

Harlech – Gwneud i Bethau Ddigwydd Diben ac Amcanion

Harlech – Making Things Happen Purpose and Objectives



Mewn ymateb i'r heriau sy'n wynebu Harlech, mae Cyngor Gwynedd gyda chefnogaeth Llywodraeth Cymru wedi penodi **Chris Jones Regeneration** yn ddiweddar i weithio gyda'r bartneriaeth a'r gymunedol leol .

Y bwriad yw dod â'r syniadau presennol at ei gilydd i mewn i un cynllun i'w gwireddu, ac ategu hyn â meddylfryd newydd seiliedig ar brofiad o adfywio llwyddiannus. Bydd y Weledigaeth a'r Cynllun yma'n arwain y gwaith o adfywio Harlech.

Mae'r tasgau allweddol yn cynnwys:

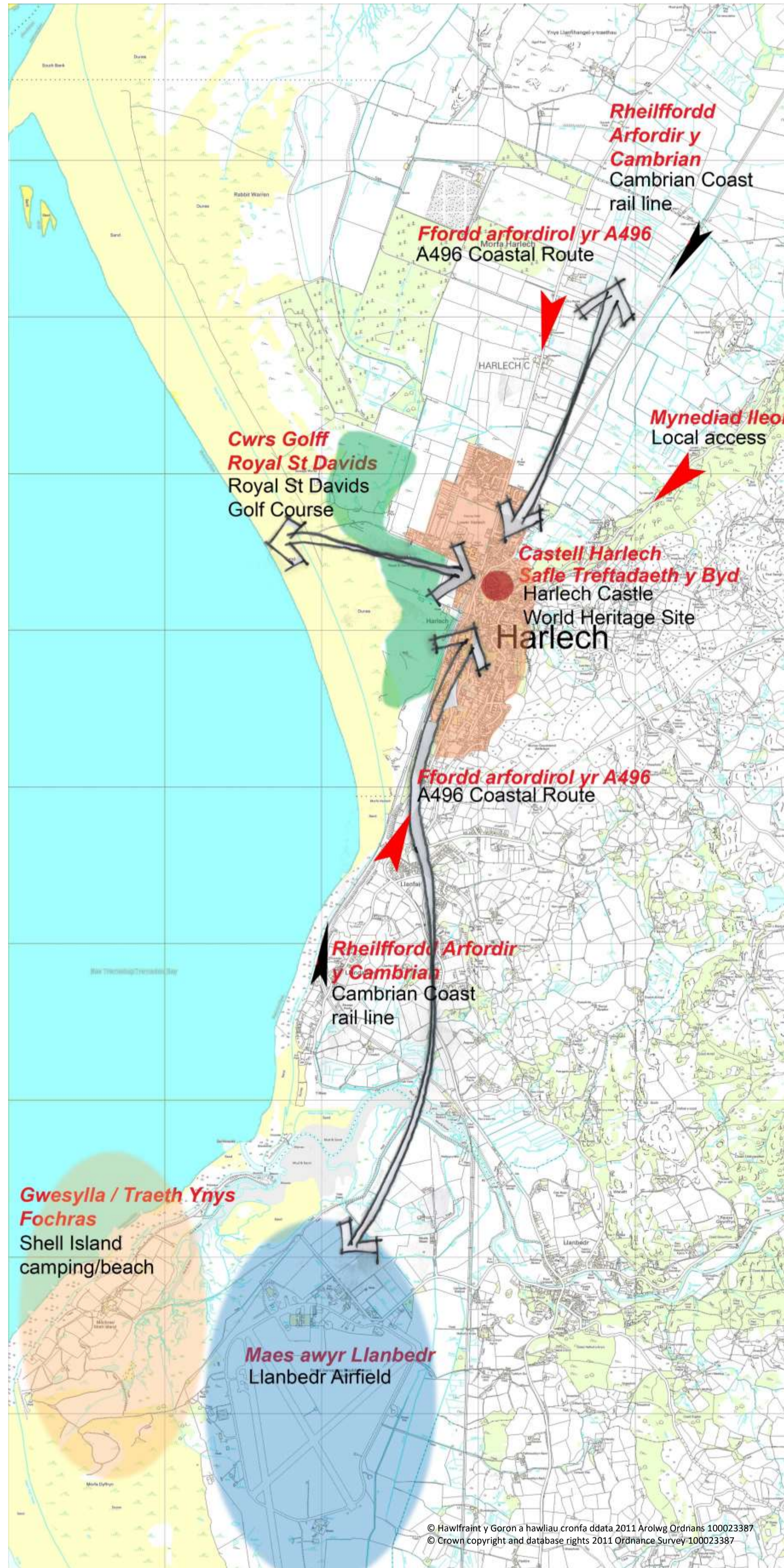
- Nodi **gweledigaeth** glir y cytunwyd arni ar y cyd
- Archwilio **prosiectau posibl**
- Blaenoriaethu a datblygu'r cyfleoedd
- Adnabod cyfleoedd o sut y gall y sector cyhoeddus hwyluso a chryfhau'r cyfleoedd
- Sefydlu dogfen sy'n nodi'r **blaenoriaethau strategol**
- Nodi **model o gydweithredu**

Mae'r paneli hyn yn cyflwyno gweledigaeth gyfunol ar gyfer Harlech a rhai prosiectau posibl. Nid yw'r syniadau hyn yn rhai terfynol ac rydym yn agored i awgrymiadau eraill a lle y dylem ganolbwyntio.

Mae gan Harlech asedau unigryw ac mae'r panelau hyn yn adlewyrchu:

- Ei ddiwylliant a'i dreftadaeth
- Ei amgylchedd naturiol nodedig a'i arfordir
- Ei gyfleoedd golff
- Datblygiad Maes Awyr Llanbedr

Diolch am gymryd amser i adolygu ac am fod eisiau gweld pethau'n digwydd yn Harlech!



In response to the challenges facing Harlech, Gwynedd Council with the support of Welsh Government has recently appointed **Chris Jones Regeneration** to work with the local partnership and community.

The intention is to bring existing ideas together into one plan for delivery, and to complement this with new thinking based on experience of successful regeneration. This definitive Vision and Plan will guide the regeneration of Harlech.

Key tasks include:

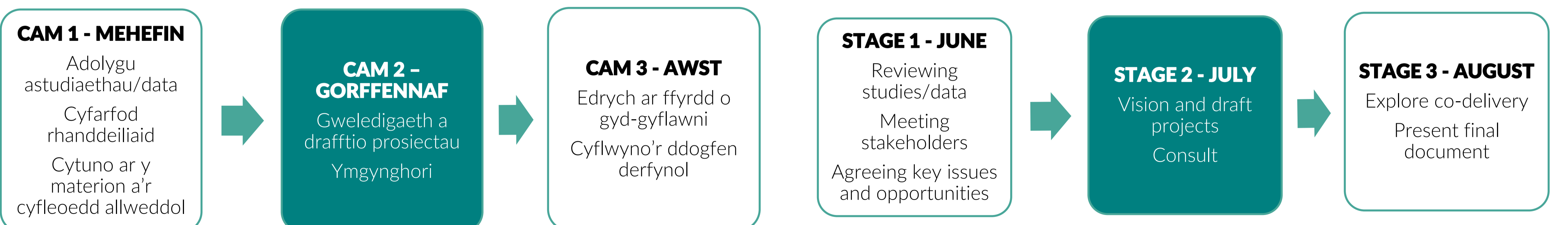
- Identify a clear and jointly agreed **vision**
- Explore **potential projects**
- Prioritise and develop the opportunities
- Identify opportunities of how the public sector can facilitate and strengthen the opportunities
- Establish a document that identifies the **strategic priorities**
- Identify a **model of co-operation**

These panels present a combined vision for Harlech along with some potential projects. These ideas are not final and we are open to other suggestions and where we should focus.

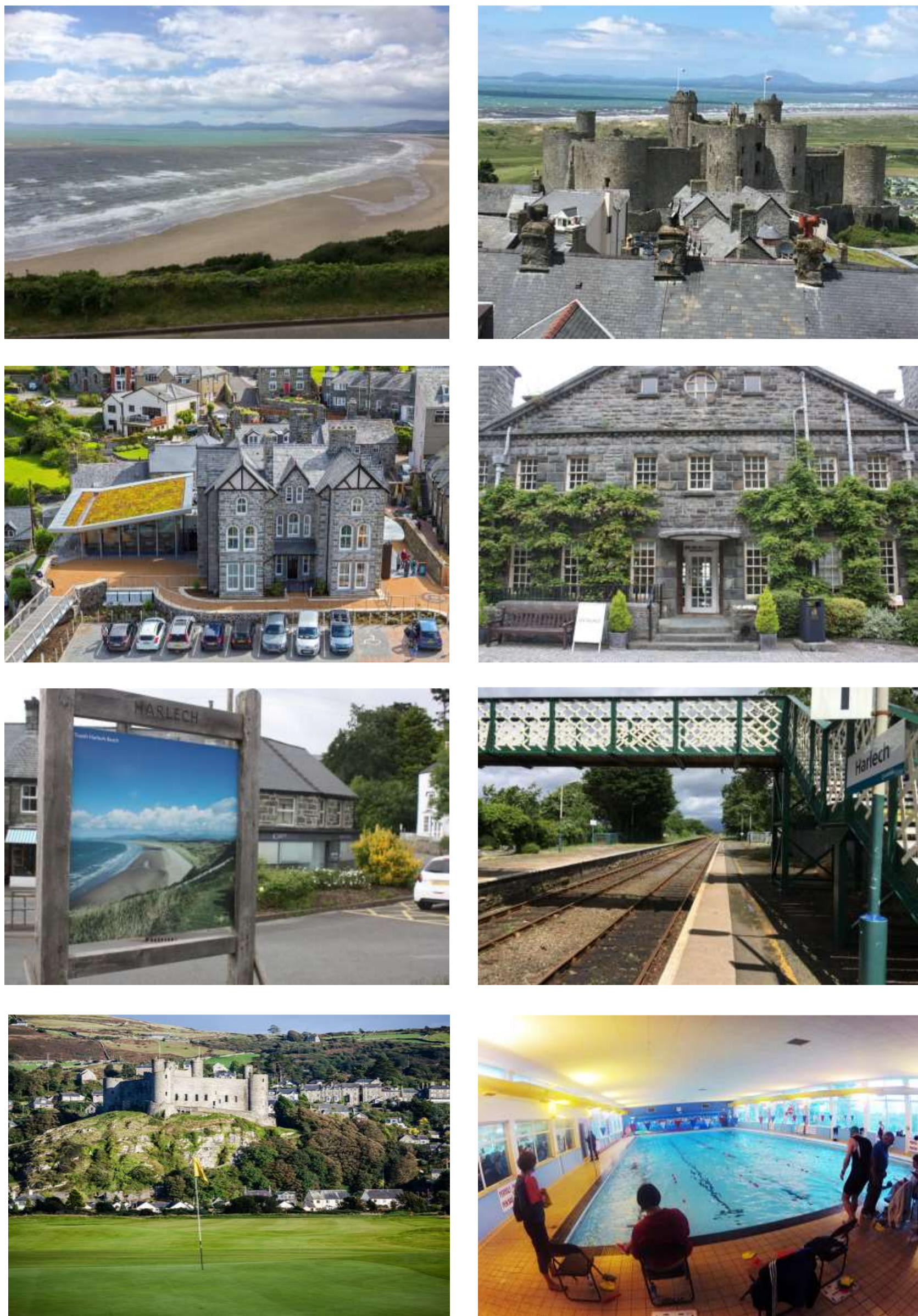
Harlech has unique assets and these panels reflect:

- Its culture and heritage
- Its outstanding natural environment and coastline
- Its special golfing offer
- Llanbedr Airfield development

Thank you for taking the time to review and wanting to see things happen in Harlech!



Cryfderau/Strengths



Cryfderau

- Lleoliad – Arfordir Bae Ceredigion a'r Mynyddoedd
- Castell Harlech – Safle Treftadaeth y Byd UNESCO
- Clwb Golf Royal St Davids – un o 100 cwrs golff gorau Prydain
- Traeth helaeth sydd wedi ei ddynodi fel Gwarchodfa Natur Genedlaethol a Safle o Ddiddordeb Gwyddonol Arbennig
- Brand Eryri – adnabyddus ac yn denu amrywiaeth helaeth o ymwelwyr: treftadaeth, tirwedd, gweithgareddau
- Buddsoddiad Cadw wedi gweld cynnydd yn yr ymwelwyr i'r Castell o 133,000 gyda gwell darpariaeth a phrofiad i ymwelwyr
- Patrwm troellog ac ellytydd serth y strydoedd cul a'r terasau yn ychwanegu at nawws o le
- Cymuned weithgar sy'n cynnal gwasanaethau lleol ee canolfan hamdden, theatr

Cyfleoedd

- Manteisio i'r eithaf ar safle Harlech o ran Cestyll a Muriau Tref y Brenin Edward yng Ngwynedd
- Cais am statws Treftadaeth y Byd i'r ardaloedd llechi a'r atyniad i ymwelwyr yn sgil hynny
- Cyfle i wireddu gwesty o safon sy'n newid Harlech o fod yn gyrchfan teithiau diwrnod i le i aros
- Busnesau hen a newydd yng nghanol y dref a all ddatblygu safon ac enw da'r dref
- Ardal Fenter Maes Awyr Llanbedr â'r potensial i ddod â swyddi gwerth uchel a manteision yn eu sgil i'r dref ee galw am lety, cadwyn gyflenwi

Gwendidau

- Diffyg cysondeb mewn arwyddion ymlaen llaw a chyfeiriadol i ymwelwyr o'r A496 a'r A487
- Agraffiadau cyntaf gwael yng ngwaelod y dref gyda safleoedd ac adeiladau gwag
- Y dref wedi ei hollti'n ffigur oherwydd ei daearyddiaeth
- Pobl ar deithiau diwrnod yw'r ymwelwyr, yn aros llai na 2 awr
- Diffyg llety gwesty o safon yn y dref
- Diffyg hunaniaeth ystyrion i ganol y dref o ran defnydd ac amgylchedd
- Anodd cael lle parcio ac ymweliadau'n anodd i fysiau
- Cyfradd lleoedd gwag o 16% gyda rhai adeiladau allweddol angen sylw
- Gallai torri ar ddarpariaeth dysgu oedolion yng Ngholeg Harlech arwain at adael y prif adeilad yn wag a chael ei dan-dddefnyddio

Bygythiadau

- Cyrchfannau gerllaw sy'n datblygu eu hapêl a seilwaith
- Canfyddiad na fuddsoddir yn Harlech
- Hyfywedd a chynaliadwyedd atyniadau allweddol a gwasanaethau lleol
- Darpariaeth gwestyau o dan reolaeth partïon eraill
- Yr hinsawdd ariannu yn newid gydag angen i'r sector cyhoeddus alluogi buddsoddiad sector preifat
- Canolbwyntio'n gyfan gwbl ar yr angen am westy yn lle atebion i'r dref gyfan

Bygythiadau/Threats



Strengths

- Cardigan Bay Coast and Hills setting
- Harlech Castle – UNESCO World Heritage Site
- Royal St Davids Golf Club – top 100 golf course in UK
- Extensive beach which is designated as a National Nature Reserve and Site of Special Scientific Interest
- Snowdonia brand – well known and attracting wide range of visitors: heritage, landscape, activity
- Cadw investment has seen a rise in visitors to Castle of 133,000 with enhanced visitor provision and experience
- The winding, ascending and descending street pattern of narrow streets and terraces adds to sense of place
- Active community that is sustaining local services e.g. leisure centre, theatre

Opportunities

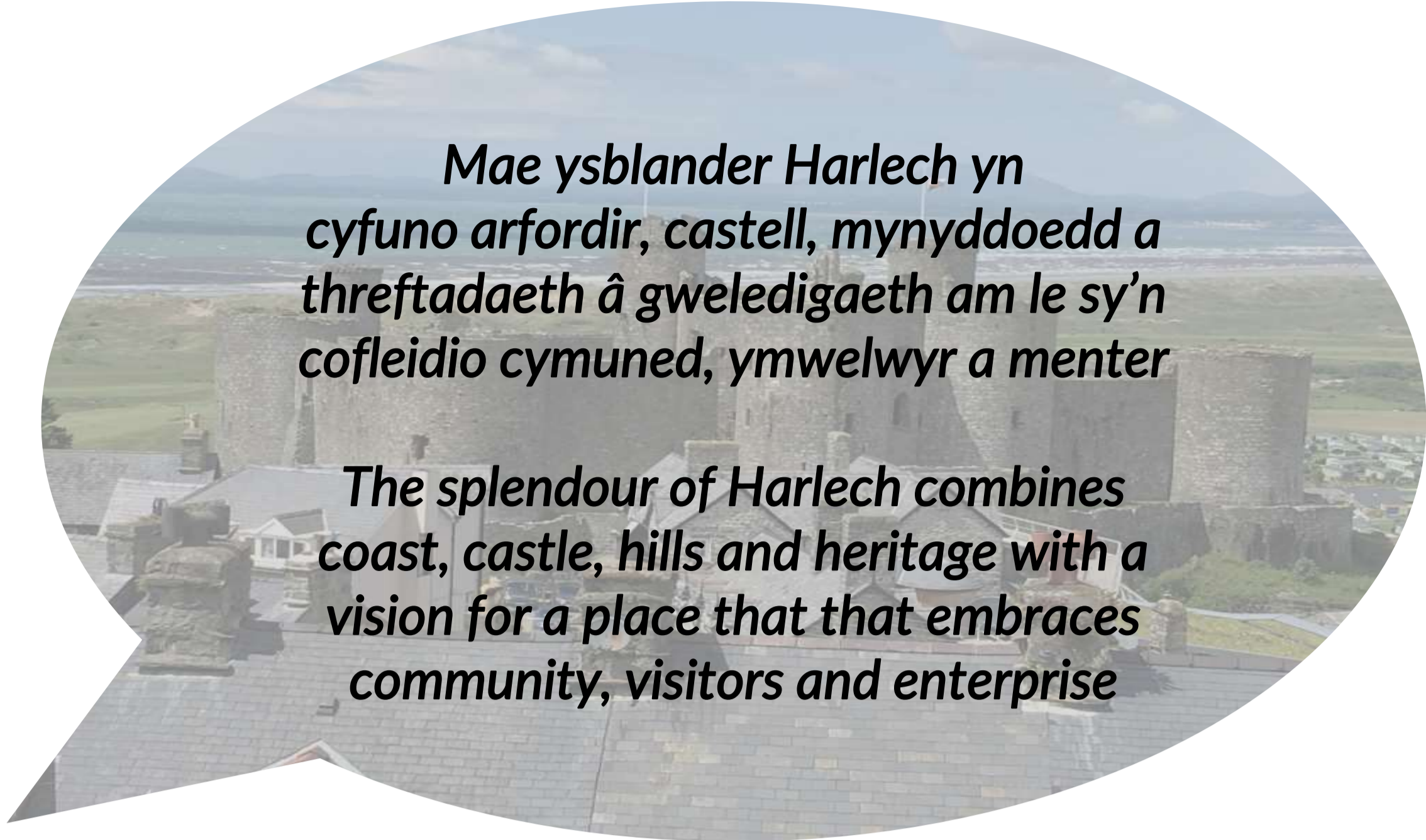
- Maximise position of Harlech in Castles and Town Walls of King Edward in Gwynedd
- Bid for Slate World Heritage site status and resultant visitor draw
- Opportunity to realise a quality hotel that changes Harlech from a day trip destination to a place to stay
- Established and emerging town centre businesses that can build quality and reputation of offer
- Enterprise Zone at Llanbedr Airfield has potential to bring high value jobs and resultant benefits to town e.g. accommodation need, supply chain

Weaknesses

- Lack of an integrated approach to advanced and directional visitor signage from A496 and A487
- Poor first impressions in lower town with derelict sites and buildings
- Town is physically split due to its topography
- Visitors are day trippers, staying less than 2 hours
- Lack of quality hotel accommodation in the town
- Town centre offer lacks a coherent identity through its uses and environment
- Parking is hard to find with coaches finding visits difficult
- 16% vacancy rate with some keynote buildings needing active uses
- Consolidation of adult learning provision at Coleg Harlech could result in main building being empty and underused

Threats

- Nearby destinations that developing their destination identity and infrastructure
- Perception that Harlech is not being invested in
- Viability and sustainability of key attractors and local services
- Progress of hotel provision is in the control of other parties
- Funding climate is changing with a need for public sector to enable private sector investment
- Focus solely spent on hotel need and not on whole town issues and solutions



Mae ysblander Harlech yn cyfuno arfordir, castell, mynyddoedd a threftadaeth â gweledigaeth am le sy'n cofleidio cymuned, ymwelwyr a menter

The splendour of Harlech combines coast, castle, hills and heritage with a vision for a place that that embraces community, visitors and enterprise

Amcanion

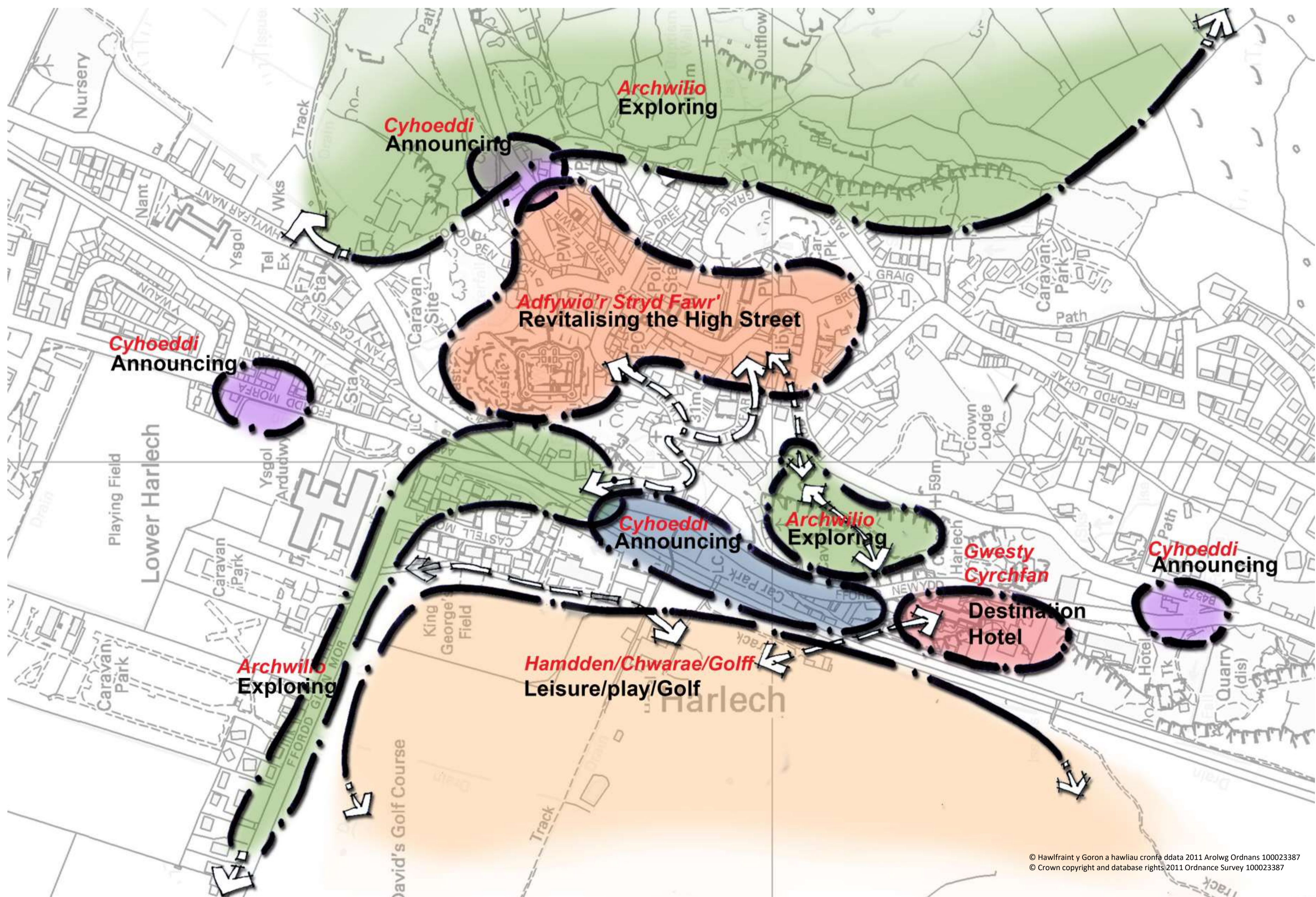
Rhoi Harlech ar y Map

- Sefydlu Harlech fel lle o'r radd flaenaf i ymweld, buddsoddi a byw
Cyhoeddi Harlech
- Sefydlu hunaniaeth, naws o le a chyfeirio at Atyniadau Allweddol
Archwilio Harlech
- Creu profiad sy'n ymestyn Arhosiad, Mwynhad a Gweithgaredd
Adfywio'r Stryd Fawr
- Gwella Hynodrwydd, Amrywiaeth ac Ansawdd yr Amgylchedd a'r Cynnig
Manteisio i'r Eithaf ar Asedau Lleol
 - Canolbwyntio ar weithio ar asedau presennol i sicrhau
 - cynaliadwyedd yn y dyfodol
- **Gwesty Cyrchfan**
- Gwireddu llety ychwanegol sy'n ategu ac yn cyflwyno Harlech fel canolfan i aros ynddi a chrwydro ohoni
Menter yn Harlech
- Sicrhau bod y buddsoddi ym Maes Awyr Llanbedr yn creu cyfleoedd am swyddi lleol a gweithgaredd cefnogol cysylltiedig
- Darparu hyfforddiant a chymorth i fusnesau, sefydliadau cymunedol a phobl leol sy'n darparu gwasanaethau ar draws y dref

Objectives

Putting Harlech on the Map

- Positioning Harlech as a world class place to visit, invest and live
Announcing Harlech
- Setting the Identity, Sense of Place and Signposting to Key Attractions
Exploring Harlech
- Creating an Experience that Extends Stay, Enjoyment and Activity
Revitalising the High Street
 - Enhancing the Distinctiveness, Diversity and Quality of the Environment and Offer
- **Maximising Local Assets**
 - To focus activity on existing assets to ensure future sustainability
- **Destination Hotel**
 - To realise additional accommodation that complements and presents Harlech as a base to stay and explore from
- **Enterprise in Harlech**
 - To realise the investment at Llanbedr Airfield generates local employment opportunities and mutually supportive activity
 - Providing training and support for local businesses, community organisations and people that provide services across the town



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▪ Ffyrdd Allweddol i Harlech

- Defnyddio dull 'Ffordd Cymru' Croeso Cymru
- Taith y Cambrian: cyhoeddi yn Llanelltyd (A470), Maentwrog a Penrhyndeudraeth (A487)
- Defnyddio cynllun cerrig Ogam i gyhoeddi a chadarnhau

▪ Dynesu at Harlech

- Golygfan Llanfair: archwilio'r potensial am gilfan ddiogel a chyfle i dynnu llun

▪ Harlech - Hunaniaeth

- Datblygu hunaniaeth cyrchfan ar bob deunydd marchnata a dehongli
 - Cyhoeddiad allanol a mewnol i'r dref
 - Ei ddefnyddio mewn pwyntiau allweddol yn y dref
 - Marchnata: y we, cyfryngau cymdeithasol, taflenni, mapiau, ffedogau, crysau t, llysgenhadon, llwybr 'H' etc

▪ Marchnata'r Gyrchfan

- Adeiladu ar yr hunaniaeth gyda'r gymdeithas dwristiaeth leol, partneriaeth cyrchfan Gwynedd, Cadw a Croeso Cymru – cyfleoedd traws-farchnata
- Targedu'r farchnad dramor yn benodol – defnyddio statws Treftadaeth y Byd UNESCO fel prif bwyslais – hyrwyddo ar y cyd â chestyll eraill Cadw a godwyd gan Edward I

▪ Cymorth i Gymdeithas Twristiaeth Harlech

- Datblygu pellach ar wefan Croeso Harlech i gynnwys:
 - Cyswllt gwe-gamera â golygfeydd enwog Harlech
 - Gwasanaeth archebu uniongyrchol
 - Gwybodaeth fanylach ar atyniadau lleol, gweithgareddau, lleoedd bwyta etc

▪ Cynhyrchu app Harlech i gysylltu â WiFi am ddim y dref

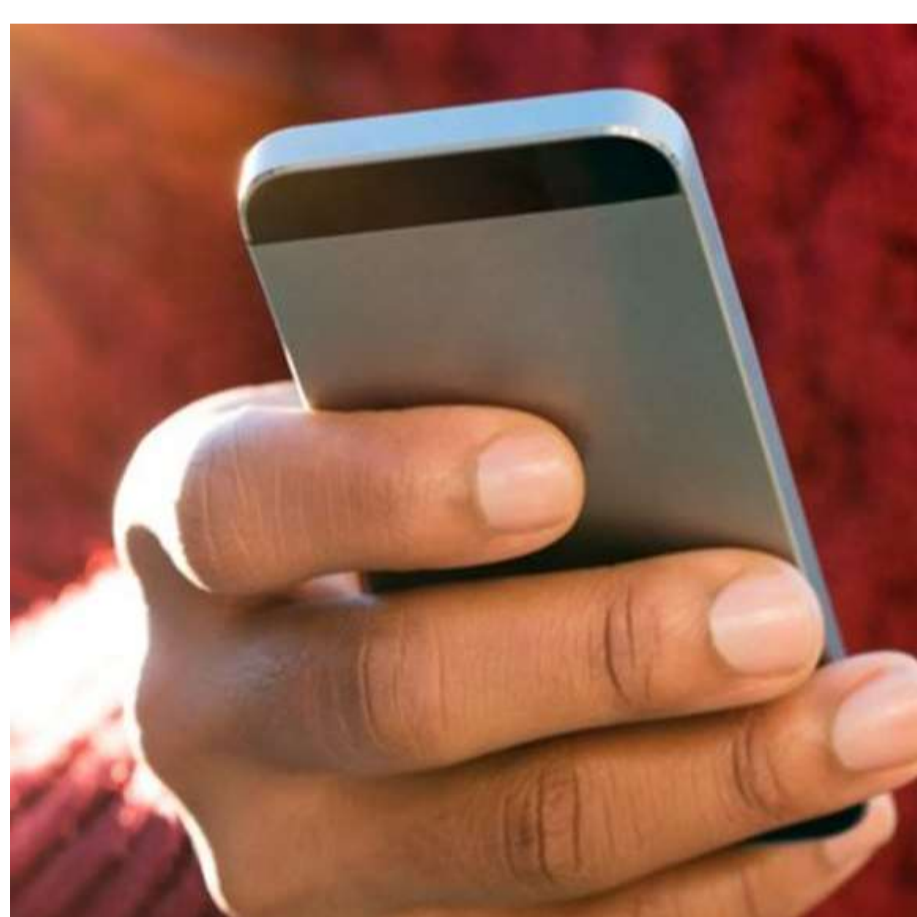
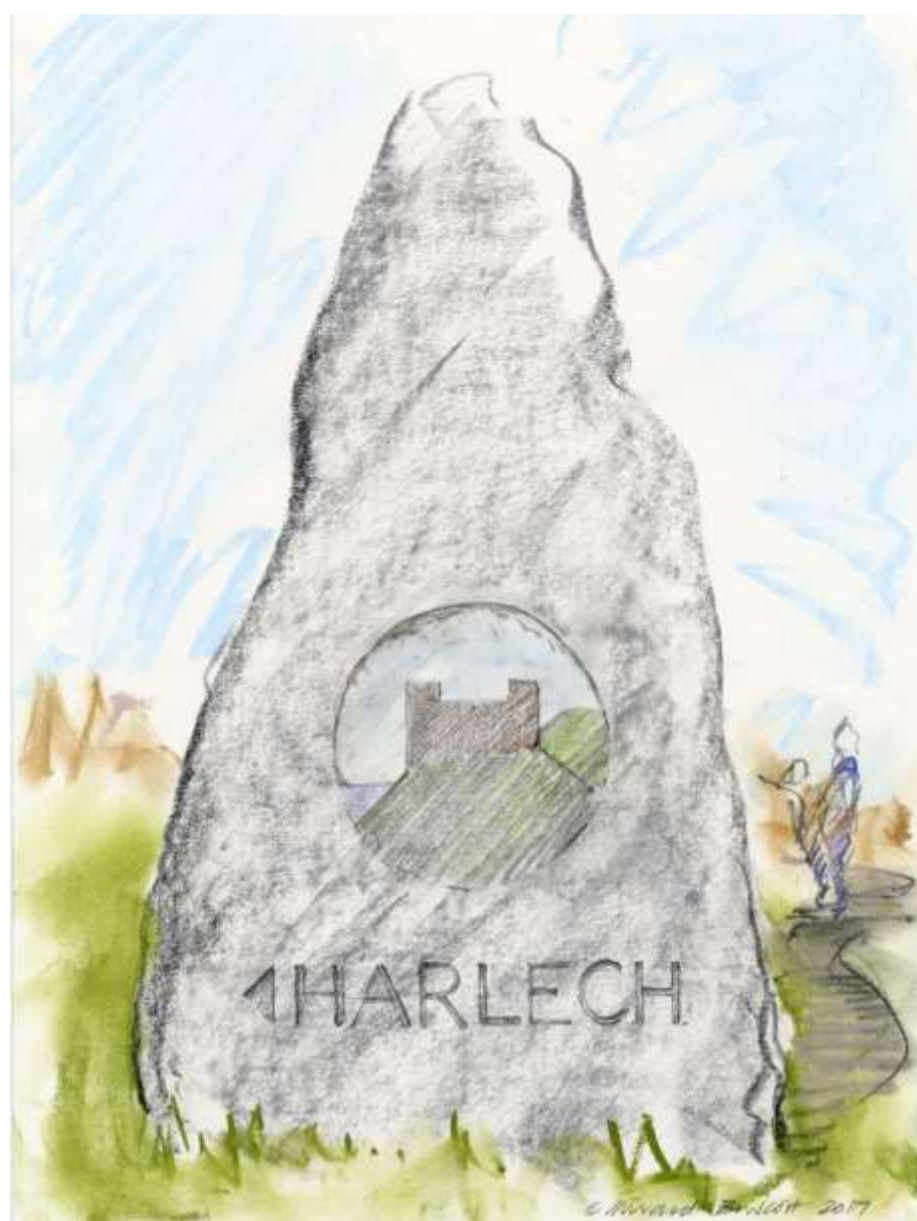
- Cysylltu hwn â chodau QR mewn ffenestri siopau a manau allweddol o ddiddordeb – animeiddio gweithgareddau a straeon, ee gwneuthurwyr lleol, y Mabinogion, adeiladu Castell Harlech

▪ Datblygu Cynllun Llysgenhadon Harlech

- Seiliedig ar 'Cwrs Croeso' ond wedi'i addasu ar gyfer nodweddion lleol

▪ Digwyddiadau a Gweithgareddau

- Datblygu ymhellach raglen o ddiwyddiadau rhyngwladol/o safon uchel, yn enwedig yng nghyfnod y 'tymor ysgwydd'. I gynnwys:
 - Crwydro – y castell i'r môr
 - Cerddoriaeth – Thema 'Gwŷr Harlech' wedi ei haildehongli i gynulleidfa fodern – perfformiadau côr a churiadau electronig
 - Gŵyl bwyd traddodiadol drwy'r dref
 - Gŵyl/Drysau Agored Celf a Chrefft – artistiaid, awduron, crochenwyr, gwehyddwyr, gweithwyr coed
 - Teithiau tywys a hunan-dywys – tirwedd a bywyd gwyllt – y traeth a'r arfordir, daeareg a choetiroedd



▪ Key Routes to Harlech

- Adopt Visit Wales "Wales Way" approach
- Cambrian route: announcement at Llanelltyd (A470) Maentwrog and Penrhyndeudraeth (A487)
- Use Ogham stone concept to announce and re-enforce

▪ Approaching Harlech

- Llanfair viewpoint: explore potential for a safe layby area and photo opportunity

▪ Harlech - Identity

- Development of destination identity on all marketing and interpretation materials
 - Outer and inner announcement to the town
 - Use in town at key nodes/meeting points
 - Marketing: web, social media, leaflets, maps, aprons, t-shirts, ambassadors, the "H" trail etc

▪ Marketing Destination

- Build on identity with local tourism association, Gwynedd destination partnership, Cadw and Visit Wales - cross-marketing opportunities
- Specific targeting of overseas market - use UNESCO World Heritage status as main focus - joint promotion with other Cadw castles built by Edward I

▪ Support for Harlech Tourism Association

- Further development of Visit Harlech website to include:
 - Webcam link for famous Harlech views
 - Direct booking service
 - More detailed information on local attractions, activities, places to eat etc

▪ Produce a Harlech app Linking to free town WiFi

- Link this to QR codes in shop windows and key points of interest - animate activities and stories, e.g. local makers, the Mabinogion, the building of Harlech Castle

▪ Development of Harlech Ambassador Scheme

- Based on Welcome Host but tailored to local characteristics

▪ Events & Activities

- Further development of international/high quality events programme, especially in shoulder season period. To include:
 - Roaming – castle to the sea
 - Music – 'Men of Harlech' theme reinterpreted to a modern audience - choir performances and electronic beats
 - Heritage food festival across the town
 - Arts and crafts open doors/festival – artists, writers, potters, weavers, woodworkers
 - Self guided and guided trails - landscape and wildlife offer – the beach and coast, geology and woodlands

Pyrrh Mewnol y Dref

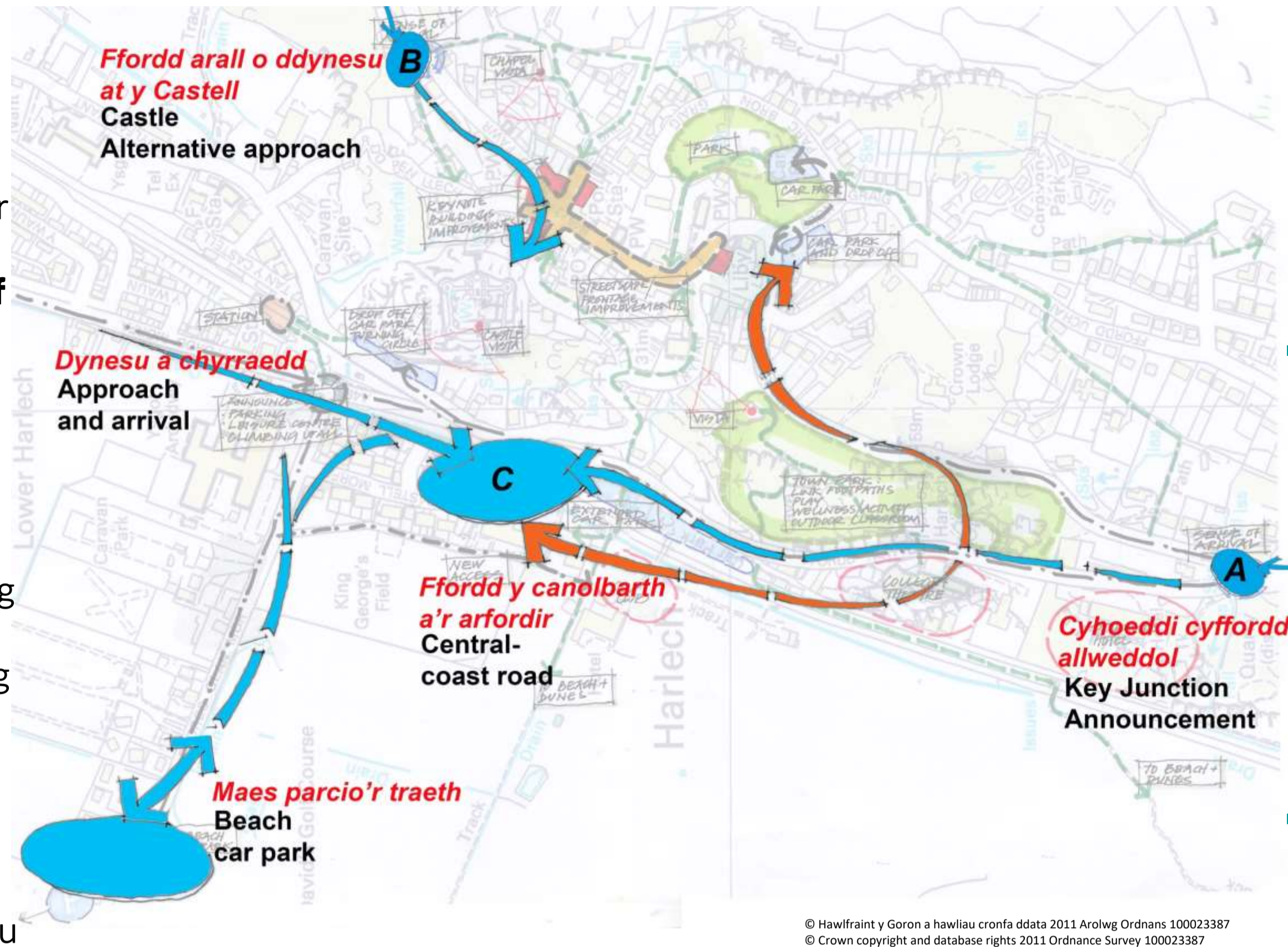
- A496 a chyffordd Ffordd Isaf
- B4573 - Stryd Fawr - golygfa o'r castell
- A496 - cyhoeddi'r clwb golff, canolfan hamdden, traeth etc
- Creu canolbwynt a gwella'r coridor

Gwybodaeth ar arwyddion yn y dref

- Gwella arwyddion ymlaen llaw a chyfeiriadol o'r A496 a'r B4573
- Atyniadau twristiaeth - gwella'r arwyddion ymwelwyr gwyn ar frown
- Arwyddion ymlaen llaw a rhai ailadrodd i fysiau at fannau gollwng a chodi teithwyr a manau aros
- Arwyddion digwyddiadau deinamig

Creu cyfres o arwyddion

- Cyfateb â thema arwyddion cerrig Ogam Croeso Cymru
- Ei wneud yn unigryw i Harlech
- Defnyddio'r hunaniaeth ac adeiladu arno



Inner Town Gateways

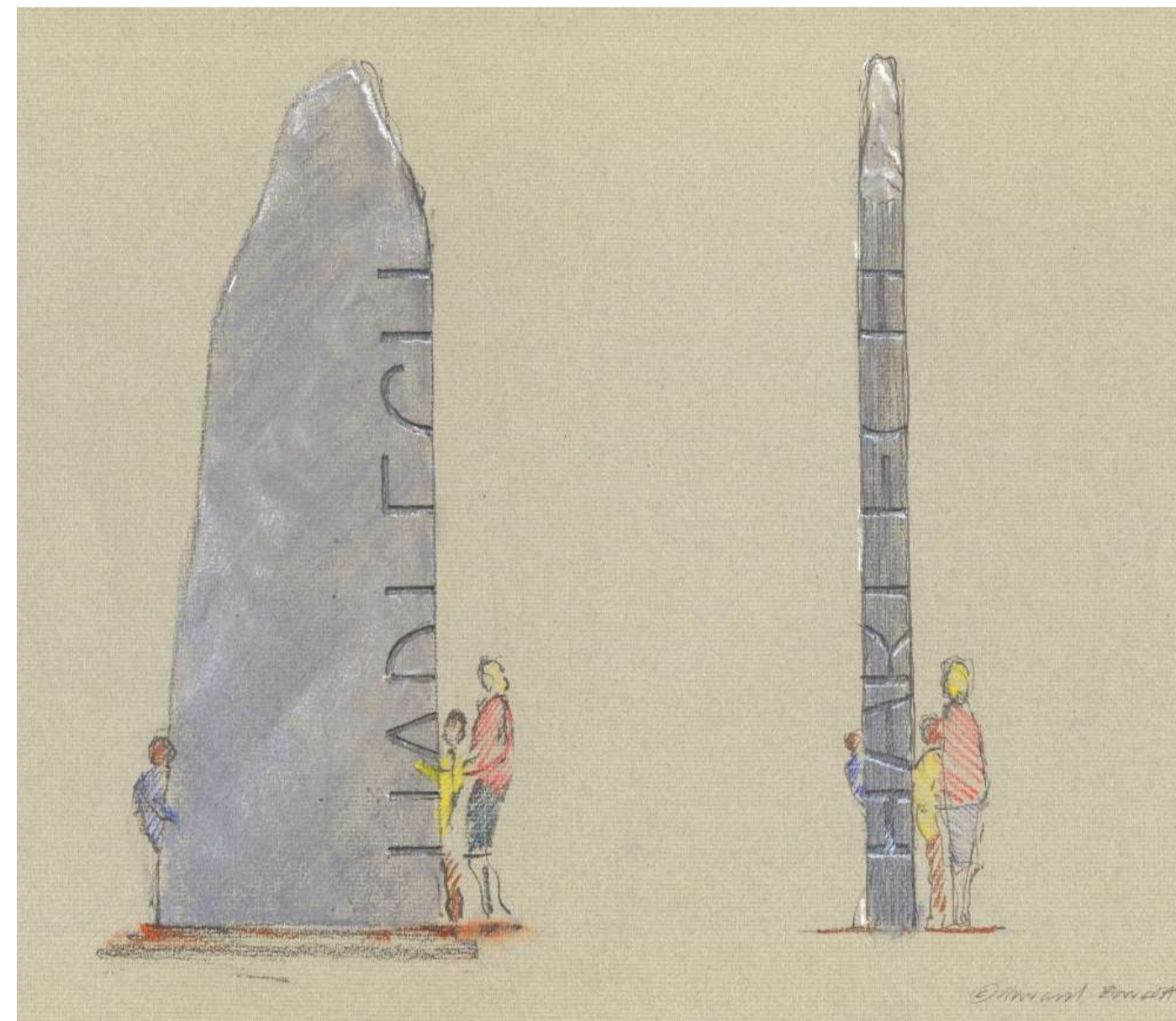
- A496 and Ffordd Isaf junction
- B4573 -Stryd Fawr - castle view
- A496 - announce golf club, leisure centre, beach, etc
- Create focus and enhance corridor

Town Signage Information

- Improve advanced and directional signage from A496 and B4573
- Tourism attractions - improve brown and white visitor signs
- Advanced coach signage and repeaters to drop off/pick up points and layover areas
- Dynamic event signage

Create a Suite of Signage

- Echo Visit Wales theme of Ogham Stone signage
- Make it distinct to Harlech
- Use identity and build on it



▪ Rheoli Bysiau

- Man gollwng/codi teithwyr
- Lle aros – cyfleusterau i yrwyr
- “Pasport” i deithwyr bws – map, tocynnau, marchnata

▪ Bws Hoppa – Cynllun Pasport

- Arhosiad hir yng ngwaelod y dref - £5 am y diwrnod?
- Parcio – teithio – map a thocynnau i'r dref
- Bws Trydan? Amffibaidd? Hynafol?

▪ Gorsaf Drenau

- Hyrwyddo mwy o ymwelwyr â thrên
- Birmingham 4 awr i ffwrdd
- Cysylltu â chyrchfannau gwyliau eraill
- Cyswllt Rheilffordd y Cambrian â Llwybr Arfordir Cymru

▪ Golygfan

- Clirio/rheoli
- Arwyddion
- Cynnwys tag Realiti Estynedig

▪ Hyrwyddo Llecynnau Gwyrdd

- Caeau Chwarae'r Brenin Siôr V
 - Cefnogi Grŵp Parciau â syniadau ee map mawr
- Parc Bron y Graig
 - Arwyddion/porth /meinciau unswydd ar ei gyfer
- Safle coetir uwchlaw Coleg Harlech
 - Dosbarthiadau lles awyr agored
 - Celf cymunedol
 - Hamogau, lle ymlacio
 - Symiad am bebyll yurt

▪ Teithiau a Chylchdeithiau'r Dref

- Taith gerdded 10,000 o gamau – ffisegol a seiliedig ar app
- Coedydd yr Ymddiriedolaeth Coetiroedd a'r Ymddiriedolaeth Genedlaethol
- Themâu - treftadaeth, ffotograffiaeth, natur



▪ Coach Management

- Drop off/pick up
- Layover area – driver facilities
- “Passport” for coach passengers – map, vouchers, marketing

▪ Hoppa Bus – Passport Scheme

- Long stay in bottom part - £5 for the day?
- Park – ride – map and vouchers for town
- Electric bus? Amphibious? Vintage?

▪ Train Station

- Promote more rail visitors
- Birmingham 4 hours away
- Connect with other holiday destinations
- Cambrian Coast link to Wales Coastal Path

▪ Viewpoint

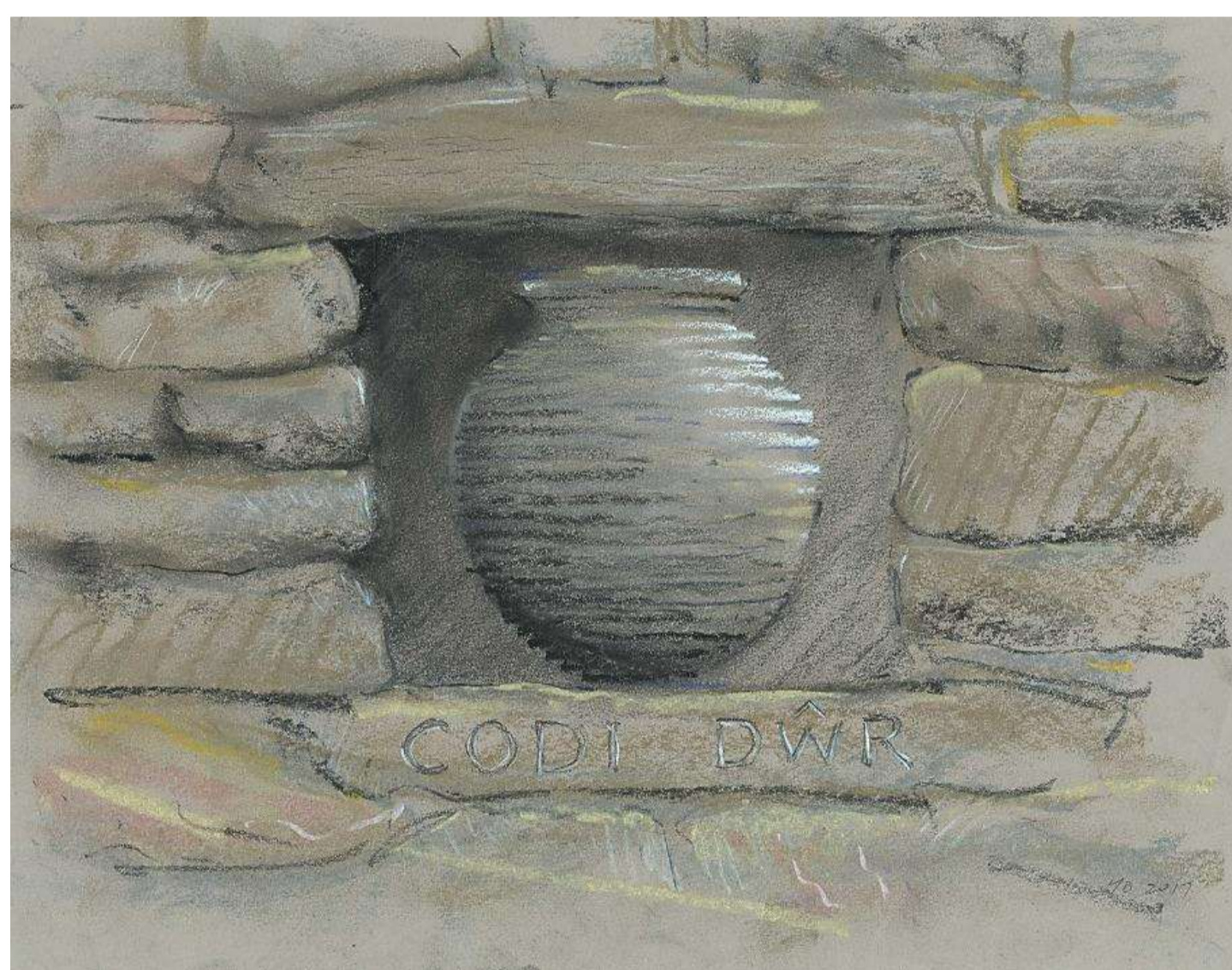
- Clear/manage
- Signpost
- Include augmented reality tag

▪ Promote Green Spaces

- King George V Playing Fields
 - Support Parks Group with ideas e.g. large map
- Parc Bron y Graig
 - Signage/gateway /bespoke benches
- Woodland above Coleg Harlech site
 - Outdoor well-being classes
 - Community art
 - Hammocks, chill out area
 - Idea for yurts

▪ Town Trails and Circuits

- Physical and app based
- 10,000 steps walk
- Woodland Trust and National Trust woods
- Themes - heritage, photography, nature



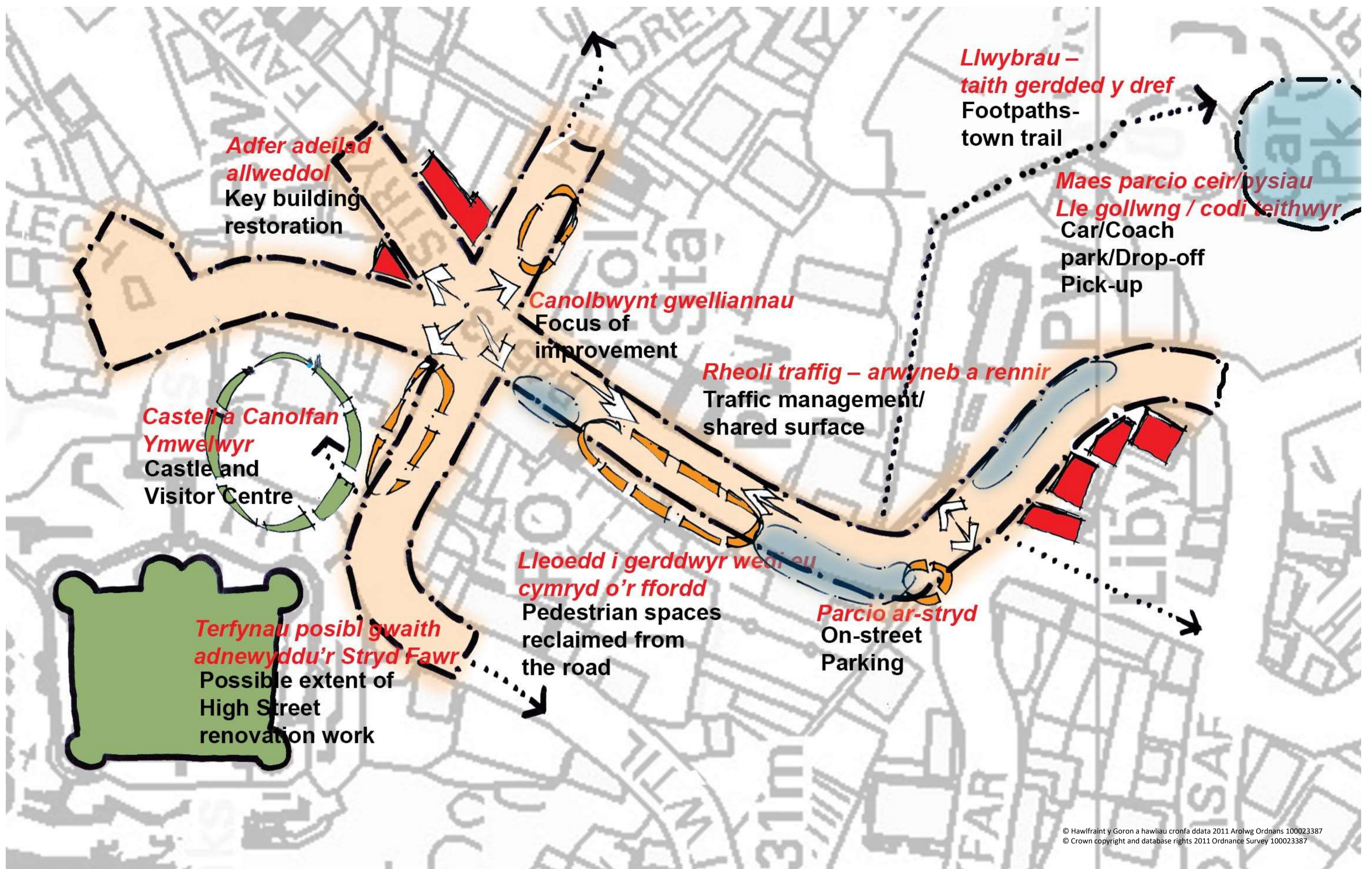
▪ Gwneud Harlech yn Ganolfan i Grwydro Ohoni

- Hyrwyddo arosiadau dros nos - cerddwyr/adrenalin/beicwyr/dringwyr (dolen i'r ganolfan hamdden)
- Cysylltu â'r asedau sy'n ei amgylchynu – mynyddoedd, treftadaeth, arfordir
- Ffordd Ardudwy a Llwybr Arfordir Cymru



▪ Make Harlech a Base from Which to Explore

- Promote overnight stays - walkers/adrenaline/bikers/climbers (link to leisure centre)
- Connect with the surrounding assets – mountains, heritage, coast
- Ardudwy Way and Wales Coastal Path



Y Stryd Fawr - Lle Agored, Treulio Amser, Bywiogi

- Trin y gerbyddffordd o'r pyrth mewnol - lle wedi'i rannu - blaenoriaeth i gerddwyr
- Cadw lle parcio cyfnod-byr ar y stryd
- Ymestyn y lle cerdded i greu lle canolog
- Deunydd palmantu syml naturiol
- Dodrefn stryd - sy'n gyson ac yn cydweddu â chymeriad y dref

Targedu Adeiladau Allweddol

- Datblygu canllawiau dylunio ar gyfer tu blaen adeiladau masnachol amlwg ar y stryd
- Treialu cynllun dros dro gyda landlordiaid i gynnig prydles tymor byr ar gyfer celf a chrefft, bwyd, cynnyrch a masnachu arbrofol



The High Street - Space, Dwell, Animate

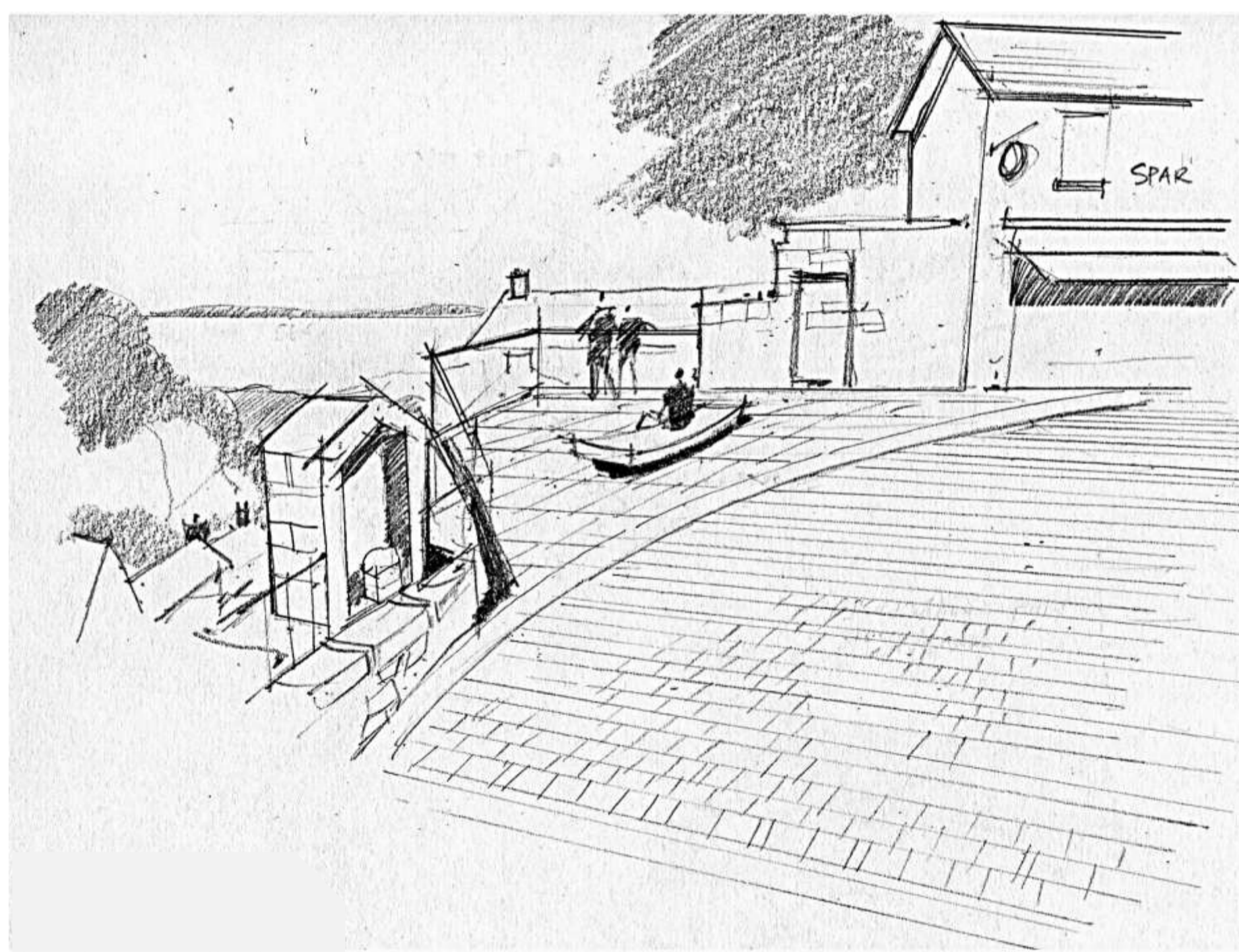
- Carriageway treatment from inner gateways - shared space - pedestrian priority area
- Retain on-street short term parking
- Extend footway to create central space
- Simple natural paving material
- Street furniture - co-ordinated and in character

Target Keynote Buildings

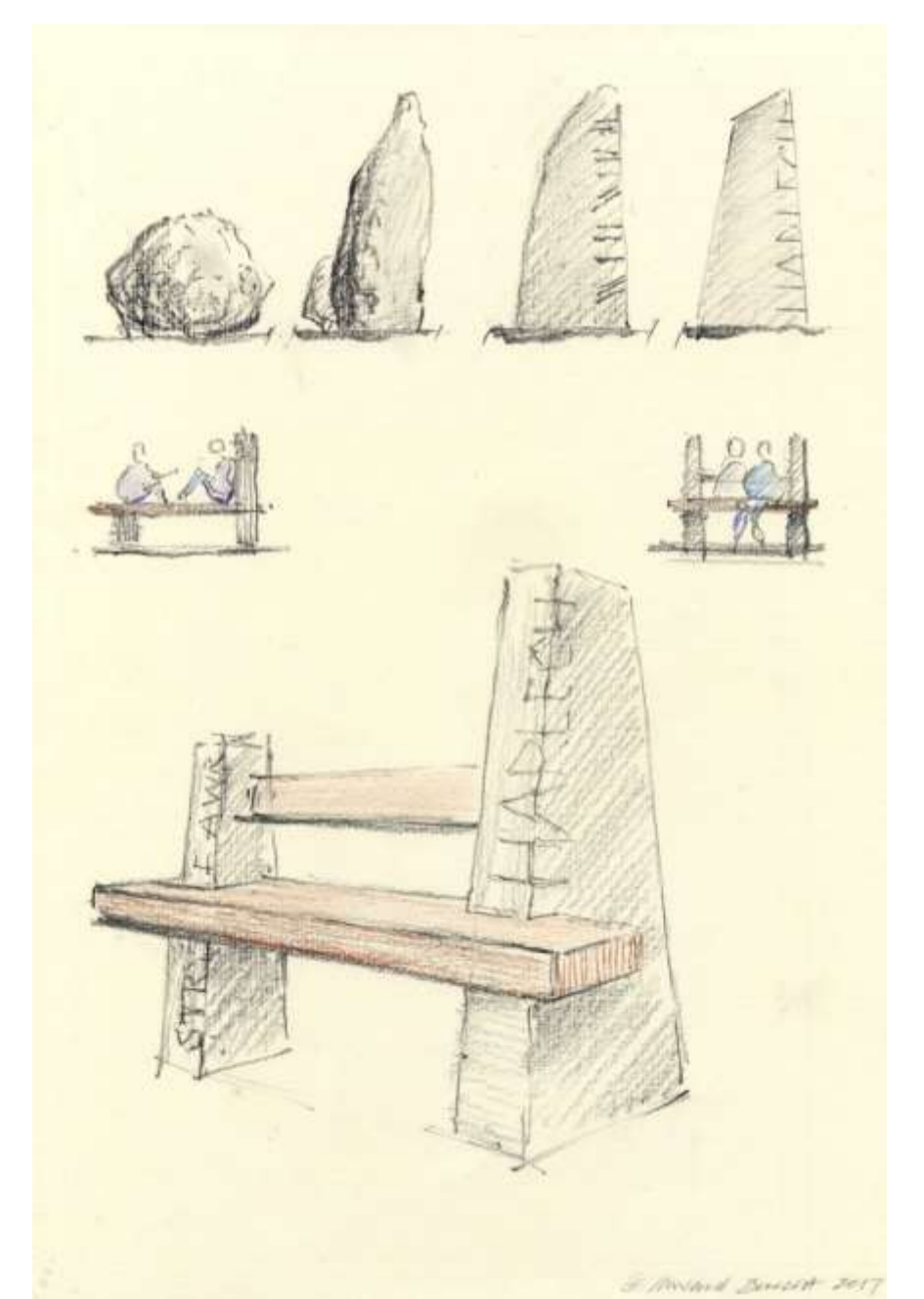
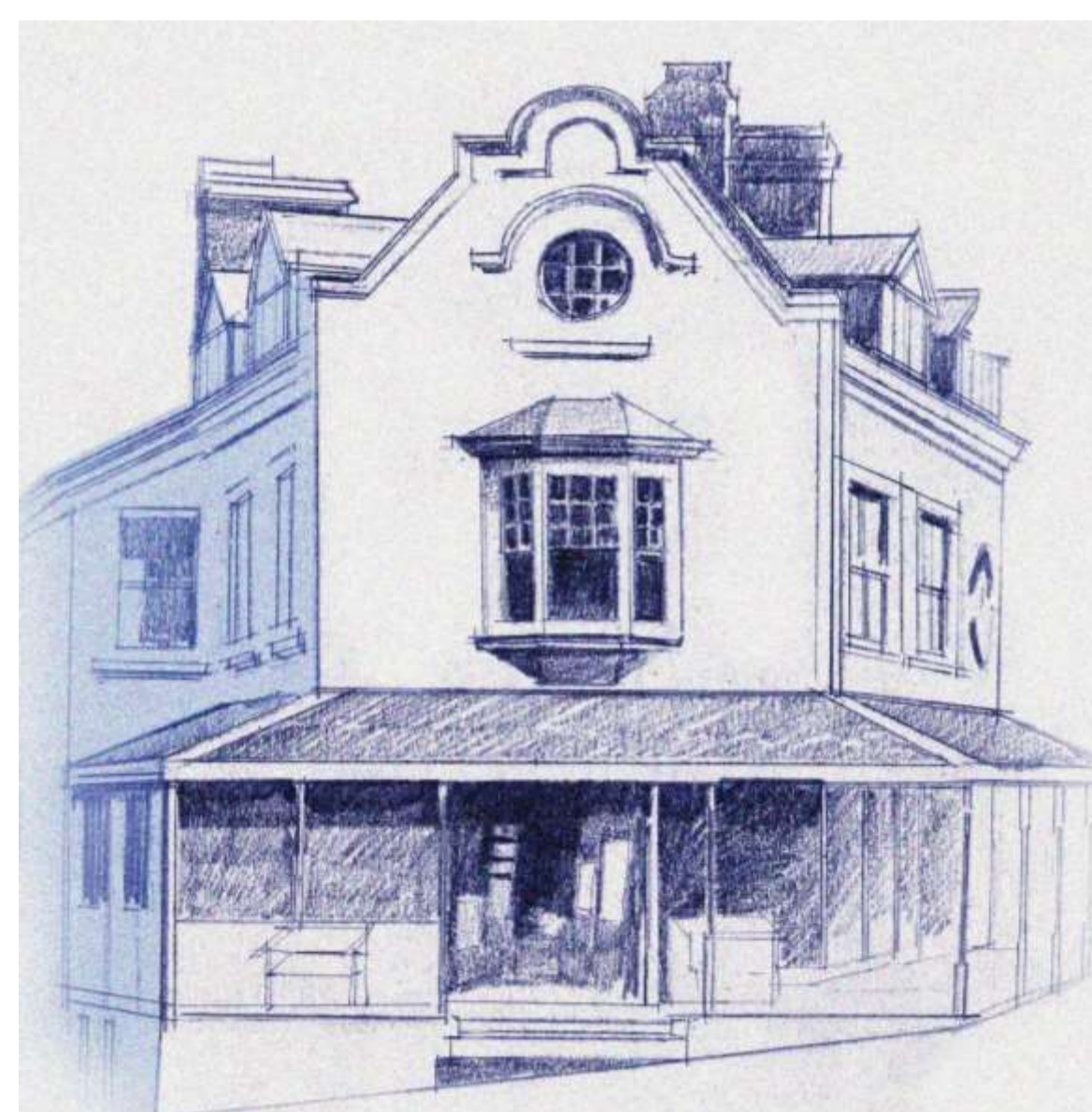
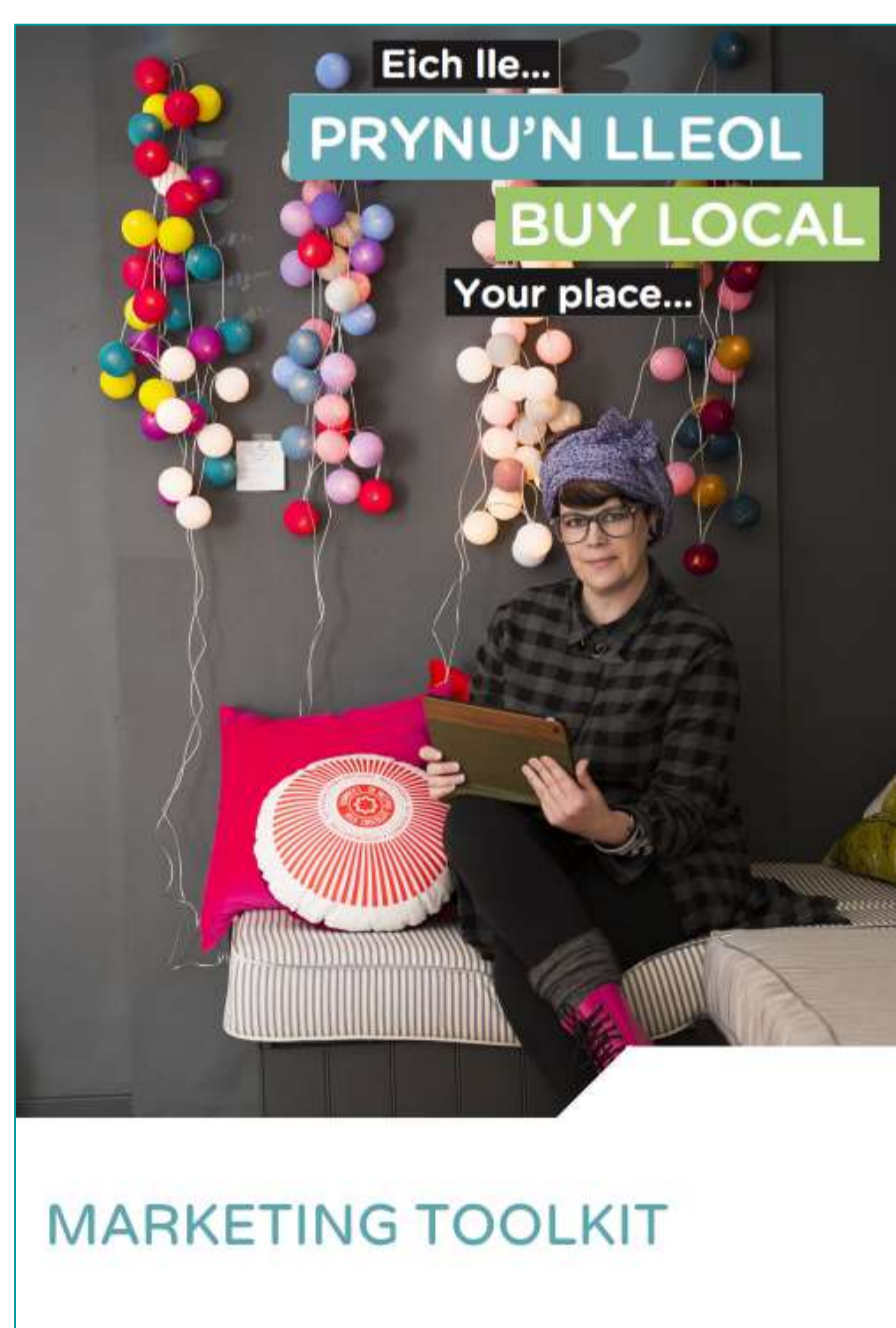
- Develop design guidance on commercial frontages that are significant in street scene
- Trial a meanwhile scheme with landlords to provide short term leases for arts and crafts, food, produce and test trading



- **Parhau'r Meini Ogam o amgylch ganol y dref – cysylltu coetir, llwybrau, teithiau**
- **Yr hen Lyfrgell – canolbwynt cymunedol**
- **Pwynt gwybodaeth i ymwelwyr yn y dref – o fewn caffi, siop, adeilad gwag**
- **Sicrhau bod 3G/4G a band eang yn addas ar gyfer busnes**
 - Sicrhau bod Band Eang Cyflym lawn Cymru yn dod i ganol y dref
- **Cynllun Wi-Fi i ganol y dref**
 - Datblygu system Wi-Fi i ganol y dref sy'n darparu mynediad agored trwy gofrestru ac yn cyfeirio defnyddwyr at wybodaeth arall am ganol y dref
- **Rheoli parcio ar-stryd – amserau, lleoliad**
- **Rheoli parcio oddiar y stryd: Maes parcio** Bron Y Graig, lle gollwng/codi teithwyr i fysiau, arwyddion, pwyntiau gwybodaeth, llwybrau app/QR
- **Goleuadau:** adeiladau allweddol, cerrig brig
- **Datblygu 'Ymgyrch Leol Harlech' wedi'i hanelu at y gymuned leol i gefnogi siopa, bwyta, prynu, mwynhau ... yn lleol**
- **Cyrrff lleol a phartneriaid i gyddarparu ar-lein a chyfres draddodiadol o ddeunydd hyrwyddo gan gynnwys:**
 - Llawlyfr Prynu'n Lleol ac ymgyrch poster
 - Digwyddiadau blasu, hyrwyddo
 - Dal i ddefnyddio Facebook a chyfryngau cymdeithasol, hyrwyddo ar y we a ffilmiau hyrwyddo byr
 - Archwilio ymarferoldeb cerdyn teyrngarwch i fusnesau lleol



- **Continue Ogham Stone Markers around town centre – linking woodland, paths, trails**
- **Institute – Community Hub**
- **Tourist information point in town – within a café, shop, empty building**
- **Ensure 3G/4G and Broadband is Fit for Business**
 - Ensure Superfast Broadband Cymru is rolled out for town centre
- **Town centre Wi-Fi scheme**
 - Develop a town centre Wi-Fi system that provides open access through sign up and directs users into other town information
- **Manage on-street parking:** duration, location
- **Manage off-street parking:** Bron Y Graig car park, coach set down/pick up point, signage, information points, app/QR trails
- **Lighting:** keynote buildings, outcrops
- **Develop a "Harlech Local" campaign** that is directed towards the local community that supports shop, eat, buy, enjoy...local
- **Local organisations and partners to co-deliver on-line and traditional suite of promotional material, including:**
 - Buy Local guide and poster campaign
 - Promotions, taster events
 - Continue to use Facebook and social media, web promotion and use of short promotional films
 - Explore feasibility of a loyalty card amongst local businesses



■ Llyfrgell Harlech – Canolfan Gymunedol

- Cysylltu gweithgaredd canol y dref i gefnogi defnydd o'r ganolfan gan amrywiaeth helaeth o ddefnyddwyr – y gymuned, busnes
- Darparu pwynt WIFI am ddim
- Swyddfa/lle i weithio ar y cyd
- Lle cyfarfod/cymunol/cegin sy'n welladwy o'r stryd

■ Theatr Arudwy

- Adeilad Rhestredig Gradd 2 y tu mewn a'r tu allan
- Cysylltu'n uniongyrchol â Wern Fawr
- Nodweddiadol o'r 1970au cynnar, gyda photensial nas gwiredwyd eto
- Sinema ddigidol gyfoes wedi cynyddu niferoedd y cynulleidfaoedd
- Lle perfformio rhanbarthol
- Cyfleuster tywydd gwlyb
- Acwsteg ryfeddol a golygfeydd gwych
- Angen mwy o weithgaredd ar loriau a welir o'r ffordd
- Lle i arallgyferio i swyddogaethau ehangach na theatr a sinema yn unig
- Cyfleusterau cynhadledd (digidol)
- Lle bwyta da gyda golygfeydd o'r môr
- Caffi dydd ar y ffordd i'r traeth
- Bar/caffi gyda'r nos fel rhan o gynnig gwesty posibl

■ Canolfan Hamdden Harlech

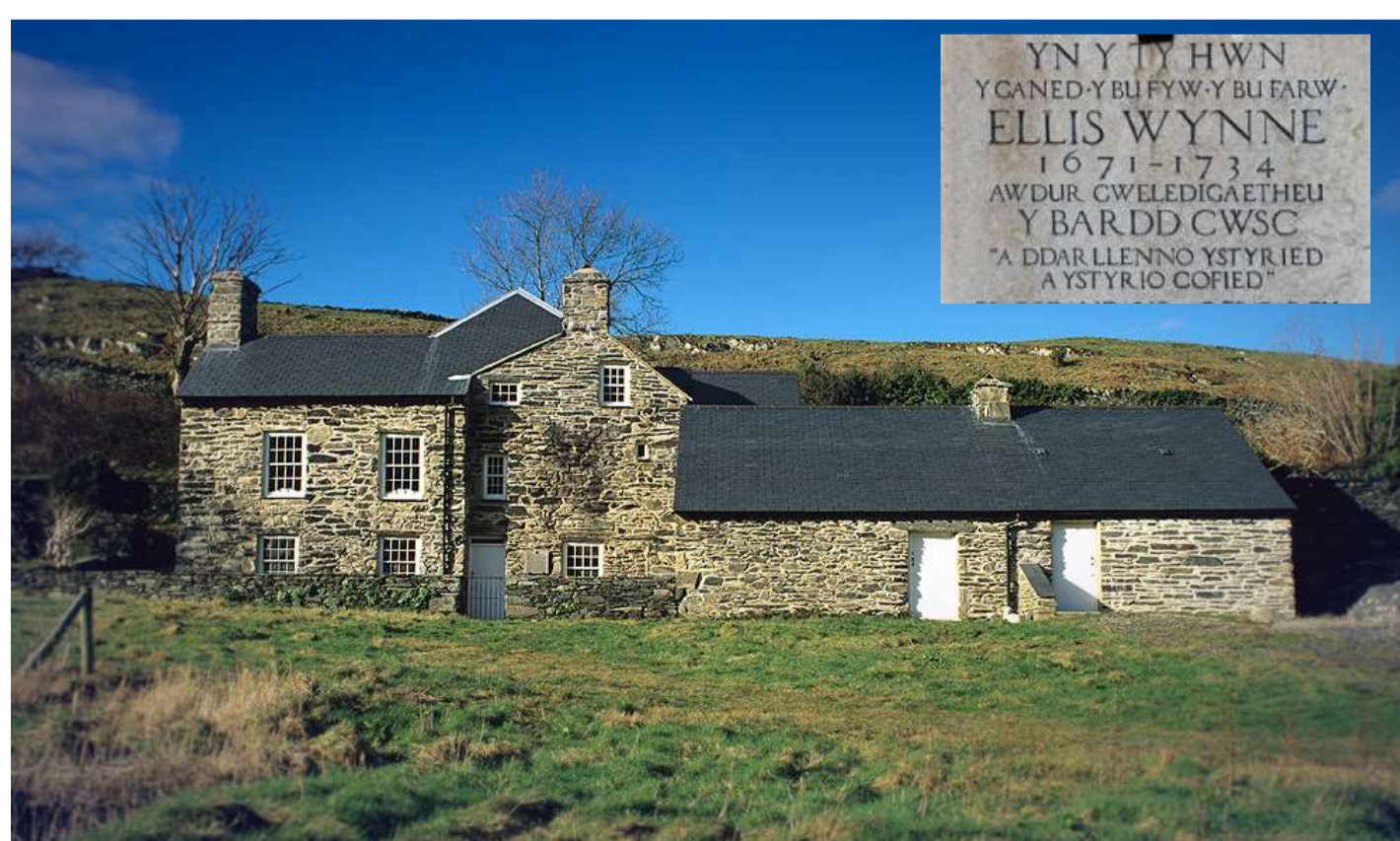
- Menter gymdeithasol gan y gymuned
- Pwll nofio – wal ddringo – caffi
- Adnodd i ysgolion lleol gynnig gwersi nofio i gymuned arfordirol
- Cyfleuster poblogaidd ar dywydd gwlyb
- Dibynnu ar gyflenwad cyfyngedig o wirfoddolwyr
- Dim adnoddau i ddatblygu cyllid grant pellach ar gyfer gwelliannau
- Angen gwaith sylweddol i wella apêl i ymwelwyr – ystafelloedd newid a ffenestri
- Potensial am baneli photo-voltaic ar y to
- Adeiladu cynigion aelodaeth gorfforaethol gyda gwestyau a meysydd carafanau
- Datblygu'r marchnata i ganolfannau addysg awyr agored, teithiau cerdded tywys, digwyddiadau blasu
- Datblygu 'pasport' neu 'Gerdyn Harlech' i drigolion ac ymwelwyr sy'n dod ag atyniadau eraill ynghyd, i gynhyrchu tanysgrifiadau ac incwm rheolaidd

■ Las Ynys Fawr

- Cartref Ellis Wynne – 'Y Bardd Cwsg'
- 3 milltir i'r gogledd o Harlech ond rhan o gynnig diwylliannol cyfoethog yr ardal
- Teithiau i ymwelwyr
- Lleoliad i ddigwyddiadau bach
- Cryfhau'r cysylltiad â Harlech
- Hyrwyddo'r Gymraeg fel elfen unigryw o'r cynnig i ymwelwyr

■ Gweithiwr Datblygu Cymunedol i Harlech

- Cyd-gysylltu, galluogi, marchnata ar y cyd, cyflawni prosiectau
- Datblygu 'Cerdyn Harlech' – hyrwyddo, rheoli a dosbarthu incwm ledled y gymuned
- Datblygu cynhyrchion/ymgyrchoedd strategol ar draws y celfyddydau, hamdden, y gymuned, treftadaeth



■ Harlech Institute – Community Hub

- Align town centre activity to support Hub use for wide range of users – community, business
- Provision of a free WIFI point
- Office/co-working space
- Visibility of meeting/communal space/kitchen from the street

■ Theatr Arudwy

- Grade 2 Listed building internally and externally
- Connects directly with Wern Fawr
- An early 1970's timepiece with potential yet to be fully exploited
- State of the Art digital cinema has increased audience numbers
- Regional performance space
- Wet weather facility
- Wonderful acoustics and great views
- Needs more activity on elevations visible from road
- Scope for diversification into wider offer than only theatre and cinema
- Conference facilities (digital)
- Fine dining with sea views
- Daytime café en-route to beach
- Evening bar/café as part of potential hotel offer

■ Harlech Leisure Centre

- Community-run social enterprise
- Swimming Pool - climbing wall - café
- Resource for local schools to provide swimming lessons for coastal community
- Popular wet weather facility
- Relies on limited supply of volunteers
- Lacks resources to develop further grant funding for improvements
- Major works needed to improve visitor appeal – changing rooms and glazing
- Potential for photo-voltaic panels on roof
- Build corporate membership offers with guest houses and caravan sites
- Develop current marketing to outdoor education centres, guided walks, taster events
- Develop a 'passport' or 'Harlech Card' for residents and visitors that brings together other attractions, to generate subscriptions and regular income

■ Las Ynys Fawr

- Home of Ellis Wynne – 'The Sleeping Bard'
- 3 miles north of Harlech but part of rich cultural offer of the area
- Tours for visitors
- Venue for small recitals
- Strengthen links with Harlech
- Promote Welsh language as an unique element of tourist offer

■ Harlech Community Development Worker

- Co-ordinate, enable, jointly market, deliver projects
- Develop 'Harlech Card' – promote, manage and distribute income across the community
- Develop strategic products/campaigns across arts, leisure, community, heritage



Ffeithiau Twristiaeth

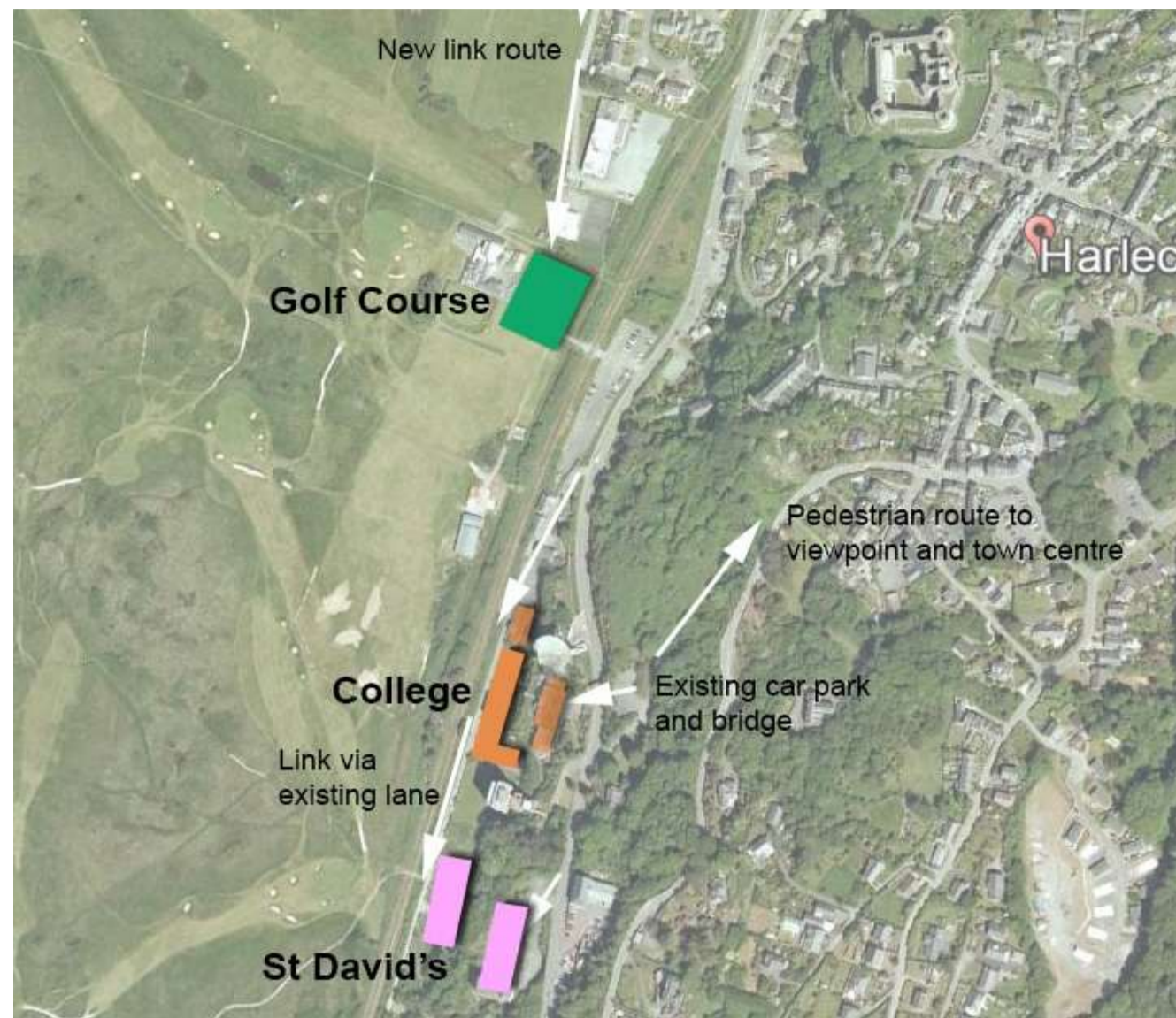
- Cyrchfan ymwelwyr dydd yw Harlech
- Yn bennaf o fewn 3 awr o amser gyrru
- Atyniad allweddol: castell, traeth anhygoel, golff o'r radd flaenaf
- Ymwelwyr i Gastell Harlech: 52% teuluoedd, 32% cyplau; arhosiad cyfartalog 0.5 y 1.5 awr; 135,000 o ymwelwyr yn 2016

Gwestyau yng Ngwynedd

- Y mwyafrif yn aros o fewn 20-25 milltir i Harlech
- Dim ond 6% o'r llety sy'n llety a wasanaethir: gwestyau a gwely a brecwast sy'n cynnig 6185 o welyau
- Dim ond 13 o westyau â 3 seren neu fwy yng Ngwynedd
- Cyfyng yw'r llety gwasanaethu - rhwystro gweithgaredd
- Y consensws yw y byddai gwesty cyrchfan o'r safon iawn i Harlech yn ychwanegu at yr apêl strategol

Gwesty Cyrchfan

- Cofleidiol lleoliad Harlech a'i naws o le ac sy'n cynnig profiad penodol ac unigryw
- Cael ei weld fel gwesty cyrchfan i gyfran helaeth o ymwelwyr gan gynnwys:
 - Teuluoedd a chyplau sy'n crwydro'r ardal - cerddwyr, cestyll a threftadaeth
 - Pobl ar deithiau gwyliau bws
 - Gwyliau golff a thwrnameintiau
 - Marchnad busnes a chynadleddau
- Lle ar gyfer iechyd a lles a mwynhau harddwch naturiol yr ardal
- Dangos y gorau o fwyd a lletygarwch y dref a'r ardal
- Tua 40 o lofftydd



Tourism Facts

- Harlech is a day visitor destination
- Mainly within 3 hours drive
- Key draw: castle, stunning beach, niche golf visitors
- Harlech Castle visitors: 52% families, 32% couples; average stay 0.5 to 1.5 hours; 135,000 visitors in 2016

Hotels in Gwynedd

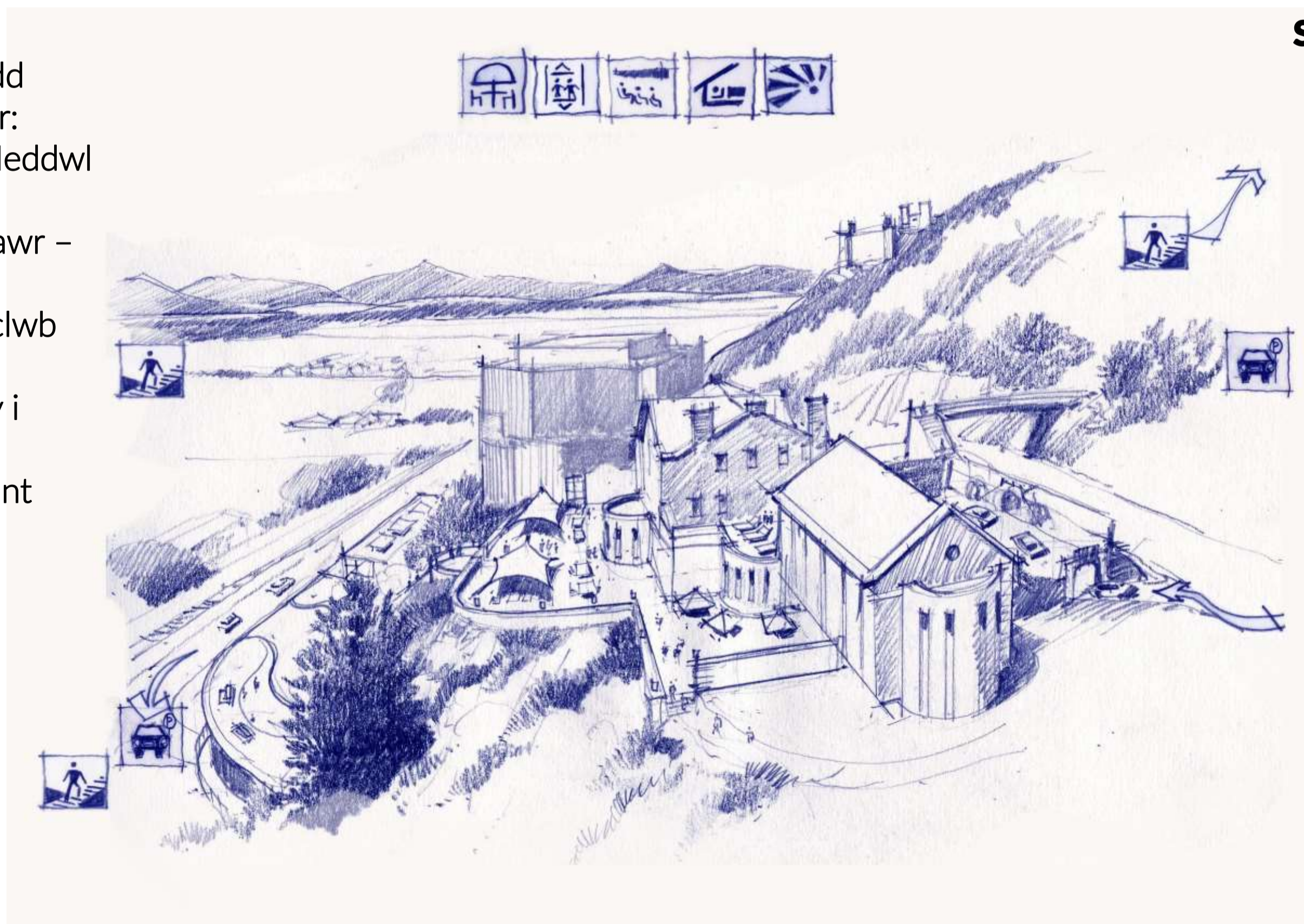
- Most stay within 20-25 miles outside Harlech
- Only 6% of accommodation is service: hotels, guest houses and B&Bs which offer 6185 beds
- Only 13 hotels over 3 star rating in Gwynedd
- Limited service accommodation - hindering activity
- Consensus that a destination hotel in Harlech of the right standard and range of facilities would add to the strategic appeal

A Destination Hotel

- Embraces Harlech's sense of place and setting and provides a bespoke and unique experience
- Is seen as a destination hotel for a broad segment of visitors including:
 - Families and couples exploring the area - walkers, castles and heritage
 - Coach based parties
 - Golf parties and tournaments
 - Business and conference market
- A place for well-being and engaging with the natural beauty of the area
- Showcases the provenance of the town and area through its culinary offer and warm hospitality
- Approximately 40 bedrooms

Awgrymiadau o ran lleoliad

- Wedi adolygu nifer o safleoedd
- Coleg Harlech yw'r un a ffeifrir:
 - Argymhelliad adroddiad Meddwl Clir 2016
 - Cymeriad adeilad Wern Fawr - gwesty gwledig
 - Lleoliad - gwasanaethu'r clwb golff a'r dref
 - Cyswllt trwy'r coetir i fyny i ganol y dref
- Cyfleoedd sgiliau a hyfforddiant
- Cadw'r Theatr ar gyfer gweithgareddau atodol



Suggested Location

- Reviewed a number of sites
- Coleg Harlech preferred location:
 - Recommendation of 2016 Clear Thinking report
 - Character of Wern Fawr building - Country House Hotel
 - Location - services golf club and town
 - Linkage through woodland up to town centre
- Skills and training opportunities
- Retention of Theatre for complementary activities

Parth Menter

- Maes Awyr Llanbedr
 - Swyddi gwerth uchel mewn Awyrfod a thechnoleg y gofod
 - Angen am lety yn y dref yn y dyfodol yn gysylltiedig ag 'ymgyrchoedd' profi a gwerthuso
 - Angen datblygu cadwyni cyflenwi byr gyda busnesau presennol a newydd fel gwestyau, bwyd a diod, masnachwyr lleol a chreffftau
 - Cyfleoedd am fand eang cyflym iawn a darpariaeth symudol 4G
 - Cydweithio â Phartneriaeth Academaidd Gofod Cymru (WASP) gyda phartneriaid ym mhrifysgolion Aberystwyth and Bangor – anghenion llety
 - Potensial am fwy o le ymchwil a datblygu – yn y dref?
 - Y Porth Gofod arfaethedig â photensial yn y dyfodol i ychwanegu at y cyfleuster a buddion i'r dref



Tref Arloesol

- Cyllun Wi-fi y dref: pwyntiau mynediad di-wifr
- Cysylltiedig â gwefan 'Croeso Harlech', gwahodd gwybodaeth e-bost, adeiladu cronfa ddata a marchnata digwyddiadau, ymgyrchoedd a chymelliannau
- Cysylltiedig ag app integredig ar gyfer y dref a chyfleoedd i ddatblygu realiti estynedig ar gyfer safleoedd treftadaeth a gwella gwerth addysgiadol i ysgolion



Ail-fywiogi'r Dref

- Ystyried ymarferoldeb cynllun Ynni Cymunedol
 - Defnyddio llyn bychan – hydro sy'n gysylltiedig â batri wrth gefn
- Cyswllt â gwasanaeth bws tref 'hoppa' LPG

Hyfforddiant a Chymorth

- Hyfforddiant 'global host': ar draws y dref a theimlad o le: llysgenhadon i'r dref – cyswllt â chredydau amser – arwain ymwelwyr etc
- Cyfleoedd band eang cyflym iawn: Wi-Fi, mwy o bresenoldeb ar y we a marchnata cyfochrog, cyfathrebu ar-lein/cyfryngau cymdeithasol, archebu cyflymach ar-lein a systemau rheoli cysylltiadau â chwsmeriaid
- Gwesty newydd: angen edrych ar weithwyr sydd ar gael, recriwtio, prentisiaethau arlwyo/lletygarwch cysylltiedig ag Addysg Bellach yn Nolgellau a cholegau eraill y gogledd
- Digwyddiad cyfarfod prynwr/cyflenwr – cysylltiedig â Maes Awyr Llanbedr



Enterprise Zone

- Llanbedr Airfield
 - High Value jobs in Aerospace and Space Technology
 - Future accommodation need in the town linked to test and evaluation "campaigns"
 - Need to develop short supply chains with existing and emerging businesses such as hotels, guest houses, food and drink, local traders and crafts
 - Opportunities for ultrafast broadband and 4G mobile coverage
 - Collaboration with the Wales Academic Space Partnership (WASP) with partners at Aberystwyth and Bangor Universities – accommodation needs
 - Potential for additional research and development space – town based?
 - Proposed Spaceport has future potential to add to facility and benefits to the town

Innovative Town

- Town Wi-fi scheme: Wireless Access points
- Linked to "VisitHarlech" website, invites email information, builds database and markets events, campaigns and incentives
- Linked to an integrated town app and opportunities to develop augmented reality to realise heritage sites and enhance educational value to schools

Re-energising Town

- Consider feasibility of a Community Energy scheme
 - Use of small reservoir – hydro linked to a battery back up
- Linked to LPG hopper town bus service

Training & Support

- Global host training: across the town plus sense of place: town ambassadors – link to time credits – guiding visitors etc
- Superfast broadband opportunities: Wi-Fi, increased web presence and marketing collateral, online communication/social media, quicker online bookings and customer relationship management systems
- New hotel: need to look at employment pool, recruitment, catering/hospitality apprenticeships links to Further Education at Dolgellau and other North Wales colleges
- Meet the buyer/supplier event – linked to Llanbedr Airfield



Sut allwch chi wneud sylwadau?

Cam 1 – Siarad gydag aelod o'r tîm

Cam 2 – Cwblhau ein harolwg

Llenwi copi o'n harolwg neu ei gwblhau ar-lein ar www.surveymonkey.co.uk/r/harlecharolwg

Neu e-bostiwch ni gyda sylwadau at chris@chrisjonesregeneration.co.uk

Dyddiad cau ar gyfer sylwadau: Dydd Gwener, 4 Awst 2017

Beth sy'n digwydd nesaf?

- ❖ Byddwn yn adolygu'ch sylwadau ac yn ceisio eu cynnwys mewn gweledigaeth strategol a set o brosiectau ar gyfer Harlech
- ❖ Bydd y cynllun terfynol yn cynnwys:
 - Materion a chyfleoedd allweddol i'r dref
 - Gweledigaeth ar gyfer Harlech
 - Prosiectau sy'n ymdrin â'r hyn sy'n allweddol
 - Syniad o'r adnoddau fydd eu hangen i gyflawni
 - Ffyrdd y gall cyrff strategol a lleol helpu gyda chyflawni
 - Amserlen ar gyfer cyflawni
 - Y buddion a ddisgwyllir o fuddsoddi

Cymryd rhan

- ❖ Os hoffech gymryd rhan neu gadw mewn cysylltiad, gadewch eich cyfeiriad e-bost neu fanylion cyswllt ac fe wnawn ni gysylltu â chi

DIOLCH AM EICH DIDDORDEB

How Can You Make Comments?

Step 1 - Speak to a member of the team

Step 2 – Complete Our Survey

Fill in a copy of our survey or complete online at www.surveymonkey.co.uk/r/harlechsurvey

Or email us with comments to chris@chrisjonesregeneration.co.uk

Deadline for comments: Friday, 4th August 2017

What Happens Next?

- ❖ We will review your comments and look to build these into a strategic vision and set of projects for Harlech
- ❖ The final plan will cover:
 - Key issues and opportunities for the town
 - A Vision for Harlech
 - Projects that address the key issue
 - An indication of resources need to deliver
 - Ways that strategic and local organisations can help with delivery
 - A timetable for delivery
 - Anticipated benefits and outputs from investment

Getting Involved

- ❖ If you want to get involved or keep in touch, please leave us your email address or contact details and we will contact you

THANKS FOR YOUR INTEREST

