not interested in becoming involved with the local community in future.</p>	<p>Build low cost industrial units at an accessible location off a main route for both existing employers and potential new entrepreneurs.</p> <p>Financial support for SME's</p> <p>Financial incentives for start-ups.</p> <p>Provide funding for companies to encourage them to provide more training for employees.</p> <p>Introduce measures to assist employers to fill vacancies.</p> <p>Start a West Wrexham Business Credit Union to provide finance for existing and new businesses.</p> <p>Better marketing of community development benefits Better marketing of West Wrexham</p>	<p>Priority 1: Entrepreneurship and Business Development Measure 1: Encouraging Enterprise and Self-Employment. Measure 2: Development of competitive and sustainable businesses</p> <p>To encourage a culture of entrepreneurship.</p> <p>To provide additional resources for encouraging business start-ups.</p> <p>To develop and embed innovative measures promoting the sustainable growth of existing local businesses.</p>	<p>Wrexham County Borough – Economic Development.</p> <p>The Co-operative Society.</p> <p>Welsh Co-operative Centre.</p> <p>Welsh Development Agency.</p> <p>NafW.</p>	<p>Wrexham County B.C.</p> <p>NafW.</p> <p>WDA.</p> <p>Local Regeneration Fund</p>
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<p>Environmental Issues:</p> <p>Low levels of interest by young people to improve the environment.</p> <p>Need for more traffic calming measures.</p> <p>Litter perceived as a problem.</p> <p>Poor street lighting.</p> <p>Poorly maintained footpaths.</p>	<p>To develop environmental projects in conjunction with Ysgol Bryn Alyn.</p> <p>Highways &amp; Transportation together with Environmental Health to undertake a full review/survey of services and amenities in the Gwersyllt area to report on the issues raised</p> <p>Provide re-cycling facilities.</p> <p>Enforce litter/fly tipping legislation</p>	<p>Priority 2: Participation. <u>Measure 2: Developing active communities</u></p> <p>To improve the economic, social and environmental regeneration of communities through financial support for a range of sustainable community-based initiatives.</p>	<p>Groundwork Trust.</p> <p>Wrexham County Borough – Environmental and Education Depts.</p>	<p>Wrexham County Borough Council.</p> <p>Local Regeneration Fund</p>
<p>Improve Numeracy and Literacy Skills.</p>	<p>Provide financial support to Homework Clubs based in the West Wrexham area.</p>	<p>Priority 2: Participation. <u>Measure 2: Developing active communities</u></p> <p>To improve the economic, social and environmental regeneration of communities through financial support for a range of sustainable community-based initiatives.</p>	<p>Wrexham County Borough – Education Dept.</p>	
<p>Need for holiday Play schemes for younger children.</p>	<p>Provide financial support to groups that provide services to younger children.</p>	<p>Priority 2: Participation. <u>Measure 2: Developing active communities</u></p>	<p>Wrexham County Borough – Education &amp; Children Services Dept.</p>	<p>NafW.</p>

		To improve the economic, social and environmental regeneration of communities through financial support for a range of sustainable community-based initiatives.	NSPCC. Children Society. NCH.	
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URBAN II Community Action Plan		V.H. CREWE – LLAY GROUP							
Identified Need	Action	Link to URBAN II Targets	Key Partners	Sources of Match Funding	Total Funding requirements				
					2002	2003	2004	2005	2006
<p>All people of all ages living and working within the area to gain training and support for job opportunities</p> <p>While giving support to the young people of the area we much also cater for the older section of the community.</p> <p>To raise level of skills of young people to enable them to undertake training and access employment and match the skills of local people to employers needs.</p> <p>Provide a centre for Library section, youth area recreation and also a drop in centre.</p> <p>Provide affordable childcare to enable parents to access training and job opportunities.</p> <p>Meeting rooms for Local Industry to use for training purposes, and also any other groups in the area.</p>	<p>With ICT facilities within the new centre this will open up training for careers, employment and further training facilities for the Industrial Estate within the area.</p> <p>Aim to build a centre with conference and business suites for Local Industry to use, also Starter Units for first time business ventures. This will bring extra finance for sustainability.</p> <p>A meeting place within the centre for young people to gather in a seated area with refreshment facilities.</p> <p>A crèche to allow people using ICT for training to leave children with qualified care.</p> <p>Outside the building a seated area for youth to meet also a sports area.</p> <p>A car park for anyone visiting the centre.</p>	<p>Priority Two: Provide a multi-purpose centre for the following:-</p> <p>ICT Training.</p> <p>Support for local groups.</p> <p>Encourage local industry to use facilities on hand.</p> <p>Craft centre for use of all ages.</p> <p>Reduce unemployment for youths and adults within the area.</p> <p>Reduce crime rates by involving the Police to play an active part within the Centre.</p> <p>Library and local history groups to work together. Increase Environmental schemes.</p> <p>CCTV to cover centre for a safe and pleasant area.</p> <p>Encourage local schools to use facilities within the building</p>	<p>Yale College</p> <p>Local Authority</p> <p>Welsh Development Agency</p> <p>NEWI</p> <p>Wrexham Training</p> <p>Business Connect</p> <p>Employment Service</p> <p>ELWa</p>	<p>Local Regeneration Fund</p> <p>Welsh Development Agency</p> <p>Lotteries and Charities Board</p> <p>Welsh Assembly Funding</p>					

## **COEDPOETH COMMUNITY ACTION PLAN**

### **Identified Needs 1.**

Person of working age from age 16 and upwards require local training facilities, advisory, social and financial support in order to access the employment market and generate additional income for the local community.

#### **Action**

Develop a centre or centres for community based learning activities including an information resource base, interview/training room, ICT open facilities and an Awareness Cyber Café located on the Tabor Hill Complex adjacent to the Parish Hall and various other properties in High Street. This will include 'After School Clubs' and a Drop-in Centre, in addition to training needs.

### **Identified Needs 2.**

Young parents have insufficient Playgroup, Ysgol Meithrin and Crèche provision to enable qualified parents to return to employment and other parents to further their training and enter the job market, thus enabling the parents to benefit from the advantages of Needs 1.

#### **Action**

Redevelop existing premises to expand provision and modernise the facilities to increase the intakes of Playgroup and Ysgol Meithrin and expand from three-term opening to all year opening. To include the addition of crèche facilities and increase the childcare requirements, thus providing additional employment for six persons, in addition to parent work and training opportunities.

### **Identified Needs 3.**

Young people require a more modern approach to their needs within the community and to be enlightened on the general community routine and the needs of others.

#### **Action**

Provision of a range of actions to develop their interest and providing activities to occupy their time and therefore benefit both the community and themselves. These provisions to include Sheltered Seating Areas to agreed locations, together with increased multi-use outdoor and indoor facilities on the Tabor Hill Complex, Memorial Park and the 10 acre Recreation ground and other locations.

### **Identified Needs 4.**

Low level expectation of community and environmental needs by all age groups and the divergence of opinions between the generations. Involvement of young persons in local community affairs and decision making policies within the community, together with linking and comparing experiences of the generations.

#### **Action**

Use of the amenities provision in Identified Needs 1 to promote Civil Studies, Heritage Structure and Environmental problems, thus recognising areas of training and study not provided in schools nor elsewhere.

### **Identified Needs 5.**

The community lacks a profile of a collective, close and caring community, partly due to the economic changes in work opportunities and the poor visual perception of the heart of the village.

#### **Action**

Introduce various physical and material resources, with improved and imaginative street furniture, including Public Notice Boards, Village Amenities Sign Posts, Village Maps, Bus Timetables, Covered Seating Areas, etc., throughout the village and on High Street in particular.

Introduce various activities to activate collectiveness, including Litter Lectures, Traffic and Parking Forums, Monthly Newsletter, Public Transport Local Board, Healthcare Publicity, also expand, by agreement, the Neighbourhood Watch Scheme and embrace a Solvent, Alcohol and Drugs Abuse Awareness (SADA) involvement through the schools and young persons organisations.

### **Identified Needs 6**

Due to the topography, Coedpoeth lacks a history of a recent industrial base and thus must seek alternative means of generating wealth from the marketplace. Coedpoeth also suffers from a scarcity of economic visitors and due to its linear pattern of organic growth, does not succeed in securing the economic benefits of passing trade it warrants by the actual volume of through traffic on a major trunk road.

#### **Action**

It is necessary to develop, publish and market the abundance of heritage and historical involvement of the locality, including the Bronze Age areas, Roman Occupation, Offa's Dyke, which runs through the village, 15<sup>th</sup>/20<sup>th</sup> Century extraction industries, Water Mills and the Clywedog Valley. It will also include Heritage Trails, Offa's Dyke Walks, The Plas Power Estates, The Drivers Way and Stops, and a Printing Works Museum. Introduction of Seven Counties Viewing Points and other local features. These activities will involve Trail Wardens, Guides and provision of staffed refreshment areas.

### **Identified Needs 7.**

The low level of shopping facilities and other businesses within the community reflects the overall lack of entrepreneurial culture in the community as a whole. Existing premises are generally unsuitable, unattractive and existing condition of property encourages vandalism and misuse. Prospective business opportunists are not encouraged by the overall appearance and parking difficulties also deter centre of village business development.

#### **Action**

- \* The requirement is for a multi-facet application of remedies to overcome the problems, includes:
- \* Provision of long term loans and grants to renovate, modernise and improve the external appearance of existing business premises.
- \* Provide incentives relating to parking, services and other assistance to encourage business use of existing premises.

- \* Provide small lock-up workshops of limited size to service small craft based businesses at various strategic locations.
- \* Provision of shared IT and office facilities in a communal office for use of sole traders, with access to Internet, marketing and sales activities.
- \* Provision of facilities within Identified Needs 1 and introduction of short courses in IT, business studies, and craft areas as required by local employers.
- \* Formation of a local Business Forum located in a Business Advice Centre.
- \* Maximise parking arrangements for businesses, including acquiring and allocating new sites for business use.
- \* Introduction of community transport system as a continuous feed service to village business, training and social areas.
- \* Negotiate the reintroduction of a banking organisation within the village, together with other similar commercial businesses (possibly to meet business interests only).
- \* Formation of village 'Economic Forum' to arrange and promote Farmers' Markets, Antique Markets, Seminars and Sports Competitions etc.

#### Identified Needs 8.

The community, particularly the elderly, have expressed worries and fears relating to Crime, Vandalism, Nuisances and traffic problems. Whilst at the present time the majority of incidents are relatively low key the fear is that crime etc., is escalating dramatically in the UK as a whole, therefore, the community wishes to be proactive rather than reactive to the increase in incidents that are destroying our culture and the fabric of society.

#### Action

Many of the actions proposed in previous Identified Needs are expected to help negate the suggested fears but additional action has been proposed.

Establish a permanent Residents Forum to oversee and receive reports on the community care programmes within the following activities:

Consult with neighbouring communities, and the authorities, to research the possibilities of employing local uniformed 'wardens' to patrol, on a full-time basis, within the village environment and periodically report on the state of 'Care Watch in the Community'.

Erect camera recording facilities at strategic locations.

Introduce a campaign to control drinking alcohol in public areas and control the underage drinking culture and prevent the sale of alcohol to young persons.

Complete a comprehensive traffic calming system throughout the village on roads not forming a trunk highway including a structured system to enable periodical modification.

#### Identified Needs 9.

Members of the public who use public transport systems and who wish to gain access to employment opportunities, interview, sporting activities and social events in any of the other West Wrexham Communities must follow the existing established routes that require travelling to the terminus at Wrexham and the inevitable waiting.

Action

In consultation with all the other West Wrexham Communities, prepare, design and introduce an 'Across-Communities' transport system structured with the assistance of local agencies and organisations thus enabling members of the public to travel directly to their destination.