Birchgrove Shopping Centre Regeneration & Transport Improvements

Adfywio Canolfan Siopa Llwynbedw a Gwella Trafnidiaeth

Introduction *Cyflwyniad*

The Birchgrove Local Shopping Centre has been prioritised for improvement under the Council's Neighbourhood Renewal Schemes (NRS) Programme. The Programme funds local regeneration projects all over Cardiff.

Local shopping centres have an important and broad ranging role at the heart of local communities, providing shops, businesses, services, and community facilities within accessible distances to where people live. The City of Cardiff Council recognises the importance of these shopping areas and aims to work with local businesses and residents to improve them and ensure they are sustainable in the future.

The NRS project seeks to deliver environmental improvements to the local shopping centre. It will be closely aligned with a proposed transport improvement project for the A469 (Caerphilly Road) which aims to improve the efficient movement of cars, buses and cyclists. Both projects will be designed to ensure that a balance is achieved between improving movement along the main road but also enhancing the environment of the shopping centre.

Rhoddwyd blaenoriaeth i wella Canolfan Siopa Lleol Llwynbedw dan Raglen Cynlluniau Adnewyddu Cymdogaethau'r Cyngor. Mae'r Rhaglen yn ariannu projectau adfywio lleol ledled Caerdydd.

Mae canolfannau siopa lleol yn chwarae rôl bwysig ac eang wrth galon cymdogaethau lleol ac yn darparu siopau, busnesau, gwasanaethau, a chyfleusterau cymunedol o fewn pellter cyraeddadwy o gartrefi pobl. Mae Cyngor Dinas Caerdydd yn cydnabod pwysigrwydd yr ardaloedd siopa hyn ac yn anelu at weithio gyda busnesau lleol a thrigolion i'w gwella a sicrhau eu bod yn gynaliadwy yn y dyfodol.

Mae project y Rhaglen yn ceisio cyflwyno gwelliannau amgylcheddol i'r ganolfan siopa leol. Bydd yn gyson â'r project gwella trafnidiaeth arfaethedig ar gyfer yr A469 (Caerphilly Road) sy'n anelu at gael ceir, bysus a beicwyr i deithio'n fwy effeithlon. Bydd y ddau broject wedi'u cynllunio i sicrhau cydbwysedd rhwng gwella symudiad ar hyd y brif ffordd ond hefyd gwella amgylchedd y ganolfan siopa.

Background *Cefndir*

To help us design the project the City of Cardiff Council worked in partnership with the Birchgrove Business Group to ask for your opinions about the Birchgrove local shopping centre through a questionnaire that was distributed in June 2014.

Please have a read through these display boards which show the findings of the questionnaire and our initial project ideas. You can record any comments you may have on the feedback forms available to complete here or take away with you and post back. Your views are important to us.

I'n helpu i gynllunio'r project, gweithiodd Cyngor Dinas Caerdydd mewn partneriaeth â Grŵp Busnes Llwynbedw i ofyn am eich barn ar ganolfan siopa leol Llwynbedw drwy holiadur a ddosbarthwyd ym mis Mehefin 2014.

Darllenwch yr hysbysfyrddau hyn sy'n dangos canfyddiadau'r holiadur a'n syniadau cychwynnol ar y project. Gallwch gofnodi unrhyw sylwadau a allai fod gennych ar y ffurflenni adborth sydd ar gael i'w cwblhau yma neu gallwch fynd ag un i ffwrdd gyda chi a'i hanfon yn ôl drwy'r post. Mae eich barn yn bwysig i ni.

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Consultation Findings

Canfyddiadau'r Ymgynghoriad

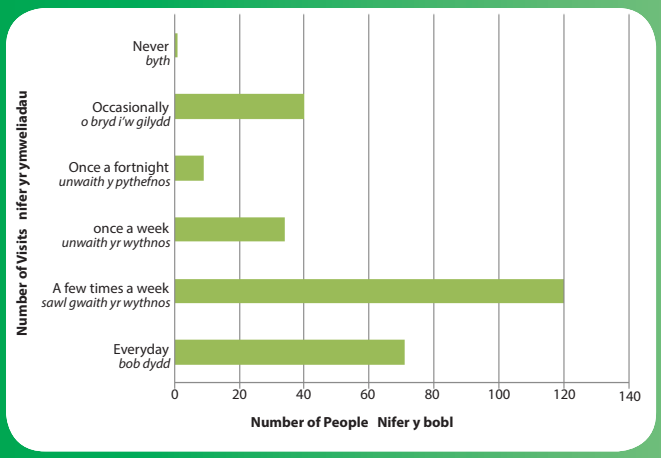
The questionnaire was delivered to 900 households and businesses in the vicinity of the Birchgrove shopping centre. The survey was also made available online for people to complete.

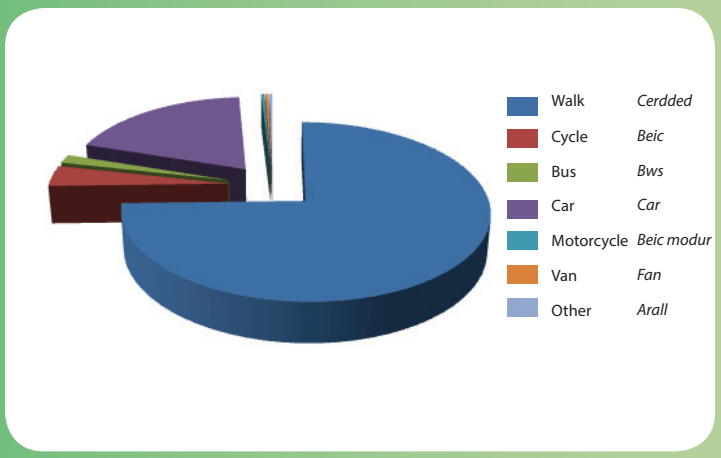
Over 250 questionnaires were completed and some of the key findings from the survey are as follows:

Dosbarthwyd yr holiadur i 900 o gartrefi a busnesau yng nghyffiniau canolfan siopa Llwynbedw. Roedd yr arolwg hefyd ar gael ar-lein i bobl ei chwblhau.

Cwblhawyd dros 250 o holiaduron, ac mae rhai o ganfyddiadau allweddol yr arolwg fel a ganlyn:

- 44% of respondents visit Birchgrove shops a few times a week, 26% visit every day
- *Mae 44% o ymatebwyr yn ymweld â siopau Llwynbedw ambell waith yr wythnos, a 26% bob dydd.*
- 75% of respondents get to Birchgrove shops on foot, 19% by car
- *Mae 75% o'r ymatebwyr yn cyrraedd siopau Llwynbedw ar droed, a 19% yn y car.*





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Birchgrove Shopping Centre Regeneration & Transport Improvements

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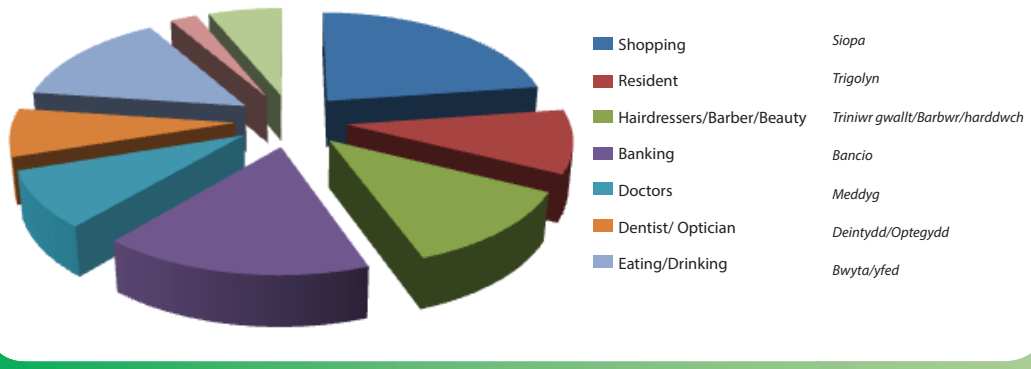
Consultation Findings

- The majority of respondents, 59% park on a side street rather than on Caerphilly Road.
- The top three reasons for visiting the shopping area were- shopping, banking and eating and drinking.

Canfyddiadau'r Ymgynghoriad

- *Mae'r rhan fwyaf o'r ymatebwyr – 59%, yn parcio ar stryd ar yr ochr yn hytrach nag ar Caerphilly Road.*
- *Y tri rheswm pennaf dros ymweld â'r ardal siopa oedd – siopa, bancio a bwyta neu yfed.*



- When asked what other shops, services or businesses respondents would like to use in the shopping centre the most popular suggestions were a greengrocer, baker, butcher, cafes and restaurants.
- 37% of respondents spent between 11-20 minutes at the shopping centre, followed by 26% who stayed up to 10 minutes.
- 82% of respondents stated that they carry out most of their shopping at a large superstore.
- People were asked what improvements they would like to see around the Birchgrove Shops-the top 10 responses show:

- *Mewn ymateb i'r cwestiwn ar ba siopau, gwasanaethau neu fusnesau eraill yr hoffai'r ymatebwyr eu gweld yn y ganolfan siopa, yr awgrymiadau mwyaf poblogaidd oedd siop groser, becws, cigydd, caffis a bwytai.*
- *Roedd 37% o'r ymatebwyr yn treulio rhwng 11 ac 20 munud yn y ganolfan siopa, gyda 26% yn aros hyd at 10 munud.*
- *Dywedodd 82% o'r ymatebwyr eu bod yn gwneud y rhan fwyaf o'u siopa yn un o'r archfarchnadoedd mawr.*
- *Gofynnwyd i bobl am y gwelliannau yr hoffent eu gweld o amgylch Siopau Llwynbedw – dyma'r 10 ymateb mwyaf poblogaidd:*

	Essential
1	More places to park
2	Better pedestrian crossings
3	Better paving
4	More parking enforcement
5	More bins
6	Improved access to shops (remove stepped entrances)
7	More benches
8	Greater parking restrictions
9	Improved bus services
10	Disabled parking bays

	Hanfodol
1	Mwy o lefydd parcio
2	Croesfan well i gerddwyr
3	Palmant gwell
4	Mwy o orfodi parcio
5	Mwy o finiau
6	Mynediad gwell i siopau (cael gwared ar fynedfeydd â grisiau)
7	Mwy o feinciau
8	Mwy o gyfyngiadau parcio
9	Gwasanaethau bws gwell
10	Lle parcio i bobl anabl

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Analysis of the questionnaire findings reveals that there are number of components which could be coordinated to form part of the proposed regeneration and transport improvement projects.

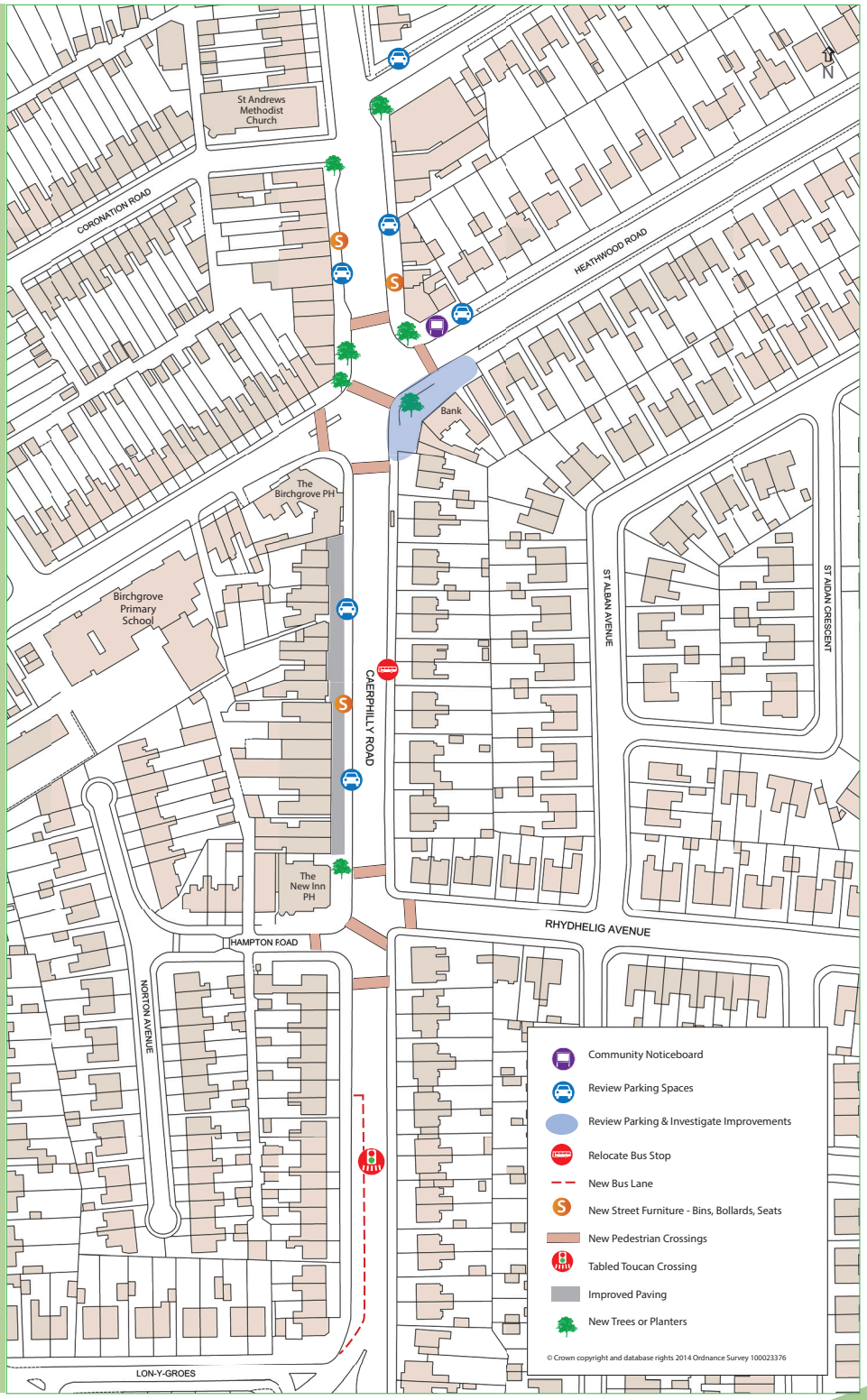
- **New pedestrian crossings.**
- **Investigate ways to ensure more efficient use of existing car parking bays on Caerphilly Road.**
- **Targeted areas of new pavement.**
- **New street furniture- bins, bollards, seating.**
- **Investigate opportunities for introducing more greenery through trees or planters.**
- **Relocate 1 bus stop further away from the main junction.**

The plan shows the proposed elements.

Mae dadansoddiad o ganfyddiadau'r holiadur yn dangos bod nifer o elfennau y gellid eu cydlynu er mwyn creu rhan o'r projectau adfywio a gwella trafnidiaeth arfaethedig.

- *Croesfannau newydd i gerddwyr*
- *Ymchwilio i ffyrdd o sicrhau bod y lleoedd parcio presennol ar Caerphilly Road yn cael eu defnyddio'n fwy effeithlon*
- *Gosod palmant newydd mewn ardaloedd penodol.*
- *Dodrefn newydd ar y stryd – biniau, bolardiau, seddi.*
- *Ymchwilio i gyfleoedd i gyflwyno mwy o wyrdd drwy goed neu blanhigion.*
- *Symud 1 safle bws ymhellach i ffwrdd o'r brif gyffordd.*

Mae'r cynllun yn dangos yr elfennau arfaethedig.



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Other Initiatives

The Council will continue to work with the Birchgrove Business Group to develop initiatives to promote the shopping centre. The questionnaire revealed that promotion could include:

- A website and shopping directory.
- A community notice board.
- A shop loyalty card scheme.

Mentrau eraill

Bydd y Cyngor yn parhau i weithio gyda Grŵp Busnes Llwynbedw i ddatblygu mentrau i hyrwyddo'r ganolfan siopa. Dangosodd yr holiadur y gallai hyrwyddo gynnwys:

- **Gwefan a chyfeirlyfr siopa.**
- **Hysbysfwrdd cymunedol.**
- **Cynllun cerdyn teyrngarwch siopau.**

'Support your High Street' campaign

The Welsh Government is leading a national 'Support your High Street' campaign. A campaign week is taking place from the 20th-27th September 2014. The campaign aims to encourage people to support their local shops and services. The Birchgrove local shopping centre regeneration and transport projects support the principles of the campaign.

Ymgyrch 'Cefnogi eich Stryd Fawr'

Mae Llywodraeth Cymru yn arwain ymgyrch genedlaethol 'Cefnogi eich Stryd Fawr'. Cynhelir wythnos ymgyrchu rhwng 20 a 27 Medi 2014, gyda'r nod o annog pobl i gefnogi eu siopau a'u gwasanaethau lleol. Mae projectau adfywio canolfan siopa leol Llwynbedw a thrafnidiaeth o blaid egwyddorion yr ymgyrch.

Next Steps *Y Camau Nesaf*

The projects are subject to confirmation of funding. The timetable below shows the next steps.

Mae'r projectau'n amodol ar gadarnhau cyllid. Mae'r amserlen isod yn dangos y camau nesaf.

Initial Consultation - Now
Ymgynghoriad Cychwynnol - Nawr

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Consultation on draft plans - Early 2015
Ymgynghoriad ar gynlluniau drafft – Dechrau 2015

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Implementation- Mid-late 2015
Gweithredu – Canol-diwedd 2015

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