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# A Vision for the Welsh High Street

*Ambition, Action, Achievement*

October 2012

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# High Street Regeneration

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Wales has a long and proud community tradition and vibrant high streets are the key to lasting sustainable communities in a 21<sup>st</sup> century Wales. The revitalisation of town centres is a unique opportunity to regenerate whole regions, providing economic stimulus and growth. Welsh high streets must offer communities the opportunity to shop locally but they must go further and act as a catalyst for community engagement.

The Welsh high street is in decline. In the last five years, footfall in town centres has fallen by a fifth. The tough economic climate has forced many local shops out of business leaving vacant and dilapidated buildings lining our high streets.

Welsh high streets are struggling to remain relevant. The rise of internet shopping and the development of out-of-town shopping centres pose a significant threat to the high street. Welsh communities are seeing the shop vacancy rate rise year upon year, and an ailing enterprise birth rate which is consistently lower than the UK average.

Little has been done to address the decline of the Welsh high street. There have been significant criticisms from business organisations, communities and local authorities who feel that high street regeneration has often been pushed to the bottom of the agenda, or indeed forgotten about altogether.

The National Assembly's Business and Enterprise Committee published a report on the Regeneration of Town Centres in January 2012. The Welsh Government accepted the majority of the proposals in March 2012. It has become apparent that despite accepting these proposals, little has been achieved. There is a clear need for urgent action in order to revitalise our high streets and stimulate economic growth.

# Welsh Conservative Vision

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Welsh Conservatives want to see bustling high streets, thriving local businesses and positive community engagement. To achieve this we need effective management, strategy and direction for Welsh high streets.

The four key themes identified in this paper include:

1. **High Street Management** – Effective high street management is essential for regeneration. It is the role of the Welsh Government to provide the overarching strategic framework that will guide local authorities in their efforts to stimulate high street regeneration.
2. **Business Rates** – In the current economic climate businesses are struggling to survive. Business rate relief provides an opportunity to support enterprise and stimulate economic growth.
3. **High Street Accessibility** – Transport issues are a key consideration for high street regeneration.
4. **High Street Planning** - Planning policy influences the composition of our high streets as well as out-of-town developments.

# Ambition

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Welsh Conservatives want to achieve real change for our high streets. In order to measure this change it is important to outline headline targets for high street regeneration. The Welsh Government should aim for the following headline targets\*:

## Headline Targets

1. **Vacancy Rates** - Wales is suffering from high vacancy rates (18.5%) – higher than the UK average of 14.6%. By the time of the next National Assembly election in 2016 we want to see vacancy rates in line with, or below, the UK average.
2. **Business birth rates** – During 2010 the enterprise birth rate in Wales was 8.5% which is the second lowest rate out of the UK countries and regions. The UK birth rate was 10.2%. By the time of the next National Assembly election in 2016 we want to see the enterprise birth rate in line with, or above, the UK average.
3. **Business survival rate** - The five year survival rate for enterprises born in 2005 and still active in 2010 for Wales was 44%, the same as the UK survival rate. By the time of the next National Assembly election in 2016 we want to see the survival rate above the UK average.

The highest five year survival rate was in Northern Ireland at 54%. There is no reason why Wales should not look to emulate Northern Ireland and therefore Wales should aim to have a five year survival rate of over 50% by 2016.

4. **Footfall** – Footfall rates remain a major concern in Wales, whilst there was a 4% rise since last year we must continue this upward trend.
5. **Events** – Welsh Conservatives want to see five ‘high street’ events hosted by the Welsh Assembly each year bringing together business organisations, local businesses, and local authorities. These events should be held across the whole of Wales.

\*All statistics accurate as of October 2012

# Who manages the High Street?

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Effective high street management is essential to regeneration and economic growth. Welsh high streets need a coherent strategy with co-ordinated planning and management in order to compete with professionally managed out-of-town developments and internet businesses.

The subject of high street management raises an important distinction between the role of the Welsh Government and the role of each local authority.

- The Welsh Government must set the policy context and provide an overarching national strategic regeneration framework.
- Local communities can provide local leadership and introduce initiatives which are tailored to their area. There are 116 town centres in Wales, each with a different layout, unique selling point and business structure. There is no 'one size fits all' approach to high street regeneration and it is therefore down to local authorities to develop the best initiative for their area.

The current system lacks clarity regarding high street management and there is an absence of engagement with local communities. Stakeholder engagement in the delivery of high street regeneration has been notably inconsistent over the last 20 years and communication has been described as "rare and/or fragmented" by the Design Commission for Wales<sup>1</sup>.

High street regeneration policy has been characterised as inconsistent meaning that planning for the future of our high streets and long term, sustainable regeneration is practically impossible. It is apparent that Wales needs a consistent and coherent strategic vision for high street regeneration.

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<sup>1</sup> *Design Commission for Wales, Business and Enterprise Committee consultation response, September 2011, p.6*

# Charter for High Streets

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**We must establish a ‘Charter for High Streets’ to provide guidance for local authorities, local businesses and local communities when developing their high street management.**

Successful high street regeneration requires a clear vision and overarching strategy promoted by the Welsh Government. The Centre for Regeneration Excellence Wales (CREW) stated that “a Welsh national policy and implementation programme to arrest the on-going decline of town centres is urgently required”<sup>2</sup>.

Local authorities across Wales have all developed, or are currently developing, some form of regeneration strategy. Many areas have specific town action plans, for example the ‘Bargoed Town Centre Action Plan’, ‘Investing in Barry’ and ‘Rhyl Going Forward’.

Whilst these strategies are valuable it is important that there is an overarching vision for regeneration provided by the Welsh Government.

A Charter for High Streets would outline five key principles which would provide guidance and direction for community groups, local businesses and local authorities in terms of high street regeneration.

The Charter for High Streets is outlined on the next page.

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<sup>2</sup> CREW, *Business and Enterprise Committee consultation response*, September 2011, p.2.



## Charter for High Streets

1. **Harnessing the power of the internet** - Welsh Conservatives recognise the importance of the Welsh high street for the local and regional economy and for community and social engagement. The development of the internet has had a significant impact on shopping habits and has challenged the traditional high street. Welsh high streets must utilise the internet for community engagement and business development.
2. **Community engagement** - Welsh Conservatives believe that engagement with local communities is essential for successful high streets and must be encouraged through the formation of high street teams involving local businesses, Councils and residents. These teams will be called 'Tîm y Dref', which translates as 'Town Team', and will act as a focus for engagement and drive participation on the high street. We believe the local community should be at the heart of high street regeneration and the localism agenda.
3. **Boosting the high street economy** - The tough economic climate has forced many local shops out of business leaving vacant and dilapidated buildings lining our high streets. Local businesses must be supported through business rate relief and improved coordination and management.
4. **High street accessibility** - Welsh Conservatives believe that accessibility is a central element of high street regeneration. The Welsh high street must cater for the 21st century shopper where convenience is key. We support town centre mobility initiatives, disabled access and sustainable transport.
5. **Sustainable planning for the high street** - Planning is central to successful high streets and planning guidance must reflect the changing nature of retail. The traditional high street must adapt to the evolution of shopping habits and develop a genuine 'mixed use' where retail, leisure, community buildings, services, housing and offices are permanent features of the high street.

# Town Centre Managers

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**Each local authority must have a dedicated Town Centre Manager to ensure coordination and direction for high street regeneration schemes.**

Out of the 22 local authorities in Wales 14 currently have Town Centre Managers. Town Centre Managers have an important role in developing a clear vision for town centres and are an essential point of contact and coordination.

Town Centre Managers help to organise high street marketing and branding. They also represent the views of the local stakeholders to external organisations, as well as being an initial point of contact for all things ‘town centre’ for the public.

Cardiff Council Planning Service has emphasised the need for a “strong role for City Centre Managers”<sup>3</sup>.

Since 2008 Bridgend has employed a town centre manager and the Council view this position as “the key link to business community in the town”<sup>4</sup>.

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<sup>3</sup> *Cardiff Council Planning Service, Business and Enterprise Committee Consultation Response, September 2011, p.1.*

<sup>4</sup> *Bridgend County Borough Council, Business and Enterprise Committee Consultation Response, September 2011, p.2.*

## Ministerial Responsibility

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**Ensure that an existing Minister/Deputy Minister has ‘named’ responsibility for the high street. An individual with ‘named’ responsibility would provide a clear point of contact and coordination and would provide Ministerial recognition for the Welsh high street.**

Many business organisations and local authorities have called for the appointment of a dedicated Cabinet Minister with named responsibility for high streets. The concern is that “if it is everyone’s responsibility in Cabinet, it can also become no-one’s responsibility”<sup>5</sup>.

Currently high street regeneration has a huge amount of cross-over with many different departments and measures must be taken to better co-ordinate policy making and ministerial responsibilities.

The British Retail Consortium stated that “it is paramount that the Assembly designate town centre regeneration to one Department and one Assembly Minister”<sup>6</sup>.

In Scotland a commitment to take forward a new Cities Strategy has been led by the Deputy First Minister as ‘Cities Minister’.

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<sup>5</sup> *Boots, Business and Enterprise Committee consultation response*, September 2011, p.3

<sup>6</sup> *British Retail Consortium, Business and Enterprise Committee consultation response*, September 2011, p.2

## ‘Night Time Strategy’

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**Develop a high street ‘Night Time Strategy’ to stimulate the night time economy and ensure the safety of our high streets.**

It is important to consider the night time economy of a high street which can be a valuable asset to the local economy. A 24 hour shopping culture now dominates retail, so high streets must adapt to this modern shopping environment.

High streets must also develop multiple uses in order to adapt to changing shopping habits; it is important how these uses shift from day to night.

There is a clear need for strategic planning for the night time economy as a poor night time reputation can deter efficient day time functioning. Welsh high streets often struggle to establish a viable night time economy and more substantial entertainment facilities are necessary.

The Association of Town Centre Management emphasises the importance of the night time economy and has stated that the Welsh Government “must plan for the night-time economy as a tool for economic growth and as an additional dimension to the 21st Century town centre”.<sup>7</sup>

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<sup>7</sup> *Welsh Town Centre Inquiry: Association of Town Centre Management and UK BIDs, Business and Enterprise Committee consultation response, September 2011, p.4*

## Business Rates

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Non-Domestic Rates (NDR) are commonly known as business rates and they are a property tax paid on non-domestic properties. They are the means by which businesses and other users of non-domestic property contribute towards the costs of local authority services. Business rates are a major source of taxation – bringing in almost £1 billion of revenue to fund local services in Wales each year<sup>8</sup>.

Business rates are calculated by taking the Rateable Value of a property and multiplying it by the business rates 'multiplier' for the year in question. The Valuation Office Agency (VOA) values properties for the purposes of charging non-domestic rates and assigns the Rateable Values. The Welsh Government sets the multiplier each year: it cannot be increased by more than the previous September's retail price index.

Business rates are a huge burden on Small and Medium Sized businesses (SMEs), which are the lifeblood of the Welsh economy, accounting for 99% of the Welsh business stock. Business rates continue to be seen as one of the main reasons that businesses cannot afford to trade on the high street.

Wales has the same temporary rate relief scheme which was introduced in England. Between 1 October 2010 and 31 March 2013 the rates relief thresholds have been temporarily increased, and businesses with a rateable value up to £6,000 will pay no rates and those with a rateable value between £6,001 and £12,000 will receive some relief. More than four in 10 Welsh businesses are in receipt of Small Business Rate Relief.

Business rates featured in the Mary Portas Review of the High Street (December 2011) and the National Assembly's Business and Enterprise Committee report into the Regeneration of Town Centres (January 2012). The Welsh Government also commissioned a report into business rates in Wales which was led by Professor Brian Morgan and published in May 2012. This report made 19 recommendations including devolving business rates, ensuring the local retention of rates and extending the Small Business Rate Relief scheme beyond March 2013. As of early October 2012 the recommendations are yet to be implemented.

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<sup>8</sup> *Business Rates Wales Review*, May 2012

## Business Rate Relief – 2011 pledge

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**We will maintain our 2011 manifesto pledge to abolish business rates for small businesses with a rateable value of up to £12,000, and provide tapered relief for those with a rateable value up to £15,000<sup>9</sup>.**

Business rates are a huge burden on Small and Medium Sized Enterprises (SMEs) and business rate relief has been described as a “lifeline during the current economic downturn”<sup>10</sup>.

This policy would stimulate the private sector in Wales freeing up SMEs to focus on expanding their business and training staff. If every small and medium sized enterprise recruited one extra person we could eliminate unemployment in Wales<sup>11</sup>.

Business rates continue to be seen as one of the main reasons that businesses cannot afford to trade on the high street. Wales is a nation of SMEs and we must ensure that we support this incredibly important sector of the economy.

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<sup>9</sup> *Welsh Conservative Manifesto: A New Voice for Wales*, 2011

<sup>10</sup> *Business Rates Wales Review: Call For Evidence*, March 2012, p.3

<sup>11</sup> *FSB Wales Assembly election manifesto* 2011

## Business Rates – A level playing field

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**Commission a detailed consultation on the possibility of splitting the Welsh multiplier into small and large businesses which would bring Wales in line with England and Scotland. Fairness must be a central principle of the business rates system in Wales.**

The multiplier is used by the local council when calculating a business rates bill and indicates the percentage, or pence in the pound, of the rateable value that are to be paid in business rates.

The provisional multiplier for the financial year 2012-13 is 0.452. Table 1.1 in Appendix B outlines the multiplier for Wales, England, Scotland and Northern Ireland. Unlike Scotland and England, Wales does not have separate multipliers for small and large businesses.

The Welsh multiplier applies to all businesses and therefore does not account for the size of the business. SMEs are the lifeblood of the Welsh economy, accounting for 99% of the Welsh business stock; we must support our SMEs and ensure fairness in the business rates system.

There must be a detailed consultation on the possibility of splitting the Welsh multiplier into small and large businesses which would bring Wales in line with England and Scotland.

This policy has the potential to generate between £9.1million and £9.4million. Please find further details in Appendix B.

## Hardship Relief

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**The Welsh Government must fund a greater percentage of hardship relief in order to incentivise local authorities to grant more cases.**

Billing Authorities have discretionary powers to grant relief in cases of financial hardship. The Welsh Government meets 75% of the cost of funding this relief, with the local authority meeting the remaining 25%. Cases of hardship relief are brought forward by businesses and should each been considered on its own merits.

The number of cases of hardship relief granted by each local authority varies however there are a large number of authorities where only one or two cases have been granted, for example, in Rhondda Cynon Taff only one case of hardship relief had been granted since 2008<sup>12</sup>.

Hardship relief can be a vital lifeline for small businesses, however the current system where local authorities have to cover 25% of the cost means that there is little incentive for authorities to use this form of relief more frequently.

If the Welsh Government were to fund a greater percentage of relief this may incentivise local authorities to grant hardship relief more often. The Welsh Government could fund 90% of the relief and the local authority would then fund 10% of the relief.

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<sup>12</sup> FOI, September 2012



# Charity Shops

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## **Ensure that fairer rules on charity shops are introduced.**

Charity shops have a vital role to play on the Welsh high street and are central to the fabric of our high streets. Since 1990, premises occupied by a charity enjoy 80% mandatory relief. It has been argued that a shop let to a charity is preferable to a vacant slot on the high street, however many organisations are critical of the relief charity shops gain, arguing that this is at the expense of local businesses.

There must be scope to level the playing field to support small businesses struggling to survive.

Charity shops are only able to claim rate relief if they are selling “wholly or mainly donated goods”<sup>13</sup>, however there is no definition or clear set of criteria for this statement. This lack of clarity often makes it difficult for charities to comply by the rules and local authorities to apply them. Charity shops are able to sell new products whilst paying fewer rates than the local retailer. We must ensure fairness in the business rates system.

A detailed consultation with a comprehensive impact assessment must be commissioned in order to examine what goods charity shops are able to sell. We must level the playing field whilst maintaining important third sector presence on our high streets.

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<sup>13</sup> *Non-Domestic Rates Guidance Welsh Government*, October 2004, p.16

## Access to the High Street

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Many high streets are not catering for 21<sup>st</sup> century shoppers. Poor parking facilities, high charges, congestion and inadequate public transport links all serve to deter consumers from the high street. With the growth of online shopping and the ease of large retail parks on the outskirts of towns and cities (often located within a short distance of the motorway), convenience has become central to consumer behaviour.

The British Retail Consortium has stressed the importance of rejuvenating accessibility to ensure long term retail investment. “Weak transport links and inadequate parking provision threaten the viability of high street retailers. Expensive, remote and badly designed charging schemes and delivery restrictions deter visitors, curtail visits and stifle business potential. This, in turn, deters long term retail investment”<sup>14</sup>.

Cars continue to be an intrinsic part of the way we shop. The convenience of being able to park within short walking distance of shops strengthens the attraction of out-of-town developments which often have easily accessible car parks which are usually free and have limited restrictions. High street car parks, on the other hand, often have restrictions, charge fees and are not always easily navigable. Parking charges may create revenue for local councils but lowering parking costs and ensuring we combine sustainable transport improvements, such as cycle paths and pedestrian friendly environments, is essential for sustainable high streets.

Poor public transport systems can also be a hindrance for 21<sup>st</sup> century shoppers. Railway stations that are located some distance from the centre of towns without safe and accessible walking routes or a shuttle bus service to shopping areas discourage consumers from travelling by train. In addition, the cost of public transport tickets, the frequency of services and the attractiveness of bus stations can also have a similar effect.

The British Retail Consortium has stated that an accessible high street requires maximum availability of quality public transport. An efficient road network is also critical and parking facilities must be safe, feasible and cheap. Deliveries are central to the high street economy, the viability of the shops, and the autonomy of the brands which rent the units.

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<sup>14</sup> *British Retail Consortium publication– 21st Century High Streets*, 2009, p. 19.

## Accessibility – Charter for High Streets

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**The Charter for High Streets must have a key point on transport which would guide local authorities in their high street accessibility management.**

High streets need to offer a safe and pleasant environment within which to shop and socialise. Local areas should plan transport carefully to maximise the accessibility and attractiveness of high streets. Families and older generations in particular need the same convenient and safe access to high streets as they have to out-of-town developments.

Mary Portas noted in her review that badly planned transport infrastructure can make high street shopping unattractive. It is clear that accessibility must be considered alongside planning and regeneration proposals.

The South East Wales Transport Alliance has highlighted that transport should play a central part in regeneration plans arguing that the improvement of access by rail, bus, cycling and walking must be made an integral part of any high street regeneration plan<sup>15</sup>.

Accessibility also needs to be considered within the early planning stages of high street regeneration, considering for example whether further pedestrianised areas are needed, or if pavements need widening to accommodate pushchairs and wheelchairs. Disabled access must be considered when planning high street regeneration.

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<sup>15</sup> *Sewta, Business and Enterprise Committee consultation response, September 2011*

## Free Parking Schemes

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**Local authorities must be encouraged to implement free parking schemes that would encourage shoppers back into the high street. Free parking schemes must also be a key aspect of the ‘Night Time Strategy’ development.**

The Portas Review recommends that local areas should implement free controlled parking schemes that work for their high streets. In order to compete with out-of-town developments, high streets need to have a “flexible, well communicated parking offer”<sup>16</sup>.

For the last two years Newport Council has operated a two hours free parking scheme within the city centre. The scheme covers all council owned car parks (with restrictions on open air car parks). Newport Council also offers a free park and ride scheme for the Christmas period.

Further examples of parking schemes are found in Appendix C.

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<sup>16</sup> *Portas Review*, December 2011, p.27

## Annual Parking Reports - Transparency

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**Place a requirement on local authorities to produce annual parking reports and account for all money generated through parking charges. Consult on the concept of a parking ‘league table’ for Wales.**

Local authorities should make information regarding the amount of revenue generated by parking charges publicly available. They would also need to account for how the money generated is spent.

Public participation should be encouraged and local residents should have a say on how the revenue is used. This policy would help local authorities to engage with the people who are using their facilities, to update and rejuvenate the services.

Mary Portas recommends the introduction of a new parking league table, ranking car parks by how much they charge<sup>17</sup>. The local authorities should be open about the amount of revenue raised through parking charges.

The parking league table would act as a means of encouraging local authorities to reinvest more of the money they generate from parking back into the high street and into good quality car parking facilities.

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<sup>17</sup> *Portas Review*, December 2011

## Sustainable transport improvements

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**Sustainable travel is a central element of high street accessibility and must be a key point on the Charter for High Streets.**

Whilst it is important to provide parking improvements in town centres it is also essential that sustainable transport opportunities are made available. High street planning and management strategies must include pedestrian and cycle friendly environments.

Sustrans Cymru has stated that that “pedestrian and cycle-friendly environments have been shown as the core around which economic growth, public health, sustainability and overall quality of life are built. It is therefore crucial that these environments are considered in any long-term development and regeneration plans”<sup>18</sup>.

Effective marketing campaigns and social media are useful tools when promoting sustainable travel. Sustainable transport also improves the general shopping environment and attractiveness of a town centre.

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<sup>18</sup> *Sustrans, Business and Enterprise Committee consultation response*, September 2011, p.1.

# Planning

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Planning is an integral part of high street regeneration as it determines the composition of the high street and affects the town centre and surrounding environment. CBI Wales stated that “a supportive planning system can greatly improve a company’s ability to grow and prosper”<sup>19</sup>.

The Welsh Government ‘Planning Policy Wales’ document provides the policy framework for the preparation of local planning authorities’ development plans (LDPs). Planning Policy Wales is also supplemented by 21 topic based Technical Advice Notes (TANs). Chapter 7 and Chapter 10 of Planning Policy Wales and ‘TAN 4: Retailing and Town Centres’ are the sections of planning guidance that specifically impact on the Welsh high street.

High street regeneration policy will be affected by the outcome of the Welsh Government Planning Bill which is due to be implemented 2015/16. Whilst the outcomes of the planning bill will be extremely important for regeneration our high streets need urgent action and the slow progress of the planning bill will only serve to hamper any regeneration efforts.

Planning involves the issue of out-of-town shopping centres which are often significant developments on sites very near to existing high streets. These out-of-town developments offer a spacious and convenient shopping experience, often with free car parking and disabled facilities. Out-of-town developments place a huge amount of pressure on high streets which are often unable to compete with the convenience new developments offer. The planning system can do much to protect the high street from out-of-town developments by stipulating a ‘high streets first’ approach to ensure that any new developments must look at sites within existing town centres, instead of immediately looking at out-of-town sites.

Planning in Wales does seek to protect the high street as Planning Policy Wales states that local planning authorities should apply a “sequential” test to new retail proposals so that first preference should be for town centre locations<sup>20</sup>. However, the evidence gathered during the Business and Enterprise Committee Inquiry into Town Centre Regeneration highlighted that although planning policy seeks to protect town centres "on paper", this is "not always how policy is perceived or realised in practice"<sup>21</sup>. Despite

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<sup>19</sup> *CBI response to planning consultation*, February 2012, p.1

<sup>20</sup> *Planning Policy Wales Chapter 10*, February 2011

<sup>21</sup> *Business and Enterprise Inquiry*, January 2012, p.12-13

Planning Policy Wales and the sequential test out-of-town developments continue to be built.

The FSB believe it is essential that Planning Authorities are “given stronger policy guidelines from the Welsh Government to be able to withstand pressure for large developments, and preserve small indigenous businesses that enable our town centres to be vibrant and active”<sup>22</sup>.

It is apparent that local authorities find it increasingly difficult to refuse planning permission for out-of-town developments. Local authorities cannot afford to challenge large supermarkets due to the high legal costs and resources involved. The planning system must take into account the pressures from out-of-town developers.

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<sup>22</sup> *FSB, Business and Enterprise Committee consultation response, September 2011, p.3*



## ‘High Streets First’

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**Local authorities must proactively identify development sites on the high street. Through positive engagement with the local community and comprehensive impact assessments, local authorities can ensure that developers are presented with credible site options on the high street.**

It is apparent that the presumption in favour of town centres for developments outlined in Planning Policy Wales is not always applied in practice. It is difficult for local authorities to resist out of town proposals backed up by well-resourced private sector consultants specialising in retail appeals.

The local authority must therefore be proactive in identifying and promoting town centre sites for development.

Caerphilly County Borough Council has stated that they have identified town centre retail sites in their development plans. The Council then actively assembles the sites therefore providing “preferable and defensible alternatives to out of town proposals”<sup>23</sup>, for example Caerphilly, Blackwood, Ystrad Mynach and Bargoed. This is one example of best practice which must be disseminated across the whole of Wales.

Planning policy must “emphasise the need for focus on ‘Town Centre First’ policy”<sup>24</sup> and this must start by the local authorities proactively identifying sites for development.

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<sup>23</sup> *Caerphilly County Borough Council, Business and Enterprise Committee consultation response*, September 2011, p.4

<sup>24</sup> *Boots, Business and Enterprise Committee consultation response*, September 2011, p.10

## Out-of-town Research

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Ensure that the research recommended by the National Assembly Business and Enterprise Committee report into the Regeneration of Town Centres is commissioned as soon as possible. The Committee report recommended that the “Welsh Government should commission more research on the effects that supermarkets can have on the quality of town centres”.<sup>25</sup>

According to the ‘Definitive Guide to Retail and Leisure Parks’ there are a total of 81 retail parks in Wales in 2012, this is compared to 60 in 2002<sup>26</sup>.

The Business and Enterprise Committee Report into the Regeneration of Town Centres recommended that the Welsh Government should commission research into the effects of new retail development on town centres in Wales. The Welsh Government accepted this proposal; however no such research has yet been commissioned.

It is essential that detailed research is carried out on the impact of out-of-town shopping centres in order to better inform and provide guidance for the planning system.

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<sup>25</sup> *Enterprise and Business Committee report: Regeneration of Town Centres*, January 2012, p.5

<sup>26</sup> ‘*Definitive Guide to Retail and Leisure Parks*’: Trevor Wood Associates, 2002/2012.

## Local Development Plans

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**Encourage local authorities to address their specific high street needs in any Local Development Plan (LDP) discussions.**

It is important that local authorities have up to date LDPs which, according to the Regeneration Skills Collective Wales, “provide the evidence base to demonstrate need and guide development to existing centres”<sup>27</sup>.

Local authorities must address their specific high street planning needs in their LDPs and any other local planning guidance. High street regeneration must be a central part of LDP development and any future reform of the LDP system.

Collaboration between neighbouring local authorities must also be encouraged in order to create a regional focus for developments.

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<sup>27</sup> *Regeneration Skills Collective Wales, Business and Enterprise Committee consultation response, September 2011, p.4*

## ‘Mixed use’ High Street

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**The changing nature of the high street must be reflected in Welsh planning guidance and is a key point on the Charter for High Streets.**

The Welsh high street is under threat from the rise of internet shopping and the development of out-of-town shopping centres. A Local Data Company report has outlined that online sales are being accelerated by mobile technology.

The changing nature of retail means that high streets must develop a mix of developments in order to ensure long-term sustainability. This must be a key principle on the Charter for High Streets.

Planning Policy Wales does encourage mixed use development<sup>28</sup>. However, local authorities have often attempted to protect the retail core of a high street. Local authorities must be encouraged to develop a range of complementary uses including business, leisure, housing and community use. Housing and offices can both be an important element of a successful high street “as it can create direct demand for retail and other services, as well as bringing life to areas on a permanent basis”<sup>29</sup>.

Landlords are an important part of the high street in terms of developing a genuine high street mix and therefore must be involved in community engagement through the Tîm y Dref.

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<sup>28</sup> *Planning Policy Wales*, February 2011, p.6

<sup>29</sup> *Regeneration Skills Collective, Business and Enterprise Committee consultation response*, September 2011, p.6

# Conclusion

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## *AMBITION, ACTION, ACHIEVEMENT*

The Welsh high street is in decline. The tough economic climate has forced many local shops out of business leaving vacant and dilapidated buildings lining our high streets. According to the British Retail Consortium “declining High Streets are at best unattractive, discouraging shoppers; at worst threatening”<sup>30</sup>.

Welsh high streets are struggling to remain relevant. Visits to town centres have declined by over 20% in the last five years to December 2010<sup>31</sup>. Wales' average shop vacancy rate is higher than the UK average and business birth rates paint an equally worrying picture. It is apparent that the challenges facing our high streets are substantial and it will take urgent action to prevent further decline.

Welsh Conservatives want to see bustling high streets, thriving local businesses and positive community engagement. This document has outlined key policy proposals for high street management, business rates, accessibility and planning.

High street management must be guided by key principles which we have outlined in the ‘Charter for High Streets’. Coordination must be improved through compulsory Town Centre Managers employed by each local authority. Designating a Welsh Government Minister/Deputy Minister with ‘named’ responsibility for the high street will provide a single point of contact and improve departmental coordination. We must address the potential of the night time economy through a comprehensive consultation exercise and strategy development.

We will maintain our 2011 manifesto pledge to support SMEs, unleashing their potential by taking them out of business rates so that they can invest their profits in new products, new markets or taking on new staff. We will also ensure fairness in the business rates system by undertaking a detailed consultation on splitting the Welsh multiplier into ‘small’ and ‘large’ businesses. We also seek to address the issues surrounding charity shops and the problems faced by local authorities when granting hardship relief.

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<sup>30</sup> *British Retail Consortium (BRC) 21<sup>st</sup> Century High Street*, 2009, p.6

<sup>31</sup> *Association of Town Centre Management, Business and Enterprise Committee consultation response*, September 2011, p.9

Accessibility is a critical issue for high street regeneration and local authorities must be encouraged to address transport concerns, implementing free parking schemes and ensuring transparency regarding the revenue raised. Sustainable and disabled transport are also key elements of high street accessibility.

Planning must also be urgently addressed; our high streets cannot wait until the introduction of the planning bill in 2015/16. Local authorities must proactively identify high street sites for development in an attempt to counter the out-of-town trend. Key research must be commissioned in order to better understand the impact of changing shopping habits and this must also be reflected in planning guidance as increased mixed use is essential for sustainable high streets.

Welsh Conservatives have a comprehensive plan and ambitious ideas for high street regeneration. These key policy proposals aim to stimulate debate and ensure that high street regeneration becomes a top priority for the Welsh Government. We must act now to save our high street and with the strategic vision outlined in this policy paper we believe that the Welsh high street can be a thriving economy for the 21<sup>st</sup> century shopper.

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## Appendix B

**Table 1.1 - Rate Multiplier in Wales, Scotland, England and Northern Ireland.**

	Multiplier 2012/3
<b>Wales</b>	All: 45.2p
<b>Scotland</b>	Small: 45.0p Large (RV over £35k: 45.8p Supermarkets: 55.1p
<b>England</b>	Small: 45.0p Large:45.8p
<b>Northern Ireland</b>	Regional:31.4p Plus District Rates (ranging from 16.7p and 30.3p)

**Table 1.2 -** Wales has the lowest business rates for large supermarkets, and is considerably lower than Scotland. According to figures from the Business Rates Wales Review a large supermarket in Wales will expect to pay £22,560 less rates in Wales compared with a store with the same rateable value in England. This rises to a £334,640 saving in Wales compared with Scotland. A small supermarket in Wales will benefit approximately £3,000 a year under the Welsh multiplier compared with England, and £44,500 in comparison with Scotland<sup>32</sup>.

RV (£s)	Wales	England	Scotland
<b>6,000</b>	2,712	2,700	2,700
<b>12,000</b>	5,424	5,400	5,400
<b>35,000</b>	15,820	16,030	16,030
<b>500,000</b>	226,000	229,000	229,000
<b>Supermarket (£500,000)</b>	226,000	229,000	270,500
<b>Large Supermarket (e.g. £3,760,000)</b>	1,699,520	1,722,080	2,034,160

<sup>32</sup> *Business Rates Review Wales*, May 2012, p.48

### **Splitting the Welsh Multiplier:**

- Reducing the business rate to 45.0 for small businesses (defined as having a rateable value of £25,000 or below). This multiplier is in line with the small rate in England and Scotland.
- Raising it to 45.7 for “large” businesses with a rateable value of £25,001 and above. By setting the large multiplier at 45.7 larger businesses in Wales would still pay fewer rates than in England and Scotland where the multiplier is set at 45.8.

Estimates outline that after small business reliefs have been deducted, businesses with a rateable value of £25,000 and below would pay between £600,000 and £700,000 less in business rates in a financial year.

The amount of small business rate relief paid each financial year by the Welsh Government would decrease by between £400,000 and £600,000.

The estimated change in net business rates (minus reliefs) received by the Welsh Government as a result of the multipliers changing would be between £0 and a decrease of £300,000 per financial year.

Creating a large business multiplier of 0.457 for businesses with a rateable value of £25,001 and above would result in an increase in the amount of business rates collected of approximately £9.4 million per year.

## Appendix C - Local transport initiatives

Options	
<b>Parking and the road network</b>	<ul style="list-style-type: none"> <li>• Short, medium and long term parking areas.</li> <li>• 'Free days', mornings / afternoons. Times when people can park for free or at a cheaper rate.</li> <li>• Increased Park and ride facilities to keep the high street clear from congestion.</li> <li>• Free buses from business parks encouraging employees to come into the high street during lunch breaks.</li> <li>• Free Town Centre apps - location of car parks / bus stations.</li> <li>• Reinvesting the money generated from parking charges into improving the quality and volume of parking spaces.</li> </ul>
<b>Public Transport</b>	<ul style="list-style-type: none"> <li>• Offers on certain days. Incentives for people to take the bus - e.g. 'cheap Tuesdays'.</li> <li>• Bus cards offering discounts</li> <li>• Priority bus routes - The ability of buses to travel across or through pedestrianized areas would mean that passengers could be taken right into the middle of the town centre.</li> </ul>
<b>Railway stations</b>	<ul style="list-style-type: none"> <li>• In town centres that are served by rail, visitors should get a good first impression. There should be clear signage to the town centre and good walking connections.</li> </ul>
<b>Cycling</b>	<ul style="list-style-type: none"> <li>• Safe places to store bikes</li> <li>• Improvements to town centre cycle lanes</li> </ul>
<b>Transport links</b>	<ul style="list-style-type: none"> <li>• Free shuttle buses to town centres</li> </ul>
<b>Late night opening - Free parking in the evening</b>	<ul style="list-style-type: none"> <li>• Shops could stay open for longer so that people at work during the day can come into town in the evening. Car parks could be free in the evening or have a reduced price. (E.g. St David's 2 in Cardiff charges £2 after 5pm instead of the normal hourly rate, whilst shops remain open until 8pm on weekdays).</li> <li>• Linking daytime and night time economies</li> </ul>

## Case Studies

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Parking Case Studies	
<b>Chester – ‘Free after 3’</b>	<p><b>Problem</b> – footfall declined after 3pm.</p> <p><b>Solution</b> - Two major car parks made free after 3pm every day. Footfall has improved along with interaction between local businesses and the City Centre Management team.</p>
<b>Warwick – ‘Free ride Friday’</b>	<p><b>Problem</b> – A reduction in high street parking.</p> <p><b>Solution</b> – A large local employer outside the town centre was approached about providing a free bus on Friday lunchtimes to bring employees into the town centre to shop and eat. ‘Free ride Friday’ was promoted at the company concerned. Resulted in increased footfall and increased morale at the company. The company now pays for the bus service.</p>
<b>Barnet – Seasonal parking</b>	<p><b>Problem</b> – accessibility between Christmas and New Year.</p> <p><b>Solution</b> – A temporary reduction in the cost of parking. The cost of all-day parking in off-street car parks was limited to £1 over the Christmas and New Year period. Analysis showed short term parking increased significantly during the period.</p>
<b>Westminster – parking app</b>	<p>A free app has been launched by Westminster Council which provides live information about available parking spaces. Sensors in parking bays will let drivers know about empty spaces. Motorists can also pay for parking using their phones.</p>
<b>Yarm High Street Disc Parking Scheme</b>	<p>The scheme allows for parking for up to 2 hours between 8am-6pm, Monday to Saturday. Discs can be obtained from various shops and outlets for a charge of 50p. Once purchased, the disc can be used as often as it is needed. The disc needs to be set to the time of arrival and displayed on the dashboard. Motorists are to return within the 2 hour time limit.</p>



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# Gweledigaeth ar gyfer y Stryd Fawr yng Nghymru

*Uchelgais, Gweithredu, Cyflawni*

Hydref 2012

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# Adfywio'r Stryd Fawr

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Mae gan Gymru draddodiad cymunedol hir a balch ac mae stryd fawr fywiog yn allweddol i sicrhau parhad cymunedau cynaliadwy yng Nghymru'r 21ain ganrif. Mae adfywio canol trefi yn gyfle unigryw i adfywio rhanbarthau cyfan, gan ddarparu hwb economaidd a thwf. Mae'n rhaid i'r stryd fawr gynnig cyfle i gymunedau allu siopa'n lleol ond mae'n rhaid iddynt fynd ymhellach na hyn a gweithredu fel sbardun ar gyfer ymgysylltu â'r gymuned.

Mae'r stryd fawr yn nhrefi Cymru wedi gweld dyddiau gwell. Dros y pum mlynedd diwethaf, mae nifer yr ymwelwyr â chanol ein trefi wedi gostwng un mewn pump. Mae'r hinsawdd economaidd anodd wedi gorfodi llawer o siopau lleol i gau gan adael adeiladau gwag sy'n dadfeilio ar hyd y stryd fawr.

Mae'r stryd fawr yng Nghymru yn cael trafferth i barhau'n berthnasol. Mae'r cynnydd mewn siopau ar y we a datblygiad canolfannau siopa ar gyrion trefi yn fygythiad sylweddol i'r stryd fawr. Mae cyfradd siopau gwag cymunedau Cymru wedi codi flwyddyn ar ôl blwyddyn, a'r gyfradd dechrau busnesau newydd yn dioddef ac yn gyson is na chyfartaledd y DU.

Ychydig a wnaed i fynd i'r afael â dirywiad y stryd fawr yng Nghymru. Mae sefydliadau busnes, cymunedau a sefydliadau lleol wedi bod yn hallt eu beirniadaeth gan eu bod yn teimlo bod adfywio'r stryd fawr wedi'i wthio i waelod yr agenda yn llawer rhy aml, neu wedi'i anghofio amdano'n llwyr.

Cyhoeddodd Pwyllgor Menter a Busnes y Cynulliad Cenedlaethol adroddiad ar Adfywio Canol Trefi ym mis Ionawr 2012. Derbyniodd Llywodraeth Cymru fwyafrif y cynigion ym mis Mawrth 2012. Ond er ei bod wedi derbyn y cynigion, ychydig a gyflawnwyd hyd yn hyn. Yn ddi-os, mae angen gweithredu ar frys er mwyn adfywio ein stryd fawr a hybu twf economaidd.

# Gweledigaeth y Ceidwadwyr Cymreig

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Mae'r Ceidwadwyr Cymreig am weld stryd fawr brysur, gyda busnesau lleol ffyniannus a chyfraniad cadarnhaol gan y gymuned. I gyflawni hyn mae angen trefniadau rheoli, strategaeth a chyfeiriad effeithiol arnom i'r stryd fawr yng Nghymru.

Dyma'r pedair brif thema allweddol a nodir yn y papur hwn:

1. **Rheoli'r Stryd Fawr** – Mae rheoli'r stryd fawr yn effeithiol yn hanfodol ar gyfer adfywio. Cyfrifoldeb Llywodraeth Cymru yw darparu'r fframwaith strategol cyffredinol a fydd yn arwain awdurdodau lleol yn eu hymdrechion i ysgogi adfywiad ar y stryd fawr.
2. **Ardrethi Busnes** - Yn yr hinsawdd economaidd sydd ohoni mae busnesau yn cael trafferth i oroesi. Mae rhyddhad ardrethi busnes yn gyfle i gefnogi busnesau a hybu twf economaidd.
3. **Hygyrchedd y Stryd Fawr** – Mae materion trafnidiaeth yn ystyriaeth allweddol ar gyfer adfywio'r stryd fawr.
4. **Cynllunio'r Stryd Fawr** – Mae'r polisi cynllunio'n dylanwadu ar gyfansoddiad y stryd fawr yn ogystal â datblygiadau ar gyrion trefi.

# Uchelgais

Mae'r Ceidwadwyr Cymreig am sicrhau newid gwirioneddol ar gyfer y stryd fawr. Er mwyn mesur y newid hwn mae'n bwysig nodi'r prif dargedau ar gyfer adfywio'r stryd fawr. Dylai Llywodraeth Cymru geisio cyflawni'r prif dargedau canlynol\*:

## Prif Dargedau

1. **Cyfraddau Eiddo Gwag** – Mae gan Gymru gyfraddau uchel o eiddo gwag (18.5%) – sy'n uwch na chyfartaledd y DU o 14.6%. Erbyn etholiad nesaf y Cynulliad Cenedlaethol yn 2016 rydym am weld y cyfraddau hyn wedi gostwng i fod yn debyg i gyfartaledd y DU neu'n is na hynny.
2. **Cyfraddau dechrau busnes** – Yn ystod 2010 roedd cyfraddau dechrau busnes yng Nghymru yn 8.5% sef yr ail isaf o holl wledydd a rhanbarthau'r DU. Roedd cyfradd dechrau busnes y DU yn 10.2%. Erbyn etholiad nesaf y Cynulliad Cenedlaethol yn 2016 rydym am weld y gyfradd hon wedi codi i fod yn debyg i gyfartaledd y DU neu'n uwch na hynny.
3. **Cyfradd parhad busnes** – Roedd y gyfradd parhad busnes pum mlynedd ar gyfer busnesau a sefydlwyd yn 2005 ac a oedd yn dal mewn grym yn 2010 yn 44% yng Nghymru, yr un peth â chyfradd parhad y DU. Erbyn etholiad nesaf y Cynulliad Cenedlaethol yn 2016 rydym am weld y gyfradd parhad yn uwch na chyfartaledd y DU.

Gogledd Iwerddon oedd â'r gyfradd parhad pum mlynedd uchaf, sef 54%. Nid oes rheswm pam na ddylai Cymru geisio efelychu Gogledd Iwerddon gan geisio sicrhau cyfradd parhad pum mlynedd o dros 50% erbyn 2016.

4. **Nifer yr ymwelwyr** – Mae cyfraddau'r ymwelwyr sy'n mynd i drefi yn bryder mawr yng Nghymru. Er y bu cynnydd o 4% ers y llynedd mae'n rhaid i ni barhau i godi'r duedd hon.
5. **Digwyddiadau** – Mae'r Ceidwadwyr Cymreig am weld y Cynulliad Cenedlaethol yn cynnal pump digwyddiad 'stryd fawr' bob blwyddyn a fydd yn yn dod â sefydliadau busnes, busnesau lleol ac awdurdodau lleol at ei gilydd. Dylai'r digwyddiadau hyn gael eu cynnal ym mhob cwr o Gymru.

\* Yr holl ystadegau'n gywir yn Hydref 2012

# Pwy sy'n rheoli'r Stryd Fawr?

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Mae rheoli'r stryd fawr yn effeithiol yn hanfodol ar gyfer adfywio a thwf economaidd. Mae angen strategaeth gydlynol ar y stryd fawr yng Nghymru gyda chynllunio a rheoli cydgysylltiedig er mwyn cystadlu â datblygiadau ar gyrion trefi sy'n cael eu rheoli'n broffesiynol a busnesau ar y we.

Mae mater rheoli'r stryd fawr yn tynnu ein sylw at wahaniaeth pwysig rhwng rôl Llywodraeth Cymru a rôl pob awdurdod lleol.

- Mae'n rhaid i Lywodraeth Cymru bennu'r cyd-destun polisi a darparu fframwaith adfywio strategol cenedlaethol cyffredinol.
- Gall cymunedau lleol ddarparu arweiniad lleol a chyflwyno mentrau sydd wedi'u teilwra i'w hardaloedd. Mae yna 116 o ganol trefi yng Nghymru, pob un â chynllun, pwynt gwerthu unigryw a strwythur busnes gwahanol. Nid oes un ateb sy'n addas i bawb wrth adfywio'r stryd fawr a chyfrifoldeb awdurdodau lleol felly yw datblygu'r fenter orau ar gyfer eu hardal hwy.

Nid yw'r system gyfredol yn glir ynglŷn â sut i reoli'r stryd fawr ac nid oes ymgysylltu â chymunedau lleol. Bu cyfraniad rhanddeiliaid yn y gwaith o adfywio'r stryd fawr yn arbennig o anghyson dros yr 20 mlynedd diwethaf ac mae Comisiwn Dylunio Cymru wedi dweud mai prin fu'r cyfathrebu a'i fod ar y gorau yn dameidiog<sup>1</sup>.

Mae polisi adfywio'r stryd fawr wedi bod yn anghyson sy'n golygu ei bod hi bron yn amhosibl cynllunio ar gyfer dyfodol ein stryd fawr ac ar gyfer adfywio cynaliadwy hirdymor. Mae'n amlwg bod angen gweledigaeth strategol gyson a chydlynol ar Gymru i adfywio'r stryd fawr.

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<sup>1</sup> *Comisiwn Dylunio Cymru, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (fersiwn Saesneg yn unig) Medi 2011, tud.6

## Siarter y Stryd Fawr

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Mae'n rhaid i ni sefydlu 'Siarter y Stryd Fawr' i roi canllawiau i awdurdodau lleol, busnesau lleol a chymunedau lleol ar ddatblygu eu dulliau o reoli'r stryd fawr.

Rhaid wrth weledigaeth glir a strategaeth gyffredinol wedi'u hyrwyddo gan Lywodraeth Cymru os am adfywio'r stryd fawr yn llwyddiannus. Dyma ddywedodd Canolfan Rhagoriaeth Adfywio Cymru (CREW): "*a Welsh national policy and implementation programme to arrest the on-going decline of town centres is urgently required*"<sup>2</sup>.

Mae awdurdodau lleol ar hyd a lled Cymru wedi datblygu, neu wrthi'n datblygu, rhyw fath o strategaeth adfywio. Mae gan lawer o ardaloedd gynlluniau gweithredu penodol ar gyfer eu trefi, er enghraifft 'Cynllun Gweithredu Canol Tref Bargoed', 'Buddsoddi yn y Barri' a 'Y Rhyl yn Symud Ymlaen'.

Er bod y strategaethau hyn yn werthfawr mae'n bwysig bod Llywodraeth Cymru'n darparu'r weledigaeth gyffredinol ar gyfer adfywio.

Byddai Siarter y Stryd Fawr yn amlinellu pum egwyddor allweddol a fyddai'n darparu arweiniad a chyfeiriad i grwpiau cymunedol, busnesau lleol ac awdurdodau lleol ym maes adfywio'r stryd fawr.

Amlinellir Siarter y Stryd Fawr ar y dudalen nesaf.

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<sup>2</sup> CREW, *Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (Saesneg yn unig) Medi 2011, tud.2.

## Siarter y Stryd Fawr

- 1. Defnyddio grym y we** – Mae'r Ceidwadwyr Cymreig yn cydnabod pwysigrwydd y stryd fawr yng Nghymru ar gyfer yr economi leol a rhanbarthol ac o ran ymgysylltu â'r gymuned ac yn gymdeithasol. Mae datblygiad y we wedi cael effaith sylweddol ar arferion siopa ac wedi profi'n her i'r stryd fawr draddodiadol. Mae'n rhaid i'r stryd fawr yng Nghymru ddefnyddio'r we i gysylltu â'u cymuned ac i ddatblygu busnes.
- 2. Ymgysylltu â'r gymuned** – Mae'r Ceidwadwyr Cymreig o'r farn bod ymgysylltu â chymunedau lleol yn hanfodol ar gyfer sicrhau llwyddiant y stryd fawr ac mae'n rhaid annog hyn drwy ffurfio timau'r stryd fawr sy'n cynnwys busnesau, Cynghorwyr a thrigolion lleol. Bydd y timau hyn yn cael eu galw'n 'Tîm y Dref', ac yn gweithredu fel ffocws ar gyfer ymgysylltu a datblygu cyfranogiad ar y stryd fawr. Credwn y dylai'r gymuned leol fod yn ganolog i waith adfywio'r stryd fawr a'r agenda leoliaeth.
- 3. Hybu economi'r stryd fawr** – Mae'r hinsawdd economaidd anodd wedi gorfodi llawer o siopau lleol i gau gan adael adeiladau gwag sy'n dadfeilio ar hyd ein strydoedd. Mae'n rhaid cefnogi busnesau lleol drwy ddarparu rhyddhad ardrethi busnes a threfniadau cydgysylltu a rheoli gwell.
- 4. Hygyrchedd y stryd fawr** – Mae'r Ceidwadwyr Cymreig o'r farn bod hygyrchedd yn elfen ganolog i adfywio'r stryd fawr. Mae'n rhaid i'r stryd fawr yng Nghymru ddarparu ar gyfer siopwyr yr 21ain ganrif lle mae hwylustod yn allweddol. Rydym yn cefnogi mentrau symudedd yng nghanol trefi, mynediad i bobl anabl a thrafnidiaeth gynaliadwy.
- 5. Cynlluniau cynaliadwy ar gyfer y stryd fawr** – Mae cynllunio yn ganolog i sicrhau llwyddiant y stryd fawr ac mae'n rhaid i ganllawiau cynllunio adlewyrchu natur gyfnewidiol y sector manwerthu. Mae'n rhaid i'r stryd fawr draddodiadol addasu i'r newid mewn arferion siopa a datblygu 'defnydd cymysg' gwirioneddol gyda lleoliadau manwerthu, hamdden, adeiladau cymunedol, gwasanaethau, tai a swyddfeydd yn nodweddion parhaol ar y stryd fawr.

# Rheolwyr Canol Trefi

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**Dylai pob awdurdod lleol gael Rheolwr Canol Trefi penodol i sicrhau bod cynlluniau adfywio'r stryd fawr yn cael eu cydgysylltu a'u cyfeirio'n briodol.**

Mae gan 14 o awdurdodau lleol Cymru Reolwr Canol Trefi ar hyn o bryd. Mae gan Reolwr Canol Trefi waith pwysig i'w wneud o ran datblygu gweledigaeth glir i ganol trefi ac maent yn bwynt cyswllt a chydgyssylltu hanfodol.

Mae Rheolwyr Canol Trefi yn helpu i drefnu gwaith marchnata a brandio'r stryd fawr. Maent hefyd yn cynrychioli barn rhanddeiliaid lleol i sefydliadau allanol, yn ogystal â bod yn bwynt cyswllt cyntaf i'r cyhoedd ar bopeth sy'n ymwneud â chanol trefi.

Mae Gwasanaeth Cynllunio Cyngor Caerdydd wedi pwysleisio'r angen am rôl gref i Reolwyr Canol Trefi"<sup>3</sup>.

Ers 2008, mae Pen-y-bont ar Ogwr wedi cyflogi rheolwr canol tref ac mae'r Cyngor yn gweld y swydd fel cyswllt allweddol â'r gymuned fusnes yn y dref"<sup>4</sup>.

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<sup>3</sup> *Gwasanaeth Cynllunio Cyngor Caerdydd, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, (Saesneg yn unig) Medi 2011, tud.1.*

<sup>4</sup> *Cyngor Bwrdeistref Sirol Pen-y-bont, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, (Saesneg yn unig) Medi 2011, tud.2.*



## Cyfrifoldeb Gweinidogion

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Sicrhau bod Gweinidog/Dirprwy Weinidog cyfredol wedi'i enwebu i fod yn gyfrifol am y stryd fawr. Byddai unigolyn â chyfrifoldeb o'r fath yn ddolen gyswllt a chydgysylltu clir ac yn sicrhau cydnabyddiaeth gan Weinidog i'r stryd fawr yng Nghymru.

Mae llawer o sefydliadau busnes ac awdurdodau lleol wedi galw am benodi Gweinidog Cabinet penodol i fod yn gyfrifol am y stryd fawr. Y pryder yw: *"if it is everyone's responsibility in Cabinet, it can also become no-one's responsibility"*<sup>5</sup>.

Ar hyn o bryd, mae adfywio'r stryd fawr yn berthnasol iawn i lawer o adrannau gwahanol ac mae'n rhaid cymryd mesurau i gydgysylltu'r broses o wneud penderfyniadau a chyfrifoldebau gweinidogion yn well.

Dyma oedd barn Consortiwm Manwerthu Prydain: *"it is paramount that the Assembly designate town centre regeneration to one Department and one Assembly Minister"*<sup>6</sup>.

Yn yr Alban mae ymrwymiad i ddatblygu Strategaeth Dinasoedd newydd dan arweiniad y Dirprwy Brif Weinidog fel 'Gweinidog Dinasoedd'.

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<sup>5</sup> *Boots Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (Saesneg yn unig) Medi 2011, tud.3.

<sup>6</sup> *Consortiwm Manwerthu Prydain, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (Saesneg yn unig) Medi 2011, tud.2.

## ‘Strategaeth ar gyfer y Nos’

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**Datblygu ‘Strategaeth ar gyfer y Nos’ i’r stryd fawr i sbarduno’r economi gyda’r nos a sicrhau diogelwch ar y stryd fawr.**

Mae’n bwysig ystyried economi’r stryd fawr gyda’r nos gan ei fod yn gallu bod yn gaffaeliad gwerthfawr i’r economi leol. Mae diwylliant siopa 24 awr yn bodoli bellach, felly mae’n rhaid i’r stryd fawr addasu i’r amgylchedd siopa modern hwn.

Mae’n rhaid i’r stryd fawr ddatblygu defnydd lluosog hefyd er mwyn addasu i arferion siopa sy’n newid; mae’r ffordd mae’r defnydd a wneir o’r stryd fawr yn newid o’r dydd i’r nos yn bwysig.

Mae’n amlwg fod angen cynllunio’n strategol ar gyfer economi’r stryd fawr gyda’r nos gan fod enw gwael yn y nos yn gallu amharu’n andwyol ar fywyd y stryd fawr yn ystod y dydd. Yn aml, mae’r stryd fawr yn cael trafferth i greu economi hyfyw gyda’r nos ac mae angen mwy o gyfleusterau adloniant sylweddol.

Mae Cymdeithas y Rheolwyr Canol Trefi yn pwysleisio pwysigrwydd economi gyda’r nos ac wedi datgan y dylai Llywodraeth Cymru “*plan for the night-time economy as a tool for economic growth and as an additional dimension to the 21<sup>st</sup> Century town centre*”.<sup>7</sup>

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<sup>7</sup> Ymchwiliad i Adfywio Canol Trefi: Cymdeithas y Rheolwyr Canol Trefi ac UK BIDs, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011, tud.4

# Ardrethi Busnes

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Yr enw cyffredin ar ardrethi annomestig yw ardrethi busnes sef treth eiddo sy'n cael ei dalu ar eiddo annomestig. Dyma'r ffordd mae busnesau a defnyddwyr eiddo annomestig eraill yn cyfrannu tuag at gostau gwasanaethau awdurdodau lleol. Mae ardrethi busnes yn ffynhonnell drethi sylweddol – gan ddod â bron i £1 biliwn o refeniw i ariannu gwasanaethau lleol yng Nghymru bob blwyddyn<sup>8</sup>.

Caiff ardrethi busnes eu cyfrif drwy gymryd Gwerth Ardrethol eiddo a'i luosi gyda'r 'lluosydd' ardrethi busnes ar gyfer y flwyddyn dan sylw. Mae Asiantaeth y Swyddfa Brisio yn prisiau eiddo at ddibenion ardrethi annomestig ac yn pennu'r Gwerthoedd Ardrethol. Mae Llywodraeth Cymru'n pennu'r lluosydd bob blwyddyn: ni ellir ei gynyddu mwy na mynegai prif manwerthu'r mis Medi blaenorol.

Mae ardrethi busnes yn faich anferth ar fusnesau bach a chanolig, sef asgwrn cefn economi Cymru, a 99% o stoc busnes Cymru. Ardrethi busnes yw un o'r prif resymau pam nad yw busnesau'n gallu fforddio masnachu ar y stryd fawr.

Mae'r un cynllun rhyddhad ardrethi dros dro yn weithredol yng Nghymru ag yn Lloegr. Rhwng 1 Hydref 2010 a 31 Mawrth 2013 mae trothwyon y rhyddhad ardrethi wedi'u cynyddu dros dro, ac ni fydd busnesau â gwerth ardrethol o hyd at £6,000 yn talu ardrethi a bydd y rhai â gwerth ardrethol o rhwng £6,001 a £12,000 yn derbyn rhywfaint o ryddhad. Mae dros 4 o bob 10 busnes yng Nghymru yn derbyn Rhyddhad Ardrethi Busnes Busnesau Bach.

Cafodd ardrethi busnes sylw yn Adolygiad Mary Portas o'r Stryd Fawr (Rhagfyr 2011) ac adroddiad Pwyllgor Menter a Busnes y Cynulliad Cenedlaethol ar Adfywio Canol Trefi (Ionawr 2012). Comisiynodd Llywodraeth Cymru adroddiad ar ardrethi busnes yng Nghymru dan arweiniad yr Athro Brian Morgan a'i gyhoeddi ym mis Mai 2012. Roedd yr adroddiad hwn yn gwneud 19 argymhelliad yn cynnwys datganoli ardrethi busnes, sicrhau bod ardrethi'n cael eu cadw'n lleol ac ymestyn cynllun Rhyddhad Ardrethi Busnesau Bach y tu hwnt i fis Mawrth 2013. Ar ddiwedd Hydref 2012 nid oedd yr argymhellion hyn wedi'u rhoi ar waith.

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<sup>8</sup> *Adolygiad Ardrethi Busnes Cymru*, Mai 2012

# Rhyddhad Ardrethi Busnes – adduned 2011

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Byddwn yn cadw'n hadduned a wnaed yn ein maniffesto yn 2011 i gael gwared ar ardrethi busnes i fusnesau bach â gwerth ardrethol o hyd at £12,000, a darparu rhyddhad sy'n graddol leihau i'r rhai â gwerth ardrethol o hyd at £15,000<sup>9</sup>.

Mae ardrethi busnes yn faich anferth ar fusnesau bach a chanolig ac mae'r rhyddhad ardrethi busnes wedi'i ddisgrifio fel "achubiaeth yn ystod y dirywiad economaidd presennol"<sup>10</sup>.

Byddai'r polisi'n ysgogi'r sector preifat yng Nghymru gan ryddhau busnesau bach a chanolig i ganolbwyntio ar ehangu eu busnes a hyfforddi staff. Pe bai pob busnes bach a chanolig yn recriwtio un person ychwanegol gallem ddileu diweithdra yng Nghymru<sup>11</sup>.

Mae ardrethi busnes yn parhau i gael ei ystyried fel un o'r prif resymau pam nad yw busnesau'n gallu fforddio masnachu ar y stryd fawr. Mae Cymru'n wlad o fusnesau bach a chanolig ac mae'n rhaid i ni sicrhau ein bod ni'n cefnogi'r sector pwysig hwn o'r economi.

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<sup>9</sup> *Maniffesto'r Ceidwadwyr Cymreig: Llais Newydd dros Gymru, 2011*

<sup>10</sup> *Adolygiad o'r Polisi Ardrethi Busnes – Cais am Dystiolaeth, Mawrth 2012, tud.3*

<sup>11</sup> *FSB Cymru Maniffesto Etholiad y Cynulliad 2011*

## Ardrethi Busnes – yr un amodau i bawb

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**Comisiynu ymgynghoriad manwl ar y posibilrwydd o rannu lluosydd Cymru i fusnesau bach a chanolig a fyddai'n golygu bod Cymru'n cyd-fynd â Lloegr a'r Alban. Mae'n rhaid i degwch fod yn egwyddor ganolog yn system ardrethi busnes Cymru.**

Mae'r cyngor lleol yn defnyddio'r lluosydd wrth gyfrif bil ardrethi busnes ac yn nodi'r ganran, neu geiniogau yn y bunt, o'r gwerth ardrethol sydd i'w talu mewn ardrethi busnes.

Y lluosydd dros dro ar gyfer blwyddyn ariannol 2012-13 yw 0.452. Mae tabl 1.1 yn Atodiad 8 yn amlinellu'r lluosydd ar gyfer Cymru, Lloegr, yr Alban a Gogledd Iwerddon. Yn wahanol i Loegr a'r Alban, nid oes gan Gymru luosydd gwahanol ar gyfer busnesau bach a chanolig.

Mae lluosydd Cymru'n berthnasol i bob busnes ac felly nid yw'n ystyried maint y busnes. Busnesau bach a chanolig yw asgwrn cefn economi Cymru, a nhw yw 99% o stoc busnes Cymru; mae'n rhaid i ni gefnogi ein busnesau bach a chanolig a sicrhau tegwch yn y system ardrethi busnes.

Mae'n rhaid cael ymgynghoriad manwl ar y posibilrwydd o rannu lluosydd Cymru ar gyfer busnesau bach a chanolig a fyddai'n sicrhau bod Cymru yn cyd-fynd â Lloegr a'r Alban.

Gallai'r polisi hwn greu rhwng £9.1 miliwn a £9.4 miliwn. Mae rhagor o fanylion yn Atodiad B.

## Cymorth Caledi

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**Mae'n rhaid i Lywodraeth Cymru ariannu canran uwch o gymorth caledi er mwyn annog awdurdodau lleol i ddarparu arian i fwy o achosion.**

Mae gan Awdurdodau Bilio bwerau disgresiwn i roi cymorth mewn achosion o galedi ariannol. Mae Llywodraeth Cymru'n talu 75% o gost ariannu'r cymorth hwn, gyda'r awdurdod lleol yn talu'r 25% arall. Busnesau sy'n cyflwyno achosion o gymorth caledi a dylid ystyried pob un yn ôl ei haeddiant ei hun.

Mae nifer yr achosion o gymorth caledi y darparwyd arian iddynt gan bob awdurdod lleol yn amrywio ond mewn llawer o awdurdodau dim ond i un neu ddau achos y darparwyd arian, er enghraifft, yn Rhondda Cynon Taf, dim ond un achos o gymorth caledi a ganiatawyd ers 2008<sup>12</sup>.

Mae cymorth caledi yn gallu bod yn achubiaeth i fusnesau bach, ond mae'r system gyfredol lle mae awdurdodau lleol yn gorfod talu 25% o'r gost yn golygu nad oes fawr o gymhelliant i awdurdodau ddefnyddio'r dull cymorth hwn yn amlach.

Pe bai Llywodraeth Cymru yn ariannu canran uwch o'r cymorth gallai hyn annog awdurdodau lleol i ddarparu cymorth caledi yn amlach. Gallai Llywodraeth Cymru ariannu 90% o'r cymorth a byddai'r awdurdod lleol yn ariannu 10% o'r cymorth.

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<sup>12</sup> *Rhyddid Gwybodaeth*, Medi 2012

## Siopau Elusen

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**Sicrhau bod rheolau tecach yn cael eu cyflwyno ar gyfer siopau elusen.**

Mae gan siopau elusen rôl allweddol ar y stryd fawr ac maent yn ganolog i wneuthuriad ein stryd fawr. Ers 1990, mae eiddo sy'n gartref i elusen yn cael rhyddhad gorfodol o 80%. Y ddadl oedd ei bod hi'n well gosod siop i elusen na gadael y siop yn wag, ond mae llawer o sefydliadau'n feirniadol o'r rhyddhad mae siopau elusen yn ei gael, gan ddadlau bod hyn ar draul busnesau lleol.

Mae'n rhaid rhoi'r cyfle i sicrhau yr un amodau i bawb er mwyn cefnogi parhad busnesau bach a chanolig.

Ni all siopau elusen hawlio'r rhyddhad ardrethi<sup>13</sup>, ond nid oes diffiniad na chyfres glir o feini prawf ar gyfer y datganiad hwn, oni bai eu bod yn gwerthu nwyddau a roddwyd iddynt yn gyfan gwbl neu'n bennaf. Mae'r diffyg eglurder hwn yn ei gwneud hi'n anodd i elusennau gydymffurfio â'r rheolau ac i awdurdodau lleol eu gweithredu. Mae siopau elusen yn gallu gwerthu cynhyrchion newydd gan dalu llai o ardrethi na'r manwerthwr lleol. Mae'n rhaid i ni sicrhau tegwch yn y system ardrethi busnes.

Mae'n rhaid comisiynu ymgynghoriad manwl gydag asesiad cynhwysfawr o effaith er mwyn gweld pa nwyddau mae siopau elusen yn gallu eu gwerthu. Mae'n rhaid i ni sicrhau yr un amodau i bawb gan gynnal presenoldeb pwysig y trydydd sector ar y stryd fawr yr un pryd.

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<sup>13</sup> *Ardrethi Annomestig: Canllawiau ar Ryddhad Ardrethi ar gyfer Elusennau a Chyrff Dielw Eraill*, Hydref 2004, tud.16

# Mynediad i'r Stryd Fawr

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Nid yw sawl stryd fawr yn diwallu anghenion siopwyr yr 21ain ganrif. Mae cyfleusterau parcio gwael, taliadau parcio uchel, tagfeydd a chyfleusterau trafndiaeth gyhoeddus annigonol i gyd yn cadw cwsmeriaid o'r stryd fawr. Gyda siopa ar-lein ar gynnydd a pharciau manwerthu ar gyrion trefi a dinasoedd mor hawdd eu cyrraedd (o fewn pellter byr i'r draffordd yn aml), mae hwylustod wedi dod yn ffactor canolog i arferion defnyddwyr.

Mae Consortiwm Manwerthu Prydain wedi pwysleisio pwysigrwydd adnewyddu hygyrchedd i sicrhau buddsoddiad manwerthu hirdymor. *“Weak transport links and inadequate parking provision threaten the viability of high street retailers. Expensive, remote and badly designed charging schemes and delivery restrictions deter visitors, curtail visits and stifle business potential. This, in turn, deters long term retail investment”*<sup>14</sup>.

Mae ceir yn parhau i fod yn rhan annatod o'r ffordd rydym yn siopa. Mae hwylustod gallu parcio o fewn pellter cerdded i siopau yn cryfhau apêl datblygiadau ar gyrion trefi sydd fel arfer â meysydd parcio hygyrch, di-dâl heb fawr o gyfyngiadau. Ar y llaw arall, mae yna gyfyngiadau parcio'n aml ym meysydd parcio'r stryd fawr, mae'n rhaid talu ac nid yw'n hawdd gyrru ynddynt. Gall taliadau parcio greu refeniw i gynghorau lleol ond mae gostwng costau parcio a sicrhau ein bod yn cyfuno hynny â gwelliannau i drafnidiaeth gynaliadwy, fel llwybrau beicio a llefydd addas i gerddwyr, yn hanfodol i sicrhau stryd fawr gynaliadwy.

Gall systemau trafndiaeth gyhoeddus gwael fod yn rhwystr i siopwyr yr 21ain ganrif hefyd. Os yw gorsafoedd rheilffordd wedi'u lleoli gryn bellter o ganol trefi heb lwybrau cerdded diogel a hygyrch neu wasanaeth bws wennol i ardaloedd siopa, ni fydd defnyddwyr yn awyddus i deithio ar y trê. Yn ogystal, mae cost tocynnau trafndiaeth gyhoeddus, amllder gwasanaethau a chyflwr gorsafoedd bysiau'n gallu cael effaith debyg.

Mae Consortiwm Manwerthu Prydain wedi datgan bod angen cymaint o drafnidiaeth gyhoeddus o safon ag sy'n bosibl os ydym i sicrhau bod stryd fawr yn hygyrch. Mae rhwydwaith o ffyrdd effeithlon hefyd yn hanfodol ac mae'n rhaid i gyfleusterau parcio fod yn ddiogel, yn hyfyw a rhad. Mae gallu danfon nwyddau yn ganolog i economi'r stryd fawr, hyfywedd y siopau ac annibyniaeth y brandiau sy'n rhentu'r unedau.

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<sup>14</sup> Cyhoeddiad Consortiwm Manwerthu Prydain – 21st Century High Streets, 2009, tud. 19.



## Hygyrchedd – Siarter y Stryd Fawr

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**Mae'n rhaid i Siarter y Stryd Fawr gynnwys pwynt allweddol ar drafnidiaeth a fyddai'n arwain awdurdodau lleol yn eu gwaith o reoli hygyrchedd y stryd fawr.**

Mae angen i'r stryd fawr gynnig amgylchedd diogel a dymunol ar gyfer siopa a chymdeithasu. Dylai ardaloedd lleol gynllunio trafnidiaeth yn ofalus i sicrhau bod y stryd fawr mor hygyrch a deniadol â phosibl. Mae angen i deuluoedd a'r genhedlaeth hŷn yn arbennig allu cael mynediad yr un mor gyfleus a diogel i'r stryd fawr ag y gallant i ddatblygiadau ar gyrion trefi.

Yn ei hadolygiad, dywedodd Mary Portas fod seilwaith trafnidiaeth wedi'i gynllunio'n wael yn gallu gwneud siopa ar y stryd fawr yn brofiad annymunol. Mae'n amlwg bod angen ystyried hygyrchedd law yn llaw â chynigion cynllunio ac adfywio.

Mae Cynghrair Trafnidiaeth De-ddwyrain Cymru wedi pwysleisio y dylai trafnidiaeth fod yn rhan ganolog o gynlluniau adfywio gan ddadlau y dylai gwella mynediad ar drên, bws, beic a cherdded fod yn rhan annatod o unrhyw gynllun i adfywio'r stryd fawr<sup>15</sup>.

Mae angen ystyried hygyrchedd hefyd o fewn camau cynllunio cynnar y gwaith o adfywio'r stryd fawr, gan ystyried, er enghraifft, a oes angen rhagor o ardaloedd i gerddwyr yn unig, neu a oes angen lleddu palmentydd i wneud lle i gadeiriau gwthio a chadeiriau olwyn. Mae'n rhaid ystyried mynediad i bobl anabl wrth gynllunio i adfywio'r stryd fawr.

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<sup>15</sup> *Sewta, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (fersiwn Saesneg yn unig) Medi 2011

## Cynlluniau Parcio am Ddim

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Rhaid annog awdurdodau lleol i weithredu cynlluniau parcio am ddim a fyddai'n denu siopwyr yn ôl i'r stryd fawr. Dylai cynlluniau parcio am ddim fod yn agwedd allweddol wrth ddatblygu'r 'Strategaeth ar gyfer y Nos' hefyd.

Mae Adolygiad Portas yn argymhell y dylai ardaloedd lleol weithredu cynlluniau parcio am ddim wedi'u rheoli sy'n gweithio i'w stryd fawr nhw. Er mwyn gallu cystadlu â datblygiadau ar gyrion trefi, mae angen i'r stryd fawr gael "*flexible, well communicated parking offer*"<sup>16</sup>.

Ers dwy flynedd bellach mae Cyngor Dinas Casnewydd wedi gweithredu cynllun parcio am ddim am ddwy awr yng nghanol y ddinas. Mae'r cynllun yn weithredol ym mhob maes parcio sy'n eiddo i'r cyngor (gyda chyfyngiadau ar feysydd parcio awyr agored). Mae Cyngor Dinas Casnewydd hefyd yn cynnig cynllun parcio a theithio am ddim yn ystod cyfnod siopa'r Nadolig.

Mae rhagor o enghreifftiau o gynlluniau parcio yn Atodiad C.

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<sup>16</sup> *Portas Review*, Rhagfyr 2011, tud.27

# Adroddiadau Parcio Blynyddol - Tryloywder

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Cyflwyno gofyniad ar awdurdodau lleol i baratoi adroddiadau parcio blynyddol a rhoi cyfrif am yr holl arian sy'n dod i'r coffrau drwy daliadau parcio. Ymgynghori ar y cysyniad o 'dabl cynghrair' ar gyfer parcio yng Nghymru.

Dylai awdurdodau lleol ddarparu gwybodaeth i'r cyhoedd am y refeniw sy'n cael ei godi drwy daliadau parcio. Byddai angen iddynt hefyd roi cyfrif am sut maent yn gwario'r arian hwn.

Dylid annog y cyhoedd i gymryd rhan a dylai trigolion lleol gael llais yn y ffordd y caiff yr arian ei wario. Byddai'r polisi hwn yn helpu awdurdodau lleol i ymgysylltu â'r bobl sy'n defnyddio eu cyfleusterau, i ddiweddarau ac adfywio'r gwasanaethau.

Mae Mary Portas yn argymhell cyflwyno tabl cynghrair newydd ar gyfer parcio, gan raddio meysydd parcio yn ôl eu prisiau<sup>17</sup>. Dylai'r awdurdodau lleol fod yn agored ynghylch faint o refeniw a godir drwy daliadau parcio.

Byddai'r tabl cynghrair hwn yn sbarduno awdurdodau lleol i ail-fuddsoddi mwy o'r arian sy'n cael ei godi yn sgil parcio yn ôl i'r stryd fawr ac i gyfleusterau parcio o ansawdd da.

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<sup>17</sup> *Portas Review*, Rhagfyr 2011

## Gwelliannau trafndiaeth cynaliadwy

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Mae teithio cynaliadwy yn elfen ganolog o hygyrchedd y stryd fawr ac mae'n rhaid iddo fod yn bwynt allweddol yn Siarter y Stryd Fawr.

Er ei bod hi'n bwysig cyflwyno gwelliannau parcio yng nghanol ein trefi mae'n hanfodol darparu cyfleoedd trafndiaeth cynaliadwy hefyd. Mae'n rhaid i strategaethau cynllunio a rheoli'r stryd fawr gynnwys llefydd ar gyfer cerddwyr a beicwyr.

Mae Sustrans Cymru wedi datgan bod *“pedestrian and cycle-friendly environments have been shown as the core around which economic growth, public health, sustainability and overall quality of life are built. It is therefore crucial that these environments are considered in any long-term development and regeneration plans”*<sup>18</sup>.

Mae ymgyrchoedd marchnata effeithiol a chyfryngau cymdeithasol yn ddulliau defnyddiol o hyrwyddo teithio cynaliadwy. Mae trafndiaeth gynaliadwy hefyd yn gwella'r amgylchedd siopa cyffredinol a pha mor ddeniadol yw canol y dref.

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<sup>18</sup> Sustrans, *Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (fersiwn Saesneg yn unig) Medi 2011, tud.1

# Cynllunio

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Mae cynllunio yn rhan annatod o adfywio'r stryd fawr gan ei fod yn dylanwadu ar gyfansoddiad y stryd fawr ac yn effeithio ar ganol y dref a'r cyffiniau. Dywedodd CBI Cymru, "*a supportive planning system can greatly improve a company's ability to grow and prosper*"<sup>19</sup>.

Mae dogfen 'Polisi Cynllunio Cymru' Llywodraeth Cymru yn darparu fframwaith polisi ar gyfer paratoi cynlluniau datblygu awdurdodau cynllunio lleol. Mae Polisi Cynllunio Cymru hefyd yn cael ei ategu gan 21 Nodyn Cyngor Technegol (TAN) ar bynciau gwahanol. Pennod 7 a Phennod 10 Polisi Cynllunio Cymru a 'TAN 4: Manwerthu a Chanol Trefi' yw'r adrannau o'r canllawiau cynllunio sy'n effeithio'n sylweddol ar y stryd fawr yng Nghymru.

Bydd canlyniad Bil Cynllunio Llywodraeth Cymru, a fydd yn cael ei roi ar waith yn 2015/16, yn effeithio ar bolisi adfywio'r stryd fawr. Er y bydd canlyniadau'r bil cynllunio yn bwysig iawn ar gyfer adfywio, mae angen rhoi sylw ar frys i'r stryd fawr a bydd datblygiad araf y bil cynllunio yn llesteirio unrhyw waith adfywio.

Mae cynllunio yn golygu ystyried canolfannau siopa ar gyrion trefi sydd fel arfer yn ddatblygiadau sylweddol ar safleoedd sy'n agos iawn i'r stryd fawr bresennol. Mae'r datblygiadau ar gyrion trefi yn cynnig profiad siopa hwylus gyda digon o le, a chyfleusterau parcio am ddim ac i bobl anabl yn aml. Mae datblygiadau ar gyrion trefi yn gosod llawer iawn o bwysau ar y stryd fawr sy'n methu cystadlu â chyfleustra datblygiadau newydd. Gall y system gynllunio wneud llawer i ddiogelu'r stryd fawr rhag datblygiadau ar gyrion trefi drwy fynnu dull 'stryd fawr yn gyntaf' i sicrhau bod rhaid i unrhyw ddatblygiadau newydd edrych ar safleoedd yng nghanol y dref i ddechrau, yn lle edrych ar safleoedd ar gyrion trefi'n syth.

Nid yw cynllunio yng Nghymru yn ceisio diogelu'r stryd fawr gan fod Polisi Cynllunio Cymru'n datgan y dylai awdurdodau lleol ddefnyddio prawf "cymalog" gyda chynigion manwerthu newydd er mwyn ffafrio canol trefi yn y lle cyntaf<sup>20</sup>. Fodd bynnag, dangosodd y dystiolaeth a gasglwyd yn ystod Ymchwiliad y Pwyllgor Menter a Busnes i Adfywio Canol Trefi nad yw'r ffaith bod polisi cynllunio yn ceisio diogelu canol trefi "ar bapur" yn golygu bod y polisi yn cael ei weld felly na'i gyflawni'n ymarferol"<sup>21</sup>. Mae datblygiadau ar

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<sup>19</sup> *Ymateb CBI Cymru i'r ymgynghoriad cynllunio*, Chwefror 2012, tud.1

<sup>20</sup> *Polisi Cynllunio Cymru Pennod 10*, Chwefror 2011

<sup>21</sup> *Ymchwiliad y Pwyllgor Menter a Busnes*, Ionawr 2012, tud.12-13

gyrion trefi yn dal i gael eu hadeiladu er gwaethaf Polisi Cynllunio Cymru a'r prawf cymalog.

Mae'r FSB yn credu ei bod hi'n hanfodol bod Awdurdodau Cynllunio yn cael "*stronger policy guidelines from the Welsh Government to be able to withstand pressure for large developments, and preserve small indigenous businesses that enable our town centres to be vibrant and active*"<sup>22</sup>.

Mae'n amlwg bod awdurdodau lleol yn ei chael hi'n gynyddol anodd gwrthod caniatâd cynllunio i ddatblygiadau ar gyrion trefi. Ni all awdurdodau lleol fforddio herio archfarchnadoedd mawr yn sgil y costau cyfreithiol uchel a'r adnoddau sy'n gysylltiedig. Mae'n rhaid i'r system gynllunio ystyried y pwysau gan ddatblygwyr ar gyrion trefi.

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<sup>22</sup> FSB, *Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (fersiwn Saesneg yn unig) Medi 2011, tud.3

## ‘Stryd Fawr yn Gyntaf’

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Mae’n rhaid i awdurdodau lleol fynd ati i nodi safleoedd datblygu ar y stryd fawr. Drwy ymgysylltu’n gadarnhaol â’r gymuned leol a gwneud asesiadau cynhwysfawr o effaith, gall awdurdodau lleol sicrhau dewis credadwy o safleoedd i ddatblygwyr ar y stryd fawr.

Mae’n amlwg nad yw’r rhagdybiaeth o blaid canol trefi i ddatblygiadau, a amlinellir yn Polisi Cynllunio Cymru, yn cael ei ddefnyddio bob amser yn ymarferol. Mae’n anodd i awdurdodau lleol wrthod cynigion am ddatblygiadau ar gyrion trefi sydd wedi’u cefnogi gan ymgynghorwyr o’r sector preifat sydd ag adnoddau da ac yn arbenigo mewn apeliadau manwerthu.

Mae’n rhaid i’r awdurdod lleol fynd ati felly i nodi a hyrwyddo safleoedd ar gyfer datblygu yng nghanol trefi.

Mae Cyngor Bwrdeistref Sirol Caerffili wedi datgan eu bod wedi nodi safleoedd manwerthu canol tref yn eu cynlluniau datblygu. Yna, mae’r Cyngor yn crynhoi’r safleoedd gan ddarparu dewisiadau amgen dymunol y gellir eu hamddiffyn i gynigion ar gyrion trefi<sup>23</sup>, er enghraifft Caerffili, y Coed Duon, Ystrad Mynach a Bargod. Dyma un enghraifft o arfer gorau y dylid ei ymestyn i bob cwr o Gymru.

Yn ôl Boots dylai polisi cynllunio bwysleisio’r angen i ganolbwyntio ar bolisi ‘Canol y Dref yn Gyntaf’<sup>24</sup> a dylai ddechrau gyda’r awdurdodau lleol yn nodi safleoedd ar gyfer datblygu.

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<sup>23</sup> *Cyngor Bwrdeistref Sirol Caerffili, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (fersiwn Saesneg yn unig) Medi 2011, tud.4

<sup>24</sup> *Boots, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (fersiwn Saesneg yn unig) Medi 2011, tud.10

## Ymchwil i Ddatblygiadau ar Gyrion Trefi

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Sicrhau bod yr ymchwil a argymhellwyd gan adroddiad Pwyllgor Menter a Busnes y Cynulliad Cenedlaethol i Adfywio Canol Trefi yn cael ei gomisiynu cyn gynted â phosibl. Dyma un o argymhellion yr adroddiad, “Rydym yn argymhell bod Llywodraeth Cymru yn comisiynu mwy o waith ymchwil ar effeithiau posibl archfarchnadoedd ar ansawdd canol trefi”.<sup>25</sup>

Yn ôl y ‘*Definitive Guide to Retail and Leisure Parks*’ roedd 81 o barciau manwerthu yng Nghymru yn 2012, o gymharu â 60 yn 2002<sup>26</sup>.

Mae Adroddiad y Pwyllgor Menter a Busnes ar Adfywio Canol Trefi yn argymhell y dylai Llywodraeth Cymru gomisiynu ymchwil i effeithiau datblygiadau manwerthu newydd ar ganol trefi yng Nghymru. Derbyniodd Llywodraeth Cymru y cynnig hwn; fodd bynnag, nid oes unrhyw ymchwil wedi ei gomisiynu eto.

Mae’n hanfodol bod gwaith ymchwil manwl yn cael ei wneud i effaith canolfannau siopau ar gyrion trefi er mwyn darparu gwybodaeth ac arweiniad gwell i’r system gynllunio.

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<sup>25</sup> *Adroddiad y Pwyllgor Menter a Busnes: Adfywio Canol Trefi*, Ionawr 2012, tud.5

<sup>26</sup> ‘*Definitive Guide to Retail and Leisure Parks*’: Trevor Wood Associates, 2002/2012.



## Cynlluniau Datblygu Lleol

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**Annog awdurdodau lleol i fynd i'r afael â'u hanghenion penodol mewn perthynas â'r stryd fawr mewn unrhyw drafodaethau yn y Cynllun Datblygu Lleol.**

Mae'n bwysig bod gan awdurdodau lleol Gynlluniau Datblygu Lleol cyfredol sydd, yn ôl Cydweithfa Sgiliau Adfywio Cymru yn darparu sail dystiolaeth sy'n dangos yr angen ac yn arwain datblygiadau i ganolfannau sy'n bodoli'n barod<sup>27</sup>.

Mae'n rhaid i awdurdodau lleol roi sylw i'w hanghenion penodol mewn perthynas â'r stryd fawr yn eu Cynlluniau Datblygu Lleol ac unrhyw ganllawiau cynllunio lleol eraill. Mae'n rhaid i adfywio'r stryd fawr fod yn rhan ganolog o ddatblygu Cynllun Datblygu Lleol ac unrhyw newidiadau a wneir i'r system Cynlluniau Datblygu Lleol yn y dyfodol.

Dylid annog awdurdodau lleol cyfagos i gydweithio er mwyn creu ffocws rhanbarthol ar gyfer datblygiadau.

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<sup>27</sup> *Cydweithfa Sgiliau Adfywio Cymru, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (fersiwn Saesneg yn unig) Medi 2011, tud.4

## Stryd fawr ‘defnydd cymysg’

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**Mae’n rhaid i ganllawiau cynllunio Cymru adlewyrchu natur newidiol y stryd fawr a dylid cynnwys hyn fel pwynt allweddol yn Siarter y Stryd Fawr.**

Mae’r stryd fawr yng Nghymru o dan fygythiad yn sgil y cynnydd mewn siopau ar y we a datblygiad canolfannau siopa ar gyrion trefi. Mae adroddiad y Local Data Company wedi nodi bod gwerthiant ar-lein yn cynyddu yn sgil technoleg symudol.

Mae natur newidiol manwerthu yn golygu bod rhaid i’r stryd fawr ddatblygu cymysgedd o ddatblygiadau er mwyn sicrhau cynaliadwyedd hirdymor. Mae’n rhaid i hyn fod yn egwyddor allweddol ar Siarter y Stryd Fawr.

Nid yw Polisi Cynllunio Cymru yn annog datblygiadau defnydd cymysg<sup>28</sup>. Fodd bynnag, mae awdurdodau lleol wedi ceisio diogelu craidd manwerthu y stryd fawr yn aml. Mae’n rhaid annog awdurdodau lleol i ddatblygu ystod o ddefnyddiau ategol yn cynnwys defnydd busnes, hamdden, tai a chymunedol. Gall tai a swyddfeydd fod yn elfen bwysig o stryd fawr lwyddiannus “*as it can create direct demand for retail and other services, as well as bringing life to areas on a permanent basis*”<sup>29</sup>.

Mae landlordiaid yn rhan bwysig o’r stryd fawr o safbwynt datblygu defnydd cymysg gwirioneddol ac felly mae’n rhaid eu cynnwys wrth ymgysylltu â’r gymuned drwy Dîm y Dref.

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<sup>28</sup> *Polisi Cynllunio Cymru*, Tachwedd 2011, tud.6

<sup>29</sup> *Cydweithfa Sgiliau Adfywio Cymru, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (fersiwn Saesneg yn unig) Medi 2011, tud.6

# Casgliad

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## UCHELGAIS, GWEITHREDU, CYFLAWNI

Mae'r stryd fawr yng Nghymru wedi gweld dyddiau gwell. Mae'r hinsawdd economaidd anodd wedi gorfodi llawer o siopau i gau gan adael adeiladau gwag sy'n dadfeilio ar hyd y stryd fawr. Yn ôl Consortiwm Manwerthu Prydain "*declining High Streets are at best unattractive, discouraging shoppers; at worst threatening*"<sup>30</sup>.

Mae'r stryd fawr yng Nghymru yn cael trafferth i barhau'n berthnasol. Mae ymweliadau i ganol trefi wedi gostwng dros 20% yn y pum mlynedd diwethaf i fis Rhagfyr 2010<sup>31</sup>. Mae cyfraddau siopau gwag Cymru ar gyfartaledd yn uwch na chyfartaledd y DU ac mae cyfraddau dechrau busnes yn cyflwyno darlun yr un mor bryderus. Mae'n amlwg bod y stryd fawr yn wynebu heriau sylweddol a bod angen gweithredu ar frys i atal dirywiad pellach.

Mae'r Ceidwadwyr Cymreig am weld stryd fawr brysur, gyda busnesau lleol ffyniannus a chyfraniad cadarnhaol gan y gymuned. Mae'r ddogfen hon wedi amlinellu cynigion polisi allweddol ar gyfer rheoli'r stryd fawr, ardrethi busnes, hygyrchedd a chynllunio.

Mae'n rhaid rheoli'r stryd fawr ar sail egwyddorion allweddol a amlinellwyd yn 'Siarter y Stryd Fawr'. Dylid cydgysylltu pethau'n well drwy Reolwyr Canolfan Trefi gorfodol a gyflogir gan bob awdurdod lleol. Bydd clustnodi Gweinidog/Dirprwy Weinidog i fod yn gyfrifol am y stryd fawr yn darparu dolen gyswllt ac yn gwella cydgysylltiad rhwng adrannau. Mae'n rhaid i ni fynd i'r afael â photensial economi'r nos drwy gynnal ymgynghoriad eang a datblygu strategaeth.

Byddwn yn cadw ein hadduned a wnaed yn ein maniffesto yn 2011 i gefnogi busnesau bach a chanolig, gan ddatgloi eu potensial drwy eu heithrio o orfod talu ardrethi busnes er mwyn iddynt allu buddsoddi eu helw mewn cynhyrchion newydd, marchnadoedd newydd neu gyflogi staff newydd. Byddwn hefyd yn sicrhau tegwch yn y system ardrethi busnes drwy gynnal ymgynghoriad manwl ar rannu lluosydd Cymru yn fusnesau 'bach' a 'mawr'. Rydym hefyd yn ceisio mynd i'r afael â'r problemau sy'n gysylltiedig â siopau elusen a'r problemau sy'n wynebu awdurdodau lleol wrth roi cymorth caledi.

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<sup>30</sup> Consortiwm Manwerthu Prydain, *21<sup>st</sup> Century High Street*, 2009, tud.6

<sup>31</sup> *Cymdeithas y Rheolwyr Canol Trefi, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes*, (fersiwn Saesneg yn unig) Medi 2011, tud.11

Mae hygyrchedd yn fater allweddol ar gyfer adfywio'r stryd fawr ac mae'n rhaid annog awdurdodau lleol i fynd i'r afael â phryderon ynghylch trafnidiaeth, i weithredu cynlluniau parcio am ddim ac i fod yn dryloyw am y referniw a godir. Mae trafnidiaeth gynaliadwy a thrafnidiaeth i bobl anabl yn elfennau allweddol o hygyrchedd y stryd fawr hefyd.

Mae'n rhaid rhoi sylw brys i gynllunio hefyd; ni all y stryd fawr aros hyd nes y cyflwynir bil cynllunio yn 2015/16. Mae'n rhaid i awdurdodau lleol fynd ati i nodi safleoedd datblygu ar y stryd fawr er mwyn ceisio gwrthdroi'r duedd o ddatblygu ar gyrion trefi. Mae'n rhaid comisiynu ymchwil allweddol i gael gwell dealltwriaeth o effaith arferion siopa newidiol ac mae'n rhaid i ganllawiau cynllunio adlewyrchu hyn gan fod defnydd cymysg cynyddol yn hanfodol ar gyfer sicrhau dyfodol y stryd fawr.

Mae gan y Ceidwadwyr Cymreig gynllun cynhwysfawr a syniadau uchelgeisiol ar gyfer adfywio'r stryd fawr. Nod y cynigion polisi allweddol hyn yw ysgogi trafodaeth a sicrhau bod adfywio'r stryd fawr yn dod yn brif flaenoriaeth i Lywodraeth Cymru. Mae'n rhaid i ni weithredu yn awr i achub y stryd fawr a chyda'r weledigaeth strategol a amlinellwyd yn y papur polisi hwn, credwn y gall y stryd fawr yng Nghymru fod yn economi ffyniannus ar gyfer siopwr yr 21ain ganrif.

## Atodiad A - Llyfryddiaeth

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Adolygiad o'r Polisi Ardrethi Busnes - Cais am Dystiolaeth Crynodeb o'r Ymatebion, Mawrth 2012

Pwyllgor Menter a Busnes Cynulliad Cenedlaethol Cymru, Adroddiad Adfywio Canol Trefi, Ionawr 2012

Ymateb y Gweinidog i Ymgynghoriad Pwyllgor Menter a Busnes Cynulliad Cenedlaethol Cymru ar Adfywio Canol Trefi, Ionawr 2012

The Portas Review: An Independent review into the future of our high streets, Rhagfyr 2011

Experian Marketing Services, Town Centre Futures 2020, Medi 2012

Consortium Manwerthu Prydain (BRC) 21<sup>st</sup> Century High Street, 2009

Local Data Company: 'Too Many Shops', Medi 2012

Canolfan Rhagoriaeth Adfywio Cymru, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cyngor Bro Morgannwg, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cymdeithas y Rheolwyr Canol Trefi, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cyngor Bwrdeistref Sirol Rhondda Cynon Taf, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Comisiwn Dylunio Cymru, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Consortium Manwerthu Prydain, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cyngor Bwrdeistref Sirol Caerffili, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Gwasanaeth Cynllunio Cyngor Caerdydd, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Boots, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Dinas a Sir Abertawe, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Ardal Gwella Busnes Abertawe, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cyngor Bwrdeistref Sirol Wrecsam, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Y Sefydliad Cynllunio Trefol Brenhinol yng Nghymru, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cyngor Sir Penfro, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cyngor Sir y Fflint, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cyngor Dinas Casnewydd, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Busnes yn y Gymuned, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cymdeithas Llywodraeth Leol Cymru, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Ffederasiwn Busnesau Bach, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Siambwr Fasnach Arberth, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Cymdeithas Tir a Busnesau Cefn Gwlad, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Sewta, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

Sustrans, Ymateb i Ymgynghoriad y Pwyllgor Menter a Busnes, Medi 2011

'Definitive Guide to Retail and Leisure Parks': Trevor Wood Associates, 2002/2012.

BRC Springboard monitor, Awst 2012

Ffederasiwn Busnesau Bach, Arolwg Cymru, Chwefror 2012

Ffederasiwn Busnesau Bach, Maniffesto Etholiadol, 2011

Llywodraeth Cymru, Canllawiau ar Ardrethi Annomestig, 2004

Cymdeithas Parcio Prydain, Ymateb i ymgynghoriad y Portas Review, Chwefror 2012

CBI, ymateb i ymgynghoriad cynllunio Llywodraeth Cymru, Chwefror 2012

Polisi Cynllunio Cymru: Pennod 7 Cynnal yr Economi, Chwefror 2011

Diwygio Pennod 7 Polisi Cynllunio Cymru - Cynnal yr Economi, dogfen ymgynghori, 28 Tachwedd 2011

TAN 4: Manwerthu a Chanol Trefi, 1996

Consortiwm Manwerthu Cymru, Welsh Retail: Serving Our communities, Mehefin 2012

Yr Adran Busnes, Arloesi a Sgiliau/Genecon and Partners, Understanding High Street Performance, 2011

HWB Cymru, Adroddiad i Grŵp Gorchwyl a Gorffen Ardrethi Busnes, Ebrill 2012

## Atodiad B

**Tabl 1.1-** Lluosydd ardrethi yng Nghymru, Lloegr, yr Alban a Gogledd Iwerddon.

	Lluosydd 2012/3
<b>Cymru</b>	Y cyfan: 45.2c
<b>Yr Alban</b>	Bach: 45.0c Mawr (gwerth ardrethol dros £35,000: 45.8c Archfarchnadoedd: 55.1c
<b>Lloegr</b>	Bach: 45.0c Mawr: 45.8c
<b>Gogledd Iwerddon</b>	Rhanbarthol: 31.4c Ac Ardrethi Ardal (yn amrywio o 16.7c i 30.3c)

**Tabl 1.2** - Cymru sydd â'r ardrethi busnes isaf ar gyfer archfarchnadoedd mawr, ac maent yn llawer is na'r Alban. Yn ôl ffigurau Adolygiad Ardrethi Busnes Cymru disgwylir i archfarchnad fawr yng Nghymru dalu £22,560 yn llai o ardrethi yng Nghymru o gymharu â siop gyda'r un gwerth ardrethol yn Lloegr. Bydd yr arbediad yn fwy o gymharu â'r Alban, sef £334,640. Bydd archfarchnad fechan yng Nghymru yn elwa tua £3,000 y flwyddyn o dan luosydd Cymru o gymharu â Lloegr, a £44,500 o gymharu â'r Alban<sup>32</sup>.

Gwerth Ardrethol (£oedd)	Cymru	Lloegr	Yr Alban
<b>6,000</b>	2,712	2,700	2,700
<b>12,000</b>	5,424	5,400	5,400
<b>35,000</b>	15,820	16,030	16,030
<b>500,000</b>	226,000	229,000	229,000
<b>Archfarchnad (£500,000)</b>	226,000	229,000	270,500
<b>Archfarchnad fawr (e.e. £3,760,000)</b>	1,699,520	1,722,080	2,034,160

<sup>32</sup> *Adolygiad Ardrethi Busnes Cymru*, Mai 2012, tud.48



## Rhannu Lluosydd Cymru:

- Gostwng yr ardreth busnes i 45.0 i fusnesau bach (a ddiffinnir fel rhai â gwerth ardrethol o £25,000 neu is). Mae'r lluosydd hwn yn cyd-fynd â'r gyfradd isel yn Lloegr a'r Alban.
- Ei godi i 45.7 i fusnesau "mawr" gyda gwerth ardrethol o £25,001 ac uwch. Drwy bennu'r lluosydd mawr ar 45.7 byddai busnesau mawr yng Nghymru'n dal i dalu llai o ardrethi na Lloegr a'r Alban ble mae'r lluosydd wedi'i osod ar 45.8.

Mae amcangyfrifon yn amlinellu y byddai busnesau â gwerth ardrethol o £25,000 ac is yn talu rhwng £600,000 a £700,000 yn llai mewn ardrethi busnes mewn blwyddyn ariannol ar ôl tynnu rhyddhad busnesau bach.

Byddai'r swm o ryddhad ardrethi busnes bach a delir bob blwyddyn ariannol gan Lywodraeth Cymru yn lleihau rhwng £400,000 a £600,000.

Byddai'r newid amcangyfrifedig mewn ardrethi busnes net (llai rhyddhad) a dderbynnir gan Lywodraeth Cymru o ganlyniad i newid y lluosydd rhwng £0 a gostyngiad o £300,000 bob blwyddyn ariannol.

Byddai creu lluosydd busnes mawr o 0.457 i fusnesau â gwerth ardrethol o £25,001 ac uwch yn arwain at gynnydd yn swm yr ardrethi busnes a fyddai'n cael eu casglu, tua £9.4 miliwn y flwyddyn.

## Atodiad C – Mentrau trafnidiaeth lleol

Opsiyau	
<b>Parcio a'r rhwydwaith ffyrdd</b>	<ul style="list-style-type: none"> <li>• Meysydd parcio cyfnod byr, canolig a hir.</li> <li>• 'Dyddiau am ddim', boreau / prynhawniau. Adegau pan mae pobl yn cael parcio am ddim neu'n rhatach.</li> <li>• Mwy o gyfleusterau parcio a theithio i gadw tagfeydd o'r stryd fawr.</li> <li>• Bysiau am ddim o barciau busnes i annog gweithwyr i ddod i'r stryd fawr yn ystod amser cinio.</li> <li>• Apps canol tref am ddim – lleoliad meysydd parcio / gorsafoedd bysiau.</li> <li>• Ailfuddsoddi'r arian a gafwyd o daliadau parcio i wella ansawdd a nifer y llefydd parcio.</li> </ul>
<b>Trafnidiaeth Gyhoeddus</b>	<ul style="list-style-type: none"> <li>• Cynigion ar ddyddiau penodol. Cymhellion i bobl fynd ar y bws – e.e. 'dydd Mawrth rhad'.</li> <li>• Cardiau bws sy'n cynnig gostyngiad.</li> <li>• Llwybrau bysiau blaenoriaeth – byddai galluogi bysiau i deithio ar draws neu drwy ardaloedd i gerddwyr yn golygu bod modd i deithwyr fynd i ganol y dref.</li> </ul>
<b>Gorsafoedd rheilffordd</b>	<ul style="list-style-type: none"> <li>• Mewn canol trefi lle mae yna gysylltiad rheilffordd dylai ymwelwyr gael argraff gyntaf dda o'r dref. Dylid gosod arwyddion clir i ganol y dref a chysylltiadau cerdded da.</li> </ul>
<b>Beicio</b>	<ul style="list-style-type: none"> <li>• Llefydd diogel i gadw beiciau.</li> <li>• Gwelliannau i lonydd beicio canol y dref.</li> </ul>
<b>Cysylltiadau trafnidiaeth</b>	<ul style="list-style-type: none"> <li>• Bysiau gwennol am ddim i ganol y dref.</li> </ul>
<b>Siopau yn agor yn hwyr – parcio am ddim min nos</b>	<ul style="list-style-type: none"> <li>• Gallai siopau aros ar agor yn hwyrach er mwyn i bobl sy'n gweithio yn ystod y dydd allu dod i'r dref min nos. Gallai'r meysydd parcio fod am ddim yn y nos neu'n rhatach. (E.e. Mae maes parcio St David's 2 yng Nghaerdydd yn codi £2 ar ôl 5pm yn lle'r gyfradd arferol yn ôl yr awr, gyda'r siopau ar agor tan 8pm ar ddyddiau'r wythnos.</li> <li>• Cysylltu economi'r dydd ac economi'r nos.</li> </ul>

## Astudiaethau Achos

Astudiaethau Achos Parcio	
<b>Caer - 'Free after 3'</b>	<p><b>Problem</b> - roedd nifer yr ymwelwyr yn gostwng ar ôl 3pm.</p> <p><b>Ateb</b> - Gallu parcio am ddim mewn dau faes parcio mawr ar ôl 3pm bob dydd. Mae nifer yr ymwelwyr wedi gwella ynghyd â'r cysylltiad rhwng busnesau lleol a'r tîm rheoli canol tref.</p>
<b>Warwick - 'Free ride Friday'</b>	<p><b>Problem</b> - Gostyngiad mewn parcio ar y stryd fawr.</p> <p><b>Ateb</b> - Gofynnwyd i gyflogwr lleol mawr ar gyrion y dref i ddarparu bws am ddim amser cinio dydd Gwener i ddod â gweithwyr i ganol y dref i fwyta a siopa. Cafodd y cynllun 'Free ride Friday' ei hyrwyddo gan y cwmni dan sylw. Arweiniodd hyn at gynnydd yn nifer yr ymwelwyr a bu'n hwb i'r gweithwyr eu hunain. Mae'r cwmni nawr yn talu am y gwasanaeth bws.</p>
<b>Barnet - Parcio tymhorol</b>	<p><b>Problem</b> - mynediad rhwng y Nadolig a'r Flwyddyn Newydd.</p> <p><b>Ateb</b> - Gostyngiad dros dro ym mhris parcio. Cafodd cost parcio drwy'r dydd mewn meysydd parcio oddi ar y stryd ei gyfyngu i £1 dros gyfnod y Nadolig a'r Flwyddyn Newydd. Dangosodd dadansoddiad fod parcio tymor byr wedi cynyddu'n sylweddol yn ystod y cyfnod.</p>
<b>Westminster - ap parcio</b>	<p>Mae Cyngor Westminster wedi lansio ap am ddim sy'n darparu gwybodaeth fyw am y llefydd parcio sydd ar gael. Mae synwryddion mewn cilfachau parcio yn rhoi gwybod i yrwyr am y llefydd hyn. Gall gyrwyr dalu am barcio gyda'u ffôn hefyd.</p>
<b>Cynllun Parcio Disg Stryd Fawr Yarm</b>	<p>Mae'r cynllun yn caniatáu i bobl barcio am hyd at 2 awr rhwng 8am-6pm, o ddydd Llun i ddydd Sadwrn. Gellir cael y disgiau o siopau a mannau eraill am 50c. Ar ôl prynu'r disg, gellir ei ddefnyddio cymaint ag sydd angen. Mae angen gosod amser cyrraedd ar y disg a'i arddangos ar ddangosfwrdd y car. Mae'n rhaid dychwelyd o fewn y terfyn o 2 awr.</p>

