

Y Gorllewin
a'r Cymoedd
Amcan 1



West Wales
and the Valleys
Objective 1

Dogfen Raglennu Sengl
ar gyfer y Cyfnod: 2000-2006

Single Programming
Document
for the Period: 2000-2006

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Rhagair

Dyma ddrafft y Ddogfen Raglennu Sengl (DRS) ar gyfer y Gorllewin a'r Cymoedd a gyflwynir at ddibenion ymgynghori. Y ddogfen hon fydd y sail ar gyfer penderfynu sut y caiff arian y Cronfeydd Strwythurol ei wario o 2000-2006. Partneriaethau rhanbarthol y Gorllewin a'r Cymoedd sy'n gyfrifol am lawer o waith paratoi'r drafft hwn, ond nid yw'n ddogfen gyflawn. Ein gobaith ni yw ei bod yn rhoi digon o fanylion am yr hyn y mae disgwyl i'r rhaglen ei chyflawni, ond yr ydym yn cydnabod y bydd yn rhaid llenwi'r bylchau cyn cyflwyno'r ddogfen i'r Cynulliad ac yna'r Comisiwn Ewropeaidd

Strwythur

Pennir strwythur y DRS gan ganllawiau'r UE, ac yn benodol y rhai a geir yn yr Arweinlyfr. Mae felly'n wahanol mewn rhai ffyrdd i strwythur y Strategaeth Datblygu Economaidd Genedlaethol (SDEG). I'r graddau lle bo hynny'n bosibl mae'n gyson ymhob maes arall 'r SDEG, yn arbennig felly ynglyn blaenoriaethau polisi.

Monitro a Gwerthuso

Bydd raid i Bennod 5 ymdrin monitro a gwerthuso. Mewn gair, ni chawsom hyd yma ddigon o amser i'w roi mewn du a gwyn, a bydd raid inni wneud hynny yn ystod y cyfnod ymgynghori. Hefyd, mae gwaith pellach i'w wneud wrth dynhau'r dangosyddion a ddefnyddir i fesur llwyddiant. Mae croeso i chi anfon eich Sylwadau a'ch Argymhellion ar hyn.

Tablau Ariannol

Nid yw drafft presennol y DRS yn cynnwys tablau ariannol nac yn awgrymu unrhyw ddyraniadau ariannol i adrannau neu fesurau penodol. Byddwn yn parhau i weithio ar hyn ond byddwn yn croesawu eich safbwyntiau ar y mater hwn.

Pennod 1 - Nodweddion allweddol/proffil o'r

Cyflwyniad

Mae ardal Amcan 1 y Gorllewin a'r Cymoedd yn cwmpasu cyrion gogledd, gorllewin a de orllewin Cymru, ynghyd chymoedd diwydiannol gynt De Cymru. Mae'n ardal eang sy'n cynnwys awdurdodau unedol Abertawe, Blaenau Gwent, Caerfyrddin, Caerffili, Castell-nedd Port Talbot, Ceredigion, Conwy, Dinbych, Gwynedd, Merthyr Tudful, Penfro, Pen-y-bont ar Ogwr, Rhondda Cynon Taf, Tor-faen ac Ynys Mn. Mae'n ardal o 1,312,900 hectar, (63.2% o holl dirwedd Cymru) gyda phoblogaeth o 1,907,195 (cyfrif 1996).

Rhai o'r priodoleddau sy'n gwneud yr ardal hon yn unigryw yw ei natur amrywiol, ei heconomi, ei diwylliant a'i hamgylchedd. Yn anffodus mae hefyd dan anfantais ac yn cael ei gwthio i'r cyrion oddi wrth amryw o'r cyfleoedd economaidd a chymdeithasol, oherwydd ei bod mor bellenig.

Ymhlith **nodweddion** yr ardal, ceir :

Nodweddion Economaidd:

- **Cynnyrch Domestig Gros (CDG) hynod o isel ac sy'n dal i ostwng fesul pen o'r boblogaeth, o'i gymharu chyfartaledd y GE.** Ym 1996, 73% o gyfartaledd yr UE oedd CDG y rhanbarth. Mae gan rai rhannau o'r rhanbarth CDG sy'n werth llawer llai na'r ffigwr hwn ffigwr Canolbarth y Cymoedd yw 64% o gyfartaledd yr UE, ac ar gyfer Ynys Mn, 68% o gyfartaledd yr UE.
- **Iefelau diweithdra uchel iawn, yn enwedig dros y tymor hir** mewn rhannau o'r rhanbarth o'i gymharu rhannau eraill o Gymru a'r DU.
- **graddfeydd gweithgarwch economaidd sy'n gostwng.**
- **Iefelau uchel o amddifadedd cymdeithasol** gyda 82 allan o'r 100 o wardiau mwyaf difreintiedig yng Nghymru wedi eu lleoli yn y Gorllewin a'r Cymoedd, yn l Mynegai'r Swyddfa Gymreig o Gyflwr Cymdeithasol-Economaidd.
- **gorddibyniaeth ar ddiwydiannau sy'n dirywio** yn y rhannau sydd ar gyrion y rhanbarth e.e. ynni, amddiffyn, llechi a phurfeydd olew.
- **rhanbarth sydd dan ddylanwad rl allweddol y diwydiant amaeth** ac sy'n dioddef oherwydd gostyngiad yn incwm y ffermydd ac argyfwng y BSE.
- **nifer cymharol fychan o fusnesau cynhenid, deinamig, canolig eu maint sydd 'r potensial i dyfu.** Mae strwythur economaidd arfordir y Gorllewin dan ddylanwad mn fusnesau sydd naill ai gallu neu awydd cyfyngedig i dyfu. Mae strwythur economaidd y Cymoedd dan ddylanwad diwydiannau cynhyrchu tramor.
- **rhanbarth sy'n economaidd ynysig** - Mae Gorllewin Cymru a'r Cymoedd yn dioddef gan lwybrau cyswllt mewnol ac allanol gwael gyda marchnadoedd gweddill y DU ac Ewrop. Ni cheir o fewn y rhanbarth yr un maes awyr sy'n cynnig gwasanaethau rheolaidd wedi'u hamserlennu, a difethir unrhyw gysylltiadau fferi da gydag Iwerddon gan brinder y gwasanaethau rheilffordd a rhwydwaith gwael o lonydd. Ynysir cymunedau unigol gan drafnidiaeth gyhoeddus gwael a chan rwystrau daearyddol.

Nodweddion Cymdeithasol:

- **hunaniaeth ddiwylliannol gref** gyda rhannau sydd rhagor na 54% o'r boblogaeth sy'n siarad y Gymraeg o'i gymharu chyfartaledd Cymru gyfan o 20%. Mae'r traddodiad diwylliannol hwn yn cynnig cyfleoedd i ddatblygiadau economaidd.
- oherwydd cyflogau isel a nifer cyfyngedig o gyfleoedd i sicrhau cyflogaeth, mae'r ardal yn hefyd yn wynebu **cael ei heithrio oherwydd prinder nwyddau a gwasanaethau** megis trafnidiaeth, addysg-iechyd a darpariaethau eraill sy'n dir ywio'n arw.
- **mudo** - cyfrannodd y problemau hyn i gyflwr o ddadurthio, morl isel ac eithrio cymdeithasol. Amlygir y rhain gan y ffaith fod pobl ifanc yn mudo'n rheolaidd er mwyn chwilio am waith a chyfleoedd, sy'n tanseilio cynaliadwyedd cymunedau y Gorllewin a'r Cymoedd.
- ceir o fewn llawer o drefi mawrion ac ardaloedd trefol **rannau sylweddol o amddifadedd cymdeithasol a materol** gyda diweithdra uchel, gorboblogi a chanran uchel o rieni sengl.
- **dwysheir yr eithrio cymdeithasol yn fwy yn yr ardaloedd gwledig** oherwydd yr arwahanrwydd ar ffaith fod yr ystod llawn o gyfleoedd allan o gyrraedd pobl, yn ogystal 'r problemau cynyddol sy'n dilyn dir ywiad y sector amaethyddol.

Nodweddion Amgylcheddol:

- **cyfoeth o amgylchedd mewn perygl** -Mae amgylchedd y Gorllewin a'r Cymoedd o ansawdd uchel iawn, gan gynnwys tri Pharc Cenedlaethol, sef Eryri, Arfordir Sir Benfro a Bannau Brycheiniog. Ac eto, mae hefyd yn cynnwys ardaloedd mawr a ddifrodwyd gan weithgarwch diwydiannau trymion y gorffennol. Yn sgil dir ywiad byd amaeth, crewyd ffermydd mwy o ran eu maint, sy'n bygwth natur neilltuol cefn gwlad Cymru.
- **mae'r amgylchedd yn nodwedd allweddol i'r rhanbarth** nid yn unig yn ei rinwedd ei hun, ond hefyd fel ased economaidd yn nhermau twristiaeth a buddsoddiad mewnol.
- **mae nodweddion ffisegol y rhanbarth yn amrywiol**, ond amaethyddiaeth o hyd yw'r prif ddefnydd a wneir o'r tir, tra bo cefn gwlad o hyd yn adnodd hanfodol, nid yn unig i'r economi, ond hefyd yn gymdeithasol.

Proffil o'r Ardal

2.1 TIRWEDD

Adlewyrchir ffiniau ardal y Gorllewin a'r Cymoedd yn ei daearyddiaeth ffisegol. Mynyddig yw'r ffiniau sydd rhwng y Gorllewin a'r Cymoedd, ar y naill law, a Dwyrain Cymru ar y llaw arall, ac fe'i hamgylchynir gan y mr i gyfeiriad y gogledd, gorllewin a'r de orllewin. Cyfuniad yw'r tir ei hun o fryniau a mynyddoedd, gan gynnwys gwastadeddau'r arfordir ym Mhenrhyn Gwyr, rhannau deheuol Sir Gaerfyrddin a Sir Benfro, Penrhyn Llyn, Ynys Mn a godreion arfordir Gogledd Cymru. Mae'r ffin fynyddig i'r dwyrain wedi chwarae rhan sylweddol yn natur ynysig economi y Gorllewin a'r Cymoedd, a hefyd yn nhreftadaeth ddiwylliannol y rhanbarth.

Draenir mynyddoedd Cymru gan wahanol systemau o afonydd. Cyn gallu deall hanes economaidd yr ardal, mae'n hanfodol i r ywun werthfawrogi daeareg y Gorllewin a'r Cymoedd.

2.2 DEMOGRAFFEG, CYMDEITHAS A DIWYLLIANT

2.2.1 Tueddiadau Poblogaeth

[Heb ei gwblhau - bydd yn cynnwys dadansoddiad o'r newidiadau yn strwythur oedran y boblogaeth, tueddiadau mudo, graddfeydd genedigaethau a marwolaethau.]

2.2.2 Amddifadedd Cymdeithasol a Thlodi

Mae'r ardal yn dioddef gan raddfa uchel o amddifadedd cymdeithasol mewn ardaloedd penodol. Ceir wyth deg a dau allan o 100 o'r wardiau a amddifadwyd fwyaf yng Nghymru y Gorllewin a'r Cymoedd yn l Mynegai'r Swyddfa Gymreig o Gyflwr Cymdeithasol Economaidd. O'r cyfanswm hwn, mae 73 yn y Cymoedd. Mae hyn yn cyfuno 'r raddfa uchel o ddiweithdra ac afiechyd sy'n gyson uwch na chyfartaledd gweddill Cymru a'r DU.

2.2.3 Iechyd

Ar y cyfan, mae cyflwr iechyd pobl Cymru yn waeth nag ydyw yn Lloegr, ond mae cyflwr iechyd llawer o rannau o'r Gorllewin a'r Cymoedd yn sylweddol waeth nag ydyw yng ngweddill Cymru. Mae hyd bywyd disgwyledig rhai o'r cymunedau hyn hyd at bum mlynedd yn llai nag ydyw i rannau mwy breintiedig o Gymru, a chododd y raddfa marwolaethau cynamserol o 48% i 69% yn ystod y ddegawd 1981 i 1991. Gellir mesur y bwlch mewn iechyd nid yn unig wrth gyfrif marwolaethau, ond hefyd o safbwynt ansawdd bywyd a chysur pobl yn gyffredinol.

Mae'n hysbys, er enghraifft, yn dilyn Arolwg Iechyd Cymru ym 1995, fod pobl o'r Cymoedd yn goddef iechyd corfforol a meddyliol sy'n sylweddol waeth nag ydyw mewn rhannau eraill o Gymru. Mae'n hysbys hefyd o amrywiol ffynonellau eu bod yn dioddef lefelau uchel iawn o salwch tymor hir, sydd yn ei dro yn golygu eu bod yn gadael y farchnad lafur, i fyw yn economaidd segur dan nawdd budd-daliadau.

Er bod cyfres o ffactorau sy'n berthnasol i'r gwasanaethau iechyd (megis y gwasanaethau sydd ar gael, hygyrchedd, ansawdd a chanfyddiadau cleifion) yn dylanwadu ar y diffyg cydraddoldeb hwn, mae'r gwahaniaeth yn achosion y salwch yn bwysicach o'r hanner. Credir eu bod yn cynnwys cyfuniad o amddifadedd cymdeithasol ac economaidd, hanes galwedigaethol, diweithdra uchel, llety gwael, amgylchedd wedi'i lygru, enghreifftiau lu o arferion byw afiach, a'r ffaith fod dewisiadau o fwydydd iach allan o gyrraedd y boblogaeth.

2.2.4 Gweithgarwch Gwirfoddol yn y Gymuned

Ceir o fewn y rhanbarth draddodiad cryf o weithgarwch gwirfoddol, cydymddibyniaeth a hunan-gymorth. Nodwyd a dosbarthwyd dros 11,000 o sefydliadau gwirfoddol a chymunedol yn Rhanbarth y Gorllewin a'r Cymoedd sy'n gweithredu ar lefelau awdurdod lleol neu'n fwy lleol fyth - yn ogystal sefydliadau mwy sy'n gweithredu ar sail ranbarthol neu genedlaethol. Mae sefydliadau o'r fath yn adlewyrchu amrywiaeth y bobl a'r materion dan sylw, ac yn ymateb i'r anghenion cymdeithasol a'r anfanteision economaidd. Maent yn adnodd gr ymus wrth hyrwyddo cymdeithas gynhwysol ac ail strwythuro ffyniant economaidd a chymdeithasol. Ond mae'r boblogaeth wasgaredig a geir yn yr ardaloedd gwledig yn ei gwneud gymaint yn fwy anodd i'r sectorau gwirfoddol ddarparu gwasanaethau cynhwysfawr ac effeithiol, o'i gymharu 'r ardaloedd trefol, lle ceir trwch y boblogaeth.

2.2.5 Iaith a Diwylliant

Mae iaith yn elfen hanfodol sy'n cynnal hunaniaeth y rhanbarth. Y Gymraeg yw un o ieithoedd lleiafrifol mwyaf bywiog yr Undeb Ewropeaidd, ond mae yna bryder am ei dir ywiad yn rhannau o'r rhanbarth. Yn l cyfrifiad 1991, 508,098 oedd nifer y siaradwyr Cymraeg - 18.7% o'r boblogaeth. Ond mae cadarnleoedd traddodiadol yr iaith i'w cael yn llwyr o fewn ardal y Gorllewin a'r Cymoedd gyda bron 75% o'r siaradwyr Cymraeg yn byw o fewn y rhanbarth hwn. Mae Tabl 1 yn dangos pa gyfran o'r siaradwyr Cymraeg 3+ oed sy'n byw o fewn ardal y Gorllewin a'r Cymoedd. Mae'n dangos amrywiaeth eang rhwng yr ardaloedd gwledig a diwydiannol, ac yn amlygu'r cyswllt sydd rhwng yr iaith a'r cymunedau amaethyddol, a fu yn l traddodiad yn gadarnle iddi. Mae hefyd yn amlwg mai'r bobl ifanc, ar y cyfan, yw mwyafrif y siaradwyr Cymraeg. Er gwaethaf hyn, mae'r pr yder yn aros. Ymddengys fod y dirywiad ymhlith cadarnleoedd traddodiadol yr iaith yn parhau o ganlyniad i nifer o ffactorau cymdeithasol ac economaidd cysylltiedig, gan gynnwys mudo oherwydd yr economi, a'r diffyg parhaus o gyfleoedd priodol yn lleol. Mae gan y Gorllewin a'r Cymoedd draddodiad diwylliannol hynod o gyfoethog drwy gyfrwng nid yn unig yr iaith Gymraeg ond hefyd y Saesneg.

Tabl 1 - Cyfran y Siaradwyr Cymraeg yn y Gorllewin a'r Cymoedd

Sir	Strwythur Oedrannau				Cyfanswm
	3-15	16-44	45-64	65+	
Gwynedd	90.9	75.6	65.6	68.4	74.3
Ynys M(tm)n	78.1	62.5	57.4	55.9	62.6
Ceredigion	76.8	57.8	53.9	62.7	60.9
Sir Gaerfyrddin	56.5	46.0	53.0	65.3	53.5
Conwy	45.6	35.7	30.2	34.2	35.8
Sir Ddinbych	35.3	27.4	28.7	29.4	29.6
Sir Benfro	28.3	15.7	20.0	22.2	20.4
Castell-nedd Port Talbot	21.7	14.1	19.5	26.0	19.1
Abertawe	16.0	8.5	15.1	21.8	14.0
Pen-y-bont ar Ogwr	19.3	8.8	5.4	10.5	10.1
Rhondda Cynon Taf	17.0	8.1	4.6	10.9	9.5
Tor-faen	29.2	3.8	3.3	3.1	8.3
Merthyr Tudful	3.7	6.6	4.8	9.5	8.1
Caerffili	17.4	6.1	3.3	4.5	7.4
Blaenau Gwent	22.6	3.4	2.7	2.6	6.4

Fyfnhonnell: Arolwg Cyfweld Teuluoedd Cymru 1997

2.3 HYGyrCHEDD

2.3.1 Cysylltiadau Ffyrdd a Rheilffyrdd

Mae'r isadeiledd craidd o ffyrdd a rheilffyrdd, sy'n gwasanaethu'r prif drefydd a'r porthladdoedd yn ei le ar y cyfan, ond fe'i cyfyngir gan dirwedd y Gorllewin a'r Cymoedd. Cydnabu'r Comisiwn Ewropeaidd bwysigrwydd y prif lwybrau rheilffyrdd a ffyrdd o'r dwyrain i'r gorllewin drwy eu dynodi'n llwybrau'r Rhwydweithiau Traws-Ewropeaidd ym 1994. Ceir hefyd lwybrau rheilffyrdd rhwng rhanbarthau ar linell Calon Cymru sy'n rhedeg o Lanelli i'r Amwythig, a Llinell Cambria sy'n rhedeg o'r Amwythig i Bwllheli drwy Aberystwyth. Paratowyd nifer o strategaethau trafnidiaeth is-ranbarthol er mwyn dynodi'r blaenoriaethau is-ranbarthol mewn cryn fanylder. Ond tanseilir y defnydd o'r llwybrau rheilffyrdd gan lefelau'r gwasanaethau, sy'n aml yn golygu bod angen teithio i'r prif orsafoedd chlodiant preifat. Rhed y llwybrau rhwng y de a'r gogledd o'r ardal gymwys, ar y cyfan y tu allan i ffiniau'r ardal ei hun, ac eithrio'r A487, sy'n rhedeg ar hyd yr arfordir gorllewinol.

Ar sail Cymru gyfan, disgwylir i drafnidiaeth ar y ffyrdd gynyddu rhwng 1% a 2% y flwyddyn, sy'n golygu cynnydd cronnol o rhwng 16% a 36% rhwng 1996 a 2010, a rhwng 32% a 71% rhwng 1996 a 2025. Seilir yr amcangyfrifon hyn ar y cynnydd mewn gweithgarwch economaidd a theithio personol, ond nid ydynt yn cynnwys effaith newidiadau mewn polisi, megis cynlluniau i leihau traffig. Yn wir, yn rhannau mwyaf ffiniol, gwledig a thenau eu poblogaeth y Gorllewin a'r Cymoedd, mae'n rhaid i bobl fod yn berchen ar gar oherwydd y dewis gwael sydd o drafnidiaeth gyhoeddus. Mae Llywodraeth y DU newydd gwblhau adolygiad o'r rhaglen cefnffyrdd yng Nghymru yng ngyd-destun y strategaeth drafnidiaeth integredig, sy'n nodi rhwydwaith craidd newydd ar gyfer Cymru. Mae'r cynlluniau a nodwyd gan yr adolygiad dan astudiaeth ar hyn o bryd er mwyn asesu pa mor ymarferol ydynt o fewn meini prawf yr amgylchedd, yr economi, diogelwch a hygyrchedd, yn ogystal ag integreiddio.

2.3.2 Porthladdoedd

Mae nifer o borthladdoedd yng Nghymru, sy'n cynnig cysylltiadau trafndiaeth Gweriniaeth Iwerddon a gwledydd masnachol eraill, a maent yn arbennig o bwysig o ran olew, dur, pysgota, yr economi amaethyddol a defnydd hamdden. Mae gan ardal y Gorllewin a'r Cymoedd bedwar porthladd fferi sy'n creu cyswllt ag Iwerddon: Caergybi (i Ddilyn a Dn Laoghaire), Abergwaun (i Rosslare), Doc Penfro (i Rosslare) ac Abertawe (i Gorc). Hefyd mae Aberdaugleddau a Phort Talbot yn cynnig cyfleusterau angorfeydd dyfnion. Mae'r Comisiwn Ewropeaidd wedi cydnabod Caergybi, Abergwaun, Aberdaugleddau, Doc Penfro ac Abertawe fel porthladdoedd y Rhwydweithiau Traws Ewropeaidd.

2.3.3 Cysylltiadau Awyr

Ni cheir o fewn y Gorllewin a'r Cymoedd yr un maes awyr gyda gwasanaethau rheolaidd, ond fe geir nifer o feysydd awyr sifil, sef Caernarfon, Aberporth, Hwlfordd, Pen-bre ac Abertawe sy'n bwysig i'r economaau lleol ac sydd i'r potensial i dyfu. Mae canolfannau'r Llu Awyr Brenhinol ar Ynys Mn, yn Y Fali a Mona, yn awyddus i ddatblygu defnydd sifil o'u cyfleusterau.

2.3.4 Cysylltiadau TGC

Ar hyn o bryd, er bod rhwydwaith BT yn gwasanaethu bron y cyfan o Gymru, ac arfordir De Cymru a'r Cymoedd wedi elwa o'r buddsoddiadau, mae rhai rhannau o Gymru wledig yn dal allan o gyrraedd y gwasanaethau uwchdonfeddi, a'r dyfeisiadau mwy modern a defnyddiol megis ISDN2. Mae'r gallu i fanteisio ar y cyfleoedd a ddaw yn sgil y dechnoleg gwybodaeth a chyfathrebu newydd yn hanfodol i ffyniant economaidd a chymdeithasol y rhanbarth ar gyfer y dyfodol. Nid oes fawr o amheuaeth i ddiffygion yr isadeiledd telathrebu o fewn y rhanbarth fod yn ffactor sylweddol dros y blynyddoedd diwethaf a gyfyngodd ar y gallu i fanteisio ar y dechnoleg newydd.

2.3.5 Isadeiledd Ynni

Mae rhannau o'r rhanbarth yn dioddef gan isadeiledd gwael i'r gwasanaethau ynni - yn arbennig y cyflenwadau nwy diwydiannol. Mae'n amlwg i'r diffygion hyn gael effaith andwyol ar allu diwydiannau i ddatblygu, yn enwedig yn y rhannau mwy diarffordd.

2.4 YR ECONOMI

2.4.1 Strwythur Diwydiannol

Mae strwythur diwydiannol y Gorllewin a'r Cymoedd yn amrywio'n sylweddol rhwng cyn-gymoedd diwydiannol De Cymru ac ardaloedd mwy gwledig Gorllewin Cymru. Mae gan strwythur diwydiannol y Cymoedd ganran uwch o'r hanner o gyflogaeth yn y diwydiannau cynhyrchu na chyfartaledd Cymru a Phrydain. Mae 32% o weithwyr y Cymoedd yn gweithio yn y diwydiannau cynhyrchu o'i gymharu 22% yng Nghymru gyfan a 18% ym Mhrydain. Mae 66% yn gweithio yn y gwasanaethau o'i gymharu 71% yng Nghymru a 76% ym Mhrydain. Mae mwy o ddibyniaeth ar weithfeydd cynhyrchu tramor yn ardal y Cymoedd, gyda chynnydd o 62% rhwng 1988 ac 1996, o'i gymharu 46% yng Nghymru. Golyga hyn fod yr economi leol yn sensitif iawn i amrywiadau byd eang. Ychydig iawn o Fusnesau Bach a Chanolig a geir yn y Cymoedd. Nifer fach o fusnesau a sefydlir yno, ac mae'r cyfraddau goroesi'n isel. Lefel isel o hunan-gyflogaeth a geir yn yr ardal, sef 9.2% o'i gymharu 14.7% dros Gymru. Dim ond 15 o gwmnau bychain fesul 1,000 o'r boblogaeth sydd wedi cofrestru ar gyfer TAW o'i gymharu chyfartaledd Cymru o 25; awgryma hyn dystiolaeth gref o ddiffyg mentergarwch yn yr ardal hon.

Yng Ngorllewin Cymru fodd bynnag mae'r sefyllfa braidd yn wahanol. Fan hyn, nid yw diwydiannau cynhyrchu o gymaint o bwys -er enghraifft, 9% yn unig o holl weithlu Ceredigion a gyflogir ganddynt. Llauer pwysicach yw'r sector cyhoeddus - yn Sir Benfro mae 35% o'r gweithlu yn gweithio mewn gweinyddu cyhoeddus, amddiffyn, addysg, iechyd a gwaith cymdeithasol; y ffigwr dros Geredigion yw 38%. Cymharer ffigwr Castell-nedd Port Talbot, sef 24% yn unig.

2.4.2 Cyflogaeth

Cyflogir cyfanswm o 564,100 o bobl yn ardal Gorllewin Cymru a'r Cymoedd. Dengys Tabl 2 isod sut mae'r nifer hwn yn rhannu'n fras:

Tabl 2

Sector	Nifer	%
Amaethddiaeth a Physgota	1,900	0.3
Ynni a Dwr	7,400	1.3
Cynhyrchu	126,800	22.5
Adeiladu	23,900	4.2
Dosbarthu, Gwestai a Bwyta	117,800	20.9
Trafnidiaeth a Chyfathrebu	21,100	3.7
Bancio, Cyllid ac Yswiriant ac ati	47,900	8.5
Gweinyddu Cyhoeddus, Addysg ac Iechyd	191,000	33.9
Gwasanaethau eraill	26,300	4.7
CYFANSWM	564,100	100.0

Nid yw'r ffigyrau hyn yn cynnwys pobl hunan-gyflogedig, sy'n golygu fod y nifer a nodir mewn rhai sectorau (amaethyddiaeth a physgota - gweler adrannau 2.4.5 a 2.4.13) yn rhy isel. Ond dangosir yn glir bwysigrwydd gweinyddu cyhoeddus, addysg ac iechyd, cynhyrchu a dosbarthu, gwestai a bwyta yn nhermau cyflogaeth y Gorllewin a'r Cymoedd.

2.4.3 Diweithdra

Mae diweithdra yng Ngorllewin Cymru a'r Cymoedd ar ei uchaf yn TTWA Caergybi, Hwlfordd, De Sir Benfro ac Aberdr, lle ceir rhagor na 10% yn ddi-waith. Mae gan weddill gogledd orllewin Cymru ynghyd Chymoedd De Cymru a TTWA Llanbedr Pont Steffan ac Aberaeron yng Ngheredigion raddfeydd diweithdra o rhwng 6% a 10%. Mae hyd yn oed y ffigyrau hyn yn cuddio ambell fan gwan, megis Aberdaugleddau, lle roedd diweithdra ymhlith dynion ym mis Ebrill 1999 yn 24.6%.

2.4.4 Cynnyrch Domestig Gros ac Enillion

Amcangyfrifwyd mai 73% o gyfartaledd yr UE yw Cynnyrch Domestig Gros y Gorllewin a'r Cymoedd. Ond mae'r ffigwr hwn yn cuddio amrywiaethau sylweddol mewn perfformiad o fewn yr ardal. Roedd CDG yn y Cymoedd Canol ac Ynys Mn cyn lleied 64% a 68% yr un, tra chyflawnodd Pen-y-bont ar Ogwr a Chastell-nedd Port Talbot (sydd yn ganolfan i weithfeydd cynhyrchu nodedig, ac wedi derbyn buddsoddiad mewnol sylweddol o wledydd tramor) CDG o 87% o gyfartaledd yr UE. Yng Ngwynedd, Conwy a Sir Ddinbych, De Orllewin Cymru a Chymoedd Gwent mae'r CDG yn amrywio o 72% i 74% o gyfartaledd yr UE (ffigyrau 1996 i gyd).

2.4.5 Amaethyddiaeth a Choedwigaeth

Mae'r sector amaethyddol yn hanfodol bwysig i ardal y Gorllewin a'r Cymoedd. Ym 1996 roedd 28,000 o ffermydd yng Nghymru yn cyflogi cyfanswm o tua 64,000. Gwnaeth y dirywiad diweddar yn y sector amaethyddol fywyd yn fwyfwy caled ar y boblogaeth wledig. Bu'r sector ar y cyfan yn dirwyio ers nifer o flynyddoedd, ond creodd cyfuniad o ddatblygiadau negyddol yn ddiweddar galedi eithafol o fewn y diwydiant. Gellir eu crynhoi fel a ganlyn:

- gwerth uchel y bunt ochr yn ochr ag arian gwledydd eraill
- y gwaharddiad ar allforio cig eidion Pr ydain

- mewnfurio mwy o gig eidion sydd wedi gostwng prisiau domestig
- gostyngiad mewn prisiauwyn a da byw
- gostyngiad mewn prisiau llaeth a chynnydd yn y costau casglu
- gostyngiad sylweddol mewn cymorthdaliadau dan y Polisi Amaeth Cyffredin

O ganlyniad uniongyrchol i'r datblygiadau hyn, bu gostyngiad yn y nifer a gyflogir wrth i fwy o ffermydd/busnesau gael eu rhedeg yn rhan amser. Yn ogystal 'r gostyngiad yn y nifer a gyflogir, mae cyfartaledd oedran y rhai sy'n gweithio o fewn y diwydiant yn codi. Creodd y duedd barhaus hon (dros y 15 mlynedd a fu) sector sydd gweithlu llawer hyn na'r sectorau gwaith eraill. Daw'n fwyfwy anodd i ragweld sut y gall amaethyddiaeth ddenu gweithlu ifanc (dros y tymor byr a'r tymor hir) tra pery'r fath amgylchiadau.

Mae gan y sectorau amaethyddol a choetiroedd a geir o fewn yr ardal hon eu cyfraniad hanfodol i economi, amgylchedd a bywiogrwydd y cymunedau gwledig. Mae'r dulliau traddodiadol o weithio'n dirywio o ganlyniad i newid mewn tueddiadau, megis y duedd at economi byd eang. Er mwyn gwrthsefyll hyn, mae'n rhaid creu cyfleoedd gwaith cynaliadwy, gan fanteisio ar nodweddion artiffisial a naturiol amgylchedd cefn gwlad.

2.4.6 Twristiaeth

Mae twristiaeth yn elfen bwysig o gyfansoddiad economi y Gorllewin a'r Cymoedd, ac yn cynnig ffynhonnell allweddol o incwm a chyflogaeth, yn enwedig yn yr ardaloedd arfordirol a chefn gwlad. Mae hefyd yn cynnig ffynhonnell amgen o incwm yn yr ardaloedd hynny lle bu crynailstrwythuro. Mae'r diwydiant yn darparu nifer fawr o swyddi, ac mae nid yn unig yn ddeniadol ond hefyd o fewn cyrraedd pobl ifanc a menywod. Ond mae'n waith tymhorol ac yn cynnig graddfeydd tl isel, sy'n golygu mai ychydig iawn o bobl sy'n dewis twristiaeth fel gyrfa. Mae gwariant twristiaid yn cyfrif am 10% o'r CDG yng Ngorllewin Cymru a'r Cymoedd. Mewn rhai mannau o Orllewin Cymru mae hyn yn codi i dros 20%. (Ffynhonnell: Bwrdd Croeso Cymru). Mae tua 8% o'r holl weithlu yn y Gogledd a'r Cymoedd wedi'u cyflogi mewn diwydiannau sy'n berthnasol i dwristiaeth. Drachefn, mae hyn yn codi i dros 20% y Gorllewin. (Ffynhonnell: NOMIS/ Arolwg o'r Gweithlu). Mae gwariant twristiaeth o fewn y rhanbarth yn cynnal tua 60,000 o swyddi yn uniongyrchol neu'n anuniongyrchol. Ond serch hynny, mae strwythur y diwydiant twristiaeth yn newid, ac mae hyn yn debygol o barhau i'r dyfodol.

Er bod cynlluniau ar y gweill i hyrwyddo'r symudiad tua'r marchnadoedd sy'n ehangu, megis ymwelwyr domestig sy'n aros am gyfnodau byr, mae llawer o'r diwydiant (yn enwedig y canolfannau glan môr) yn dal i ddarparu ar gyfer y marchnadoedd traddodiadol sy'n dirywio, sef teuluoedd a phrif wyliau. Mae twristiaeth sy'n gysylltiedig busnes, a thwristiaeth ymwelwyr undydd yn dod yn fwyfwy pwysig, a gallai hyn gynorthwyo i wneud y diwydiant yn llai tymhorol. Ar y cyfan mae twristiaid oddi tramor sy'n ymweld 'r rhanbarth yn chwilio am y golygfeydd a'r dreftadaeth, ac am draddodiadau diwylliannol a'r dirwedd. Mae twristiaeth yn hanfodol i economi y Gorllewin a'r Cymoedd. Mae'n gymorth i gynnal amgylchedd, cymunedau a diwylliant y rhanbarth. Mae'n estyn cynhaliaeth i wasanaethau a chyfleusterau lleol, na fyddai'n ymarferol heb nawdd twristiaeth; mae hefyd yn rhoi hwb i ddolwedd gadarnhaol a neilltuol y rhanbarth.

2.4.7 Dur a Thunplat

Bu Castell-nedd, Port Talbot, Abertawe a Llanelli yn brif ganolfan i'r diwydiant dur dros y rhan fwyaf o'r ugeinfed ganrif, a bu'n bwysig o ran cynhyrchu haearn, dur tunplat a dur wedi'i orchuddio. Ond yng nghwrs y blynyddoedd crebachodd y diwydiant, gan olygu cau nifer o'r gweithfeydd a lleihau nifer y gweithlu yn y gweithfeydd eraill. Ar y cychwyn, modd o ymateb i'r buddsoddiadau cyfalaf uchel oedd yr ad-drefnu hwn, ond yn ddiweddarach bu'n rhaid cynhyrchu llai oherwydd pwysau masnachol o ganlyniad i gr yfder y bunt, ynghyd chystadleuaeth gan gyflenwyr dur o dramor.

2.4.8 Olew a Phetrogemegau

Cynrychiolir y diwydiant puro olew gan Texaco ac Elf Oil ar hyd ddyfrffordd Aberdaugleddau a chan BP yn Llandarsi a Baglan, yn ogystal storfa olew yn yr hen burfa Gulf yn Aberdaugleddau, a weithredir bellach gan Petroplus. Mae Texaco ac Elf Oil gyda'i gilydd yn cyflogi 800 o bobl. Ond mae'r diwydiant olew yn dioddef ar raddfa byd eang o ad-drefnu oherwydd gorgynhwysedd.

2.4.9 Glo

Cyn 1979 roedd 42 o byllau glo (38 o byllau dan reolaeth gan gynnwys pyllau wedi cyfuno) yn nghymoedd De Cymru. Dros y pymtheng mlynedd dilynol, caewyd y cyfan ohonynt, er yr agorwyd glofeydd Y Betws a'r Twr yn dilyn eu prynu gan y gweithwyr a'r rheolwyr. Collwyd i gyd tua 27,000 o swyddi, ond nid yw'r ffigwr hwn yn ystyried gweithwyr Glo Prydain mewn gweithfeydd glo brig, gweithfeydd ar wahn i gloddio a gweithfeydd anniwydiannol, nac ychwaith y rhai a gyflogir yn y pyllau bychain dan drwyddedau preifat.

2.4.10 Cynhyrchu

Mae cynhyrchu yn cyfrif am 22.5% o gyflogaeth ardal y Gorllewin a'r Cymoedd, yn unol i'r cyfartaledd ar gyfer Cymru. Mae'r ardal Amcan 1 yn cynnwys bron 60% o holl swyddi cynhyrchu Cymru. Ond mae hyn yn cuddio amrywiaeth eang rhwng ardaloedd yr awdurdodau unedol sy'n ei ffurfio o 5.3% yng Nghonwy i 42.9% ym Mlaenau Gwent. Mewn rhannau o'r ardal mae cyflogaeth yn y diwydiannau cynhyrchu yn uwch o lawer na chyfartaledd y DU.

Yn nhermau lleoliad daearyddol, ar wahn i Ynys Mn, ceir y gyfran uchaf o swyddi cynhyrchu yng nghymoedd De Cymru, lle mae'n amrywio o 24.6% ym Merthyr Tudful i 42.9% ym Mlaenau Gwent. Ar y llaw arall, yng ngweddill y rhanbarth mae'r gyfran yn llawer is, ac yn amrywio o 5.3% yng Nghonwy i 14.2% yn Sir Gaerfyrddin. Y mathau mwyaf arwyddocaol o gynhyrchu (yn nhermau niferoedd y gweithwyr) yw cynhyrchu cyfarpar trafndiaeth, cynhyrchu metelau a ffabrigiadau, cyfarpar optegol a thr ydanol a chynhyrchu pren, rwber a phlastig. Ar y cyd, mae'r diwydiannau hyn yn cyflogi dros 82,000 o bobl yn y Gorllewin a'r Cymoedd, sydd gymaint 64% o holl gyflogaeth cynhyrchu'r ardal.

Bu dirywiad yn y diwydiannau cynhyrchu dros y pymtheng mlynedd diwethaf gyda thueddiadau cudd o fewn y sector. Nododd Arolwg diweddar Sgiliau Cymru'r Dyfodol bod buddsoddiadau tramor uniongyrchol mewn cyflogaeth cynhyrchu wedi achosi cynnydd yn y diwydiannau electronig, moduron ac optegol, tra gwelodd y diwydiannau mwy traddodiadol, megis metelau a pheirianneg ddirywiad. Ar sail Cymru gyfan, mae lefelau'r swyddi cynhyrchu yn debygol o barhau i ddirywio, ond ar raddfa is o'r hanner nag yn achos gweddill y DU.

2.4.11 Amddiffyn

Yn hanesyddol, bu'r diwydiant amddiffyn yn bwysig i'r Gorllewin a'r Cymoedd, yn enwedig i dde orllewin Cymru. Ond yn sgil diwedd y Rhyfel Oer a'r Arolygon Amddiffyn a'i ddilynodd, collwyd niferoedd o swyddi oherwydd cau neu israddio canolfannau. Ers 1991 caewyd RNAD Aberdaugleddau, RNAD Trecwn, RAF Breudeth a NAVAC Breudeth. Ond serch hynny erys sefydliadau amddiffyn yn y Gorllewin a'r Cymoedd, ac mae eu cyfraniad i gyflogaeth yn bwysig, yn enwedig yn yr ardaloedd gwledig, lle bo cyfleoedd am swyddi'n brin.

2.4.12 Pysgota Mr

Amcangyfrifir bod tua 1,000 o bysgotwyr llawn amser yng Nghymru, ynghyd thua 300 o rai rhan amser sydd, yn ogystal ag 840 yn rhagor o weithwyr ar dir mawr Cymru, yn gwneud cyfanswm o tua 2,140 o bobl sy'n uniongyrchol gysylltiedig i'r diwydiant. Ceir dau brif bor thladd pysgota yn y Gorllewin a'r Cymoedd, sef Aberdaugleddau a Chaergybi, ynghyd rhai porthladdoedd llai.

2.5 YR AMGYLCHEDD

2.5.1 Statws Amgylcheddol Presennol

Cynhwysir arfarniad amgylcheddol o ardal y Gorllewin a'r Cymoedd yn Atodiad 1. Mae dwy elfen i'r arfarniad, sef yn gyntaf, arolwg o gyfalaf amgylcheddol pob rhan o'r ardal dan sylw, ac yn ail, problemau allweddol yr amgylchedd a llygredd, wedi'u cymryd o Gynlluniau Lleol Asiantaeth yr Amgylchedd (CLIAAau) a baratowyd gan Asiantaeth yr Amgylchedd Cymru. Ond fe geir, fodd bynnag, rai problemau a materion amgylcheddol sy'n berthnasol i rannau helaeth o'r

ardal dan sylw neu yn wir i'r ardal gyfan, sef:

- newid hinsawdd
- ansawdd yr aer
- ansawdd dwr croyw
- ansawdd dwr yr arfordir
- ansawdd y tirwedd
- gwastraff
- cynefinoedd a bywyd gwylt Cynhwysir manylion pellach yn Atodiad 1.

2.5.2 Strategaeth Amgylcheddol

Rhestrir yma y sylwadau priodol ar y materion a nodwyd yn Atodiad 1 ar statws amgylcheddol presennol Cymru. Maent yn seiliedig ar 'Amgylchedd Gweithredol i Gymru' a gynhyrchwyd gan Asiantaeth yr Amgylchedd Cymru ac 'Amgylchedd Byw i Gymru' a gynhyrchwyd ar y cyd gan Gyngor Cefn Gwlad Cymru a'r Comisiwn Coedwigaeth. Nodir naw o amcanion allweddol:

- **Arbed ynni drwy ddatblygu strategaeth ynni cynaliadwy**
- **Hyrwyddo trafnidiaeth integredig**
- **Hyrwyddo'r defnydd effeithiol o adnoddau naturiol**
- **Cefnogi defnydd tir cynaliadwy**
- **Amddiffyn a gwella bioamrywiaeth**
- **Hyrwyddo addysg amgylcheddol, cyfraniad y cymunedau a chynlluniau partneriaeth**
- **Datblygu rhaglenni monitro er mwyn sefydlu cysylltiadau rhwng iechyd cymunedol ac ansawdd amgylcheddol**
- **Gwella'r isadeiledd i gefnogi datblygu cynaliadwy ac amddiffyn cymunedau bregus**
- **Cwblhau adfer y difrod amgylcheddol a adawyd gan ddiwydiannau'r gorffennol**

2.5.3 Gwerthuso Effaith Amgylcheddol y Rhaglen Amcan 1

Bydd y dulliau asesu amgylcheddol a ddefnyddir ar gyfer y prosiectau o fewn y rhaglen Amcan 1 yn ffurfio Arfarniad Amgylcheddol Strategol (AAS). Bydd hwn yn gymorth i swyddogion cynllunio a'r rhai sy'n gwneud penderfyniadau drwy gynnig iddynt wybodaeth amgylcheddol berthnasol ar oblygiadau cadarnhaol a negyddol y cynlluniau a'r rhaglenni. Bwriedir i bob cam o'r AAS hwyluso'r broses o integreiddio'r amcanion economaidd, cymdeithasol ac amgylcheddol.

Nod cyffredinol yr AAS yw mesur i ba raddau y mae'r mesurau a awgrymir yn y rhaglen yn cwrdd ag amcanion y Strategaeth Amgylcheddol. Dylid ei ddefnyddio i gyfeirio'r rhaglen i gyflawni effeithiau amgylcheddol cadarnhaol. Dylai'r budd gwirioneddol fod yn amlwg.

2.5.4 Dulliau Monitro a Gwerthuso Amgylcheddol

Ymgwymerir 'r gwaith o fonitro a gwerthuso'r rhaglen Amcan 1 dros y Gorllewin a'r Cymoedd i safbwynt amgylcheddol gan

yr awdurdodau priodol a restrir yn Adran 2.5.5. Caiff canlyniadau amgylcheddol y rhaglen eu monitro ochr yn ochr data sylfaenol sy'n briodol i bob blaenoriaeth a mesur. Rhestrir y dangosyddion amgylcheddol a fydd ar gael yn ystod 1999 yn Adran 2.5.2.

2.5.5 Fframwaith Gyfreithiol a Gweinyddol

Dirprwyir gweithgareddau monitro ac amddiffyn amgylcheddol yng Nghymru i Asiantaeth yr Amgylchedd Cymru, Cyngor Cefn Gwlad Cymru, a'r awdurdodau lleol. Mae cyfrifoldeb dros y coetiroedd yn nwylo'r Comisiwn Coedwigaeth.

2.6 CYFLEOEDD CYFARTAL

Cynyddodd Cytundeb Amsterdam 1997 sgp polisi Cyfleoedd Cyfartal yr UE, gan weithredu strategaeth gyflogi newydd sydd chydaddoldeb yn hanfod sylfaenol iddi. Ymestynwyd yr egwyddorion i gynnwys mesurau i wrthsefyll gwahaniaethu ar sail hil neu dras ethnig, crefydd neu gredo, anabledd, oed neu dueddiadau rhywiol. Mae rhaglen Amcan 1 ar gyfer y Gorllewin a'r Cymoedd yn mabwysiadu'r dull cynhwysfawr uchod i wrthsefyll anghydaddoldeb, gan gynnwys yn ogystal faterion iaith fel y bo'n briodol i natur ddwyieithog unigryw y rhanbarth o'i chymharu a rhannau eraill o'r DU.

Mae anghydaddoldeb yn arwain at godi rhwystrau, o ran strwythur ac agwedd, sydd yn eu tro yn cyfyngu ar allu pobl i gymryd rhan mewn gweithgarwch cymdeithasol ac economaidd. Dyma un o'r prif resymau dros raddfeydd cyfranogiad isel, ac felly dros CDG isel. Yn y Gorllewin a'r Cymoedd mae graddfeydd gweithgarwch economaidd ymhlith menywod, lleiafrifoedd ethnig a phobl gydag anableddau yn is na'r cyfartaledd cenedlaethol. Mae safle menywod a phobl anabl o fewn y farchnad waith gonfensiynol yncael ei ailadrodd ym maes menter, lle na welir fawr ohonynt fel entrepreneuriaid, o'u cymharu 'r lleiafrifoedd ethnig.

Mae'r duedd i wahanu'r rhywiau, yn fertigol a llorweddol, yn amlycach drwy'r farchnad waith yn y rhanbarthau nag ydyw dros y DU gyfan, gan wthio menywod i sectorau galwedigaethol cyfyng ac i waith sydd statws a chyflog isel ar y cyfan. A hefyd, yng Nghymru y ceir rhai o'r lefelau isaf o ddarpariaeth gofal plant yn y DU, ac mae Gorllewin Cymru wledig a'r Cymoedd dan anfantais arbennig yn y maes hwn.

Rhaid cael mesurau i ddileu'r rhwystrau i gyflogaeth, addysg a hyfforddiant, ac i gynyddu potensial y grwpiau hyn, sydd ar hyn o bryd heb fawr o gynrychiolaeth, i ennill incwm uwch, os yw strategaethau adfywio'r economi am lwyddo ac am fod yn gynaliadwy yn y tymor hir.

Dadansoddiad SWOT

Nid yw'r rhestr ganlynol yn un gynhwysfawr, ond yn hytrach yn un sy'n canolbwyntio ar nodweddion allweddol a fydd yn dylanwadu ar y strategaeth ac yn ei chefnogi.

3.1 DATBLYGU BUSNES A MENTER

Cryfderau

- Presenoldeb colegau addysg bellach ac uwch.
- Graddfeydd cyflogau cystadleuol.
- Sector cyhoeddus gefnogol.
- Gweithlu a sector Busnesau Bach a Chanolig parod a mentrus.

- Amgylchedd braf.
- Cynllun Technoleg Rhanbarthol wrth law.
- Economi gymdeithasol fentrus.

Gwendidau

- Strwythur diwydiannol anghytwys.
- Gweithgarwch economaidd wedi'i ganolbwyntio yn y sectorau isel eu gwerth.
- Defnydd annigonol o isadeiledd a chyfleoedd ymchwil ar ran y Busnesau Bach a Chanolig.
- Sail economaidd yn rhy gyfyng.
- Lefel isel o fentergarwch ar ran y Busnesau Bach a Chanolig.
- Etifeddu dirywiad diwydiannol.
- Lefel isel o fuddsoddi mewnol, yn arbennig yng Ngorllewin Cymru.
- Graddfa isel o Ymchwil a Datblygiad.
- Arian wrth law i gynorthwyo Busnesau Bach a Chanolig i dyfu.
- Graddfa uchel o Fusnesau Bach a Chanolig yn methu.
- Statws cymdeithasol isel i'r entrepreneur.
- Lefelau sgiliau isel ymhlith y gweithlu.
- Gorddibynnu ar sail economaidd sy'n rhy gyfyng a'r sector cyhoeddus.
- Dim digon o siaradwyr Cymraeg ymhlith yr entrepreneuriaid.

Cyfleoedd

- Posiblirwydd y bydd economau de ddwyrain a gogledd ddwyrain Cymru'n "gordwymo".
- Meithrin gweithgareddau menter a datblygiad ymhlith siaradwyr Cymraeg.
- Ailgyfeirio polisau a chyllid i rannau mwy dirwasgedig.
- Adolygu map Cymorth y Wladwriaeth.
- Manteisio ar dwf y marchnadoedd tramor a domestig.
- Meithrin datblygiad y sectorau busnesau sy'n tyfu.
- Creu gweithlu mentrus a chystadleuol.
- Sefydlu gwell diwylliant o fentergarwch.
- Creu diwylliant o arloesi a thechnoleg.
- Meithrin sgiliau a doniau'r bobl.

- Datblygu swyddogaeth Addysg Uwch.
- Hyrwyddo gwasanaethau yn neheubarth y cymoedd.
- Cyfleoedd datblygu economaidd yn agos i'r canolfannau trefol.
- Potensial TGC ar gyfer teleweithio.

Bygythiadau

- Dirywiad pellach y diwydiannau traddodiadol.
- Cyfyngiadau ariannol o fewn y sector cyhoeddus.
- Adolygiad o'r map Cymorth Rhanbarthol.
- Mwy o gystadleuaeth oddi wrth economau a marchnadoedd eraill isel eu cyflogau.
- Costau llafur isel yn denu swyddi lefel sgiliau isel mewn is-ganghennau i weithfeydd.
- Y sector cynhyrchu dan fygythiad dir ywiadau cylchol yn yr economi.

3.2 CREU AMGYLCHEDD CYSTADLEUOL

Cryfderau

- Lleoliad strategol mewn perthynas ag Iwerddon.
- Dynodi Rhwydweithiau Traws Ewropeaidd.
- Prif gysylltiadau da yn y gogledd a'r de.
- Meysydd awyr Manceinion a Chaerdydd o fewn cyrraedd.
- Isadeiledd rheilffyrdd eang yn rhannau dwyreiniol y rhanbarth.
- Polisau buddsoddi blaengar ym maes trafnidiaeth gyhoeddus gan yr awdurdodau lleol.

Gwendidau

- Natur ymylol yr ardal yn ddaearyddol, a hefyd yng ngolwg marchnadoedd ehangach.
- Isadeiledd gwael ar gyfer trafnidiaeth - yn arbennig ffyrdd, rheilffyrdd a'r awyr.
- Isadeiledd TGC annigonol, gyda BusnesauBach a Chanolig yn gwneud defnydd annigonol ohono.
- Isadeiledd gwasanaethau gwael gan gynnwys nwy, dwr ac ati.
- Prinder safleoedd/adeiladau gyda'r gwasanaethau ar gyfer buddsoddwyr.
- Mynediad ar y ffyrdd a'r rheilffyrdd i'r porthladdoedd a'r meysydd awyr rhanbarthol yn wael.
- Cysylltiadau gwael rhwng y gogledd a'r de.

Cyfleoedd

- Mynediad i'r rhanbarthau, ffyrdd strategol a'r Rhwydweithiau Traws Ewropeaidd yn gwella.
- Dileu'r rhwystrau presennol a gostwng anghydraddoldeb.
- Gwella isadeiledd ynni/ynni adnewyddadwy.
- Cyfrannu i gyflawni amcanion Agenda 21.
- Hyrwyddo twf diwydiannau sydd 'r amgylchedd yn ganolbwynt iddynt.
- Datblygu system drafnidiaeth integredig.
- Datblygu / ailddatblygu safleoedd diwydiannol allweddol.
- Uwchraddio cysylltiadau rheilffordd, isadeiledd meysydd awyr, a chyfleusterau porthladdoedd.
- Buddsoddi yn yr isadeiledd trafnidiaeth gyhoeddus.
- Polisi trafnidiaeth integredig a chynlluniau trafnidiaeth lleol yn ymddangos.
- Ymestyn y defnydd o drenau nwyddau.
- Gwella cysylltiadau ag Iwerddon.
- Datblygu rhwydwaith TGC.
- Datblygu ynni ar gyfer twf diwydiannol.

Bygythiadau

- Defnydd cenedlaethol pellach o fesurau cyllidol i reoli'r defnydd o geir.
- Dirywiad yn y system drafnidiaeth gyhoeddus.
- Dirywiad yn y rhwydwaith briffyrdd.
- Perygl o lefelau buddsoddiad is yn y rhwydwaith briffyrdd.
- Mwy o dagfeydd traffig.
- Canoli swyddi, hyfforddiant, gwasanaethau ac ati yn y canolfannau poblog.

3.3 ADFYWIO CYMUNEDAU

Cryfderau

- Cyfraddau troseddu isel ar y cyfan yng nghefn gwlad Cymru.
- Gwasanaeth iechyd da.
- Cymunedau bychain / cydlynu cymdeithasol.

- Hanes da o weithio mewn partneriaeth.
- Traddodiad cymunedol yn gryf.
- Ymdrechion menter sylweddol wedi'u sianelu i'r sector gweithgareddau gwirfoddol.

Gwendidau

- Cymunedau wedi'u hynysu a'u gwrthio i'r cyrion.
- Diffyg cydlynw cymdeithasol mewn rhai cymunedau.
- Lefelau uchel o iechyd bregus a salwch.
- Pobl yn methu derbyn amryw o'r gwasanaethau sylfaenol, yn arbennig yn achos llawer o'r grwpiau dan anfantais.
- Dibynnu'n arw ar fudd-daliadau'r wladwriaeth.
- Anfanteision difrifol mewn rhai wardiau.
- Sylfaen ariannol fregus ar gyfer grwpiau cymunedol, prinder asedau ac incwm tymor hir.
- Strwythurau i gynnal gweithredu cymunedol yn annigonol ar gyfer yr anghenion.
- Y sector cyhoeddus heb fod yn deall pwysigrwydd a photensial datblygu cymunedol.

Cyfleoedd

- Cyfle i gynnal datblygiadau'r dyfodol yn unol ag egwyddorion datblygu cynaliadwy.
- Creu 'gwell cymunedau'.
- Annog mwy o bobl i gymryd rhan yn y gwaith o adfywio cymunedau.
- Ton newydd o ddiddordeb yn y diwylliant lleol.
- Cyfle i wella amgylchedd y trefi a chefn gwlad.
- Gweithio ar y cyd a chreu partneriaethau.
- Hyrwyddo a datblygu gwaith adeiladu gallu yn y cymunedau.
- Gorchfygu problem eithrio cymdeithasol.
- Agwedd gyfannol tuag at ddatblygu cymunedau.
- Cryfhau'r cyfleoedd i gynyddu cyfraniad gwirfoddolwyr.

Bygythiadau

- Arwahanrwydd - ni all ardaloedd dirwasgedig ddatrys eu problemau ar wahn i'w gilydd.
- Fawr ddim gobaith am fuddsoddiad mawr gan y sector preifat yn yr amgylchedd adeiledig.
- Prinder trafnidiaeth gymunedol / cyhoeddus ddigonol.

- Yr argraff wael a geir o'r cymunedau difreintiedig.
- Y bwlch rhwng y cymunedau wedi'u heithrio a'r ardaloedd cyfoethocach yn lledu.

3.4 HYRWYDDO ADDASRWYDD I WEITHIO A DATBLYGU CYMDEITHAS DDYSGU

Cryfderau

- Addysg sylfaenol o safon uchel ar y cyfan ymhlith y boblogaeth.
- Gweithlu sy'n gallu addasu.
- Sylfaen gref i'r sgiliau traddodiadol.
- Amrediad a maint y rhai sy'n darparu hyfforddiant ac addysg ar hyn o bryd.
- Canolbwynt cryf ar hyfforddiant yn y maes cynhyrchu drwy'r Fenter Cynlluniau Gweithredu.
- Lled a maint y ddarpariaeth hyfforddiant ac addysg bellach.
- Twf y sector hunan-gyflogaeth.
- Lefelau uchel o rai sy'n ymadael 'r ysgol yn parhau mewn addysg lawn amser.

Gwendidau

- Prinder cyfleoedd am swyddi o ansawdd uchel.
- Diweithdra uchel ar y cyfan, gyda lefelau diweithdra ieuencid a hir dymor, nifer y rhai sy'n ymadael 'r ysgol yn gynnar a nifer y rhai chyraeddiadau addysgiadol isel i gyd yn uwch na'r cyfartaledd.
- Graddfeydd isel o weithgarwch economaidd.
- Cyflogau isel.
- Gweithlu sydd lefelau sgiliau cymharol isel.
- Prinder cyfleusterau gofal plant.
- Methu sicrhau y gall pawb ddysgu ac ennill sgiliau.
- Lefelau uchel o ieuencid wedi'u dieithrio.
- Pobl o'r ardaloedd difreintiedig yn amlygu diffyg hunanbarch a digalondid yn aml.
- Gwaherddir amryw o grwpiau dan anfantais rhag y cyfleoedd sydd ar gael.
- Graddedigion yn ymfudo.

Cyfleoedd

- Codi lefelau addysg a sgiliau.

- Datblygu cyfleoedd dwyieithog.
- Annog mwy o bobl i gymryd rhan, yn enwedig pobl wedi'u heithrio o'r gymdeithas.
- Sicrhau cyfle cyfartal i gyflogaeth a dysgu.
- Mwy o allu i gydweddu sgiliau chyfleoedd.
- Cynyddu dyheadau personol drwy gyfrwng Dysgu am Oes a'r Fargen Newydd.
- Sefydlu dull gweithredu sy'n seiliedig ar ardal, a sawl sector gyda'i gilydd, er mwyn herio dwysedd y problemau cymdeithasol ac economaidd.

Bygythiadau

- Symudiad y boblogaeth.
- Colli hunaniaeth ddiwylliannol.
- Lledu'r bwlch rhwng y cyfoethog a'r rhai wedi'u heithrio.
- Gallai strwythurau traddodiadol y cymunedau wanhau.
- Fawr ddim gobaith am fuddsoddiad gan y sector preifat.
- Lefelau buddsoddi yn y gwasanaethau sylfaenol.

3.5 DATBLYGU CEFN GWLAD A DEFNYDD CYNALIADWY O'R ADNODDAU NATURIOL

Cryfderau

- Ansawdd uchel yr amgylchedd.
- Hunaniaeth ddiwylliannol.
- Cyfoeth o adnoddau naturiol.
- Ysbryd cymunedol cryf.
- Gweithlu sy'n awyddus.

Gwendidau

- Dirywiad tymor hir mewn incwm ffermydd.
- Gorddibynnu ar sector amaethyddol sy'n dirywio.
- Sylfaen economaidd sy'n gyfyngedig a bregus.
- Incwm amaethyddol isel.
- Graddfa uchel o ddibynnu ar gymorthdaliadau.

- Poblogaeth ffermio sy'n heneiddio.
- Lefelau buddsoddiad isel gan y sector preifat.
- Gwasanaethau gwael yn cael eu darparu yng nghefn gwlad.
- Pobl ifainc yn ymfudo.
- Lefel isel o sgiliau.
- Prinder nwyddau o safon a diffyg marchnata mewn marchnadoedd arbenigol.
- Polisau datblygu cefn gwlad rhy ddarniog.

Cyfleoedd

- Potensial i ychwanegu gwerth at gynnyrch lleol Cymru.
- Rheoli newidiadau amaethyddol.
- Datblygu cyfleoedd i gefnogi busnes ar gyfer y ffermwyr.
- Potensial i gynhyrchu mwy o nwyddau organig.
- Cyfleoedd ar gyfer ynni adnewyddadwy.
- Datblygu cefn gwlad mewn ffordd integredig.
- Datblygu cymunedau cynaliadwy.
- Cynorthwyo amaethyddiaeth a'r defnydd tir Cymreig i ddod yn fwy cynaliadwy yn yr ystyr amgylcheddol ac ecolegol.
- Datblygu a hyrwyddo cyfleoedd diwylliannol ac ieithyddol.
- Creu'r cyfleoedd am gefnogaeth fusnes ar gyfer ffermwyr.
- Rheoli'r tirwedd.
- Mentrau agrogoedwigaeth ac amaeth y dwr.
- Potensial ar gyfer bioamrywiaeth.
- Potensial i gryfhau delwedd Cymru o fod yn wlad 'werdd', naturiol ac iachus.
- Diwygio PAC - fel cyfle i symud i gyfeiriad dulliau o amaethu sy'n fwy cynaliadwy.
- Cyfyngu'r cwotau pysgota a diwygio'r Polisi Pysgodfeydd Cyffredinol yn 2002 - fel cyfle i ailadfer y stociau pysgod.

Bygythiadau

- Dirywiad ym mhob sector amaethyddol.
- Diwygio PAC - fel bygythiad i incwm ffermydd.
- Dirywiad yr iaith Gymraeg.

- Erydu cefn gwlad.
 - Ymfudiad a cholli'r bobl ifanc.
 - Mewnforio cynnyrch amaethyddol / pysgota / coed.
 - Effaith gorbysgota ar yr amgylchedd.
 - Poblogaeth byd amaeth yn parhau I heneiddio.
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Pennod 2 - Defnydd blaenorol o gronfeydd strwythurol

Y broses strategaeth a'r DRS

Dogfen strategaeth yn bennaf yw'r DRS sy'n ystyried lle yr ydym ar hyn o bryd, lle yr hoffem fod a sut mae cyrraedd y fan honno. Nodwyd y canlynol mewn dogfenni gwerthuso fel materion y gellid gwella arnynt wrth ymgymryd 'r broses strategaeth hon:

Amcanion y Rhaglen

Dylai amcanion y rhaglen sefydlu fframwaith i'r strategaeth, ond nid fel hyn y digwyddodd bob tro yn y gorffennol. Dylent fod yn eglur ac yn gysylltiedig chanlyniadau'r dadansoddiadau a gynhaliwyd ym Mhennod 1 y DRS. Golyga newidiadau pell-gyrhaeddol ar raddfa byd eang fod raid i amcanion fod yn ddigon cadarn i barhau drwy gydol y rhaglen.

Gosod targedau

Roedd asesiadau dros dro y rhaglenni blaenorol yn amlygu'r ffaith fod angen targedau clir sy'n gysylltiedig 'r data sylfaenol yn y rhaglen, y blaenoriaethau a'r mesurau, er mwyn cyfiawnhau a monitro cynnydd y targedau hyn.

Cafwyd problemau hefyd wrth ddiffinio targedau a osodwyd dan raglenni blaenorol, megis cyfraniadau'r sector preifat, swyddi a ddiogelwyd ac ati. Gellid fod wedi eu dehongli mewn gwahanol ffyrdd, ac er nad yw hyn yn golygu eu bod yn amhriodol, y mae'n amlygu'r angen am ganllawiau eglur ar gyfer targedau o'r fath. Ni ddefnyddir chwaith y dangosyddion canlyniadau ffisegol na'r dangosyddion effaith yn gyson, a bu tuedd iddynt orgyffwrdd 'i gilydd.

Canolbwyntiodd targedau'r gorffennol ar fudd economaidd, heb ystyried materion eraill megis y dimensiwn amgylcheddol neu gymunedol, cyfleoedd cyfartal, lefelau sgiliau ac effaith hyfforddiant.

Synergedd, creu cysylltiadau a phartneriaethau

Un mater pwysig a godir yn y dogfennau gwerthuso yw swyddogaeth rheolwyr y rhaglen o ran creu synergedd a chysylltiadau wrth gyflwyno ceisiadau. Saif cyfran helaeth o'r ceisiadau ar eu pen eu hunain, ac ystyrir hyn yn wendid. Mae mwy o gyfle i weithio mewn partneriaeth gyda phecynnau amrywiol sy'n tynnu oddi ar nifer o gronfeydd. Lle mabwysiadwyd yr agwedd hon, bu fel arfer o ganlyniad i greu cynlluniau datblygu a gweithredu lleol gan amryw o bartneriaid.

Ystyrir lledaenu gwybodaeth ynglyn phrosiectau hefyd fel modd o sbarduno cydweithrediad effeithiol. Mae cynlluniau gweithredu lleol a ffor ymau lleol yn ddull o lledaenu'r wybodaeth hon, a gallent greu synergedd wrth i fwy o sefydliadau ddod yn ymwybodol o'r math o brosiectau y gallent weithio arnynt gyda'i gilydd.

Rhwysr arall i synergedd yw'r ffaith y tueddir i gynnig, arfarnu a monitro fesul prosiect unigol.

Ystyriwyd fod y dull partneriaeth yng Nghymru yn llwyddiannus gan i bob sector ymgymryd datblygu a gweithredu'r rhaglenni.

Ceisiadau, arfarnu a monitro

Mae amryw o geisiadau'n rhy uchelgeisiol wrth ragweld canlyniadau, gan gynnig fawr ddim esboniad o'r modd y lluniwyd hwy, a gallai hyn amharu ar lwyddiant y prosiect a'r argraff a wneir o ran Gwerth am Arian, a'r gost fesul swydd ac ati.

Yn yr un modd mai ffurflenni monitro rhai yn gorliwio'r canlyniadau, a dylid eu gwirio er mwyn gweld a ellir cyfiawnhau'r canlyniadau hyn.

Gellid hefyd gynorthwyo'r synergedd y cyfeirir ato uchod drwy gyflwyno rhestr cyn y cais ei hun, a fyddai'n nodi prosiectau cyffelyb, ac yn cynnig cyfleoedd i bartneriaid drafod 'i gilydd cyn iddynt gyflwyno'r ceisiadau gorffenedig.

Blaenoriaethau o ran Lleoliad

Tra bod system gystadleuol o gyflwyno ceisiadau'n annog ymgeiswyr i ddefnyddio adnoddau prin mewn modd arloesol, dylai fod cyfleoedd i dargedu adnoddau at ardaloedd difreintiedig er mwyn sicrhau eu bod yn cael yr effaith fwyaf posibl.

Pe teimlid y byddai hynny'n cael effaith o bwys, gellid targedu'n uniongyrchol yr ardaloedd hynny sy'n dioddef lefelau uchel o ddiweithdra, ymfudo ac ati.

Rhan y sectorau preifat a gwirfoddol

Cyfngedig fu rhan y sector preifat yn y rhaglenni. Gallai hyn fod yn gysylltiedig 'r canllawiau aneglur ar swyddogaeth y sector preifat yn y broses. Awgrymwyd cymorthdaliadau byd eang fel dull o gynyddu cyfraniad y sector hwn.

Mae'r sector gwirfoddol, yn arbennig y sefydliadau cymunedol a gwirfoddol llai eu maint, yn ei chael yn anodd i gael gafael ar yr adnoddau a'r wybodaeth sydd ei hangen er mwyn paratoi ceisiadau. Unwaith eto, gallai cymorthdaliadau byd eang ei gwneud yn haws i'r sefydliadau hyn gymryd rhan.

Nodwyd cymhlethdod y ceisiadau, yr amser sy'n mynd heibio cyn y gellir cychwyn ar brosiect, diffyg cyllid cyfatebol a'r oedi cyn talu, fel rhesymau dros lesteirio cyfraniad sefydliadau bach a mawr.

Gallai hefyd fod lle i fwy o weithgareddau codi ymwybyddiaeth a lledaenu gwybodaeth drwy sianeli newydd megis y Rhyngrwyd.

Mesurau hyfforddi'n gorgyffwrdd

Codwyd materion ynglyn 'r ffaith fod amrywiol gyfundrefnau cyllido'n gorgyffwrdd, a'r diffyg dadansoddi strategol o anghenionsgiliau i arwain y dewis o brosiectau. Derbyniwyd hefyd y sylwadau y dylai rhai prosiectau Datblygu Adnoddau Dynol amlygu gwell gwerth ychwanegol.

Casgliadau

Mae'r bennod hon yn nodi'r prif faterion a welir drosodd a throsodd yn y dogfennau gwerthuso. Mae angen dadansoddi manwl pellach, ac ychwanegir ato drwy gomisiynu gyda hyn werthusiad yn seiliedig ar ragolygon rhaglenni Ewropeaidd sydd ar waith yng Nghymru ar hyn o bryd. Mae'r gwaith diweddar ar ddangosyddion economaidd a wnaed gan y fforymau economaidd rhanbarthol hefyd yn cynnig canllaw ar gyfer sylfeini'r dyfodol, ac mae br ys i baratoi data cyfatebol ar gyfer ardal y Gorllewin a'r Cymoedd.

Pennod 3 - Datblygu'r weledigaeth

Sbardun y rhaglen hon yw gweledigaeth glir ar gyfer datblygu'r Gorllewin a'r Cymoedd yn y dyfodol i fod yn rhanbarth Ewropeaidd ddeinamig a hyderus, sy'n edrych y tu hwnt i'w ffiniau ei hun, ac sy'n cael ei chydabod ymhlith arweinyddion y sectorau economaidd allweddol, gan gyfrannu i godi proffil Cymru fel cymdoges lawn hyder, a phartner o fewn Ewrop. Bydd economi'r rhanbarth yn defnyddio'r rhaglen hon i ddod yn fwy integredig ac i ddatblygu cysylltiadau allanol cryfach, yn seiliedig ar ddelwedd glir o natur neilltuol y Gorllewin a'r Cymoedd. Mewn economi sy'n mynd yn fwyfwy byd eang, mae'n rhaid i fusnes gystadlu drwy fanteisio ar alluoedd na all y cystadleuwyr yn hawdd eu cyrraedd na'u dynwared. Nid defnyddiau crai, nwyddau sylfaenol na llafur rhad y gorffennol fydd y galluoedd hyn. Mae'n rhaid inni ymdrechu i ennill y wybodaeth, y sgiliau a'r doniau creadigol hynny sy'n gymorth i greu prosesau busnes uchel eu cynnyrch, ynghyd nwyddau a gwasanaethau uchel eu gwerth. Bydd y broses hon yn cynorthwyo'n diwydiannau traddodiadol sydd ar l, yn enwedig amaethyddiaeth, i arallgyfeirio, addasu a ffynnu.

Yn union wrth galon ein gweledigaeth, mae'r angen i osod datblygiad pobl Gorllewin Cymru a'r Cymoedd flaenaf. Mae'n rhaid datblygu sgiliau ac agweddau er mwyn galluogi'r rhanbarth i gystadlu fel economi fodern, flaengar, ac i ddatblygu ysbryd o fentergarwch ym mhob sector o'r economi a'r gymdeithas. Yn y modd hwn gellir goresgyn yr her ddeublyg o amddifadedd a bod ar y cyrion, sy'n nodweddiadol o gymaint o'r rhanbarth. Dyma a wna'r rhaglenni hyn, ond mewn modd a fydd yn sensitif i'r amgylchedd ac i gymdeithas y rhanbarth. Profodd cydlynid cymdeithasol neilltuol y rhanbarth yn darian ar adegau anodd, a bydd raid galw drachefn arno ar adeg o obaith. Yng nghyd-destun y rhanbarth hon, ac yn unigryw i'r DU (er ei fod yn gyffredin i sawl rhan arall o Ewrop), rhaid darparu cyfleoedd i gyfrannu'n drwyadl ddwyieithog, a hynny o fewn fframwaith diwylliannol sy'n agored ac yn barod i dderbyn.

Cyflawnir y weledigaeth hon drwy ddatblygu polisau a rhaglenni dan 5 prif thema. Adlewyrchir yr egwyddorion a geir yn y rhaglenni hyn yn y Strategaeth Ddatblygu Genedlaethol, sy'n llywio'r holl wariant datblygu economaidd gan ffynonellau'r DU a'r Undeb Ewropeaidd yng Nghymru.

Dyma'r themu:

Yr angen i ddatblygu economi arloesol, o ansawdd uchel, sy'n creu swyddi, ac sy'n seiliedig ar wybodaeth; Bydd raid i economi'r rhanbarth allu cystadlu yn l ansawdd, gan fanteisio ar botensial y technolegau newydd i ddatblygu diwydiannau newydd a chynyddu gallu'r rhai presennol i gystadlu. Rhaid canolbwyntio i'r eithaf ar ddatblygu mentrau newydd a chefnogi rhai sectorau twf neilltuol.

gweithlu sy'n grefftus, yn fentrus ac yn barod i addasu; Mae llwyddiant y rhaglen yn dibynnu uwchlaw popeth arall ar allu pobl y rhanbarth i ddatblygu'r sgiliau a'r agweddau sydd eu hangen i reoli a medi'r cynhaeaf a ddaw drwy brosesau'r newid economaidd. Yn draddodiadol, gosododd pob cwr o'r rhanbarth y pwys mwyaf ar gyraeddiadau addysgol. Nid yw hyn mor wir bellach am rannau o'r Cymoedd. Mae'n rhaid i'r rhaglen ddefnyddio ac adfer yr hen draddodiad hwn, er mwyn iddo fod o gymorth wrth ddatblygu sgiliau, hyder ac uchelgais, yn enwedig ymhlith y bobl ifanc.

cymunedau bywiog, dyfeisgar a mentrus; Dioddefodd y cymunedau gwledig a threfol, fel ei gilydd, yng Ngorllewin Cymru a'r Cymoedd gan amrywiaeth o broblemau o ganlyniad i amddifadedd economaidd. Bydd raid i elfen allweddol o'r rhaglen rymuso cymunedau i gymryd awenau datblygu lleol yn eu dwylo eu hunain, a sefydlu perthynas chyrff eraill yn l eu termau eu hunain i adfywio eu hardaloedd. Rhaid tynnu ar draddodiad amlwg y rhanbarth o hunan-gymorth i sbarduno'r rhan yma o'r rhaglen.

cymdeithas deg a chyfrifol sy'n ceisio rhoi cyfleoedd cyfartal i'w holl aelodau dderbyn addysg, hyfforddiant a swyddi; Yn l traddodiad, edrychwyd ar y rhanbarth fel un 'i diwylliant yn rhoi gwerth ar undod cymdeithasol yn ogystal sicrhau'r cyfle i ddysgu. Ond nid yw'r farn yma yn wir bob tro am holl aelodau'r gymdeithas, a bu rhai grwpiau arbennig na chafodd yr un cyfleoedd oedd ar gael i'r mwyafrif. Rhaid i'r rhaglen hyrwyddo cyfleoedd cyfartal am addysg, hyfforddiant a chyflogaeth i bawb. Lle bo'n angenrheidiol, bydd raid rhoi mesurau penodol mewn grym i gynorthwyo pobl ag anableddau, menywod a lleiafrifoedd ethnig i dderbyn gwasanaethau yn l eu hanghenion arbennig eu hunain.

lledaenu ffyniant ar draws pob rhan o'r Gorllewin a'r Cymoedd, boed wledig neu drefol; - newid positif ar gyfer ein diwydiannau sy'n seiliedig ar y tir; Mae'n hanfodol lledaenu'r budd a fydd yn deillio o'r rhaglen yn deg ar draws y rhanbarth. Un o'r prif ffactorau yn y dirywiad economaidd ers gormod o amser fu'r ffaith bod y rhanbarth ar y cyrion. Bydd angen cefnogi'r diwydiannau sydd yn draddodiadol yn seiliedig ar y tir, yn arbennig felly, amaethyddiaeth, i arallgyfeirio a moderneiddio er mwyn datblygu economi'r Gymru wledig a sicrhau ei bod yn parhau'n hyfyw i'r dyfodol. Bydd raid inni hefyd gymryd camau i warchod ansawdd uchel yr amgylchedd mewn rhannau helaeth o Gymru wledig, gan weithredu hefyd i ddatrys y problemau amgylcheddol sy'n llesteirio datblygiadau economaidd a chymunedol fel ei gilydd yn yr hen ardaloedd diwydiannol.

Sail ein gweledigaeth yw'r pedwar thema sydd i'w gweld ledled y rhaglen:

Cynaliadwyedd - sy'n gofyn am integreiddio'r materion economaidd, cymdeithasol ac amgylcheddol bob yn dipyn wrth inni fynd ar drywydd datblygiad sy'n effeithiol o safbwynt yr economi, yn dderbyniol a chyfrifol o safbwynt cymdeithasol ac yn amgylcheddol ddiogel. Mae hefyd yn gofyn fod y camau ymyrryd a wneir yn y cymunedau yn ogystal'r economi yn cynnwys mecanweithiau sy'n caniatu iddynt barhau ar l terfyn cyfnod y rhaglen.

Cyfleoedd Cyfartal - Er mwyn hyrwyddo cyfleoedd cyfartal, rhaid dileu'r rhwystrau, o ran strwythur ac agwedd, sy'n cyfyngu ar allu'r unigolyn i gyfrannu i weithgarwch cymdeithasol ac economaidd. Mae hyn yn golygu herio'r rhwystrau sy'n seiliedig ar ryw, tras ethnig, anabledd, iaith a diwylliant. Bydd angen mesurau penodol i ddileu'r rhwystrau sy'n effeithio ar rai grwpiau arbennig.

Gymdeithas Gynhwysol - Rydym yn awyddus i ddarparu cyfleoedd i bawb gyfrannu'n llawn i weithgarwch cymdeithasol ac economaidd. Mae rhai unigolion a chymunedau penodol yn wynebu cyfres o broblemau sy'n deillio fel arfer, yn uniongyrchol neu'n anuniongyrchol, o amddifadedd economaidd. Dylid teilwrio'r holl raglenni yn l anghenion y rhai sy'n wynebu eithrio cymdeithasol; dyma'r bobl a ddioddefodd waethaf - yn unigol ac yn dorfol, wrth i'r rhanbarth golli'r dydd yn economaidd. Bydd gofyn cael amrywiaeth o fentrau arbennig i wrthsefyll eithrio cymdeithasol.

Y Gymdeithas Wybodaeth - Mae'n rhaid datblygu Economi a Sbardunir gan Wybodaeth, ynghyd manteisio ar y cyfleoedd a gynigir gan y Gymdeithas Wybodaeth er mwyn i'r rhanbarth ffynnu yn y dyfodol. Mae gan TGC y potensial i ddileu'r costau a arferai fod yn gysylltiedig phellter, gan ostwng effeithiau bod ar y cyrion, a datgelu cyfleoedd newydd pwysig i ddatblygu'r economi a chynnwys pawb yn y gymdeithas. Gall hefyd fod swyddogaeth o bwys wrth ddatblygu sgiliau'r gweithlu a'u gwneud yn fwy parod i addasu a haws eu cyflogi. Bydd y defnydd o dechnoleg yn cyfrannu'n sylweddol i faterion cynaliadwyedd a gwelliannau amgylcheddol. Mae'n rhaid gwireddu'r fath botensial os yw'r ardal am gau'r bwlch rhyngddi ac economau rhanbarthau craidd Ewrop.

Er mwyn cwrdd 'r weledigaeth hon, rydym wedi nodi pum pwnc allweddol:

- Datblygu Busnes a Menter;
- Amgylchedd Cystadleuol;
- Adfywio Cymunedau;
- Hyrwyddo Addasrwydd i Waith a Chymdeithas Ddysgu;
- Datblygu Cefn Gwlad a Defnydd Cynaliadwy o'r Adnoddau Naturiol.

O fewn pob un o'r adrannau hyn, rydym wedi nodi amrywiaeth o Fesurau wedi eu hanelu at gynyddu hyd yr eithaf effaith y Cronfeydd Strwythurol.

Drwyddi draw, rydym yn cydnabod gwerth a grym partneriaethau parhaus. Datblygwyd y rhaglen hon drwy broses helaeth o bar tneriaeth a fanteisiodd nid yn unig ar sgiliau ac arbenigedd y partneriaid ledled y rhanbarth, ond hefyd ar eu gobeithion a'u dyheadau am ei lwyddiant. Cyfrannwyd i'r par tneriaethau hyn gan y sector preifat, pob maes o fewn y sector cyhoeddus, y sector gwirfoddol a'r grwpiau cymunedol. Nid datblygu'r rhaglen yn unig yw diben y par tneriaethau hyn, ond byddant yn parhau a datblygu drwy gydol cyfnod ei gweithredu, ac ar l hynny.

Pennod 4 - Blaenoriaethau a mesurau

Adran 1 - Datblygu Busnes a Menter

Disgrifiad a Rhesymeg

Gellir cyflawni'r amcanion strategol a osodwyd ar gyfer ardal y Gorllewin a'r Cymoedd trwy strwythuro'r rhaglen o gwmpas themu canolog cefnogi busnesau a datblygu pobl a chymunedau yn y rhanbarth. Y strategaeth gyffredinol yw un o bartneriaeth ar gyfer cynyddu ffyniant ar draws Cymru gyfan gan adeiladu ar y sylfeini a sefydlwyd yn ddiweddar gan ddogfennau polisi yng Nghymru. Yn benodol, mae'n datblygu'r dull gweithredu a nodwyd yn "Ffordd i Ffyniant: agenda economaidd newydd i Gymru" a gyhoeddwyd ym mis Gorffennaf 1998.

Mae Strategaeth y Rhaglen yn cydnabod rî allweddol datblygiad busnes cynaliadwy wrth greu swyddi, ehangu'r gallu i gystadlu a chynhyrchu mwy o gyfoeth ar draws y rhanbarth. Er mwyn datblygu busnes mewn ffordd gynaliadwy mae'n rhaid hyrwyddo a rhoi cefnogaeth ragweithiol i fentergarwch ac arloesedd. Bydd hyn yn arwain at sector busnes cryf gyda'r gallu i gystadlu'n rhyngwladol. Mae'r strategaeth hefyd yn cydnabod rî buddsoddiad tramor uniongyrchol a'r cyfleoedd y mae hyn yn eu darparu ar gyfer creu cysylltiadau cadwyn gyflenwi cryf, yn ogystal chyfraniad sylweddol i godi Cynnyrch Mewnwladol Crynswrth.

Mae'r fframwaith cyffredinol a'r gweithgareddau sy'n cael eu creu a'u hariannu o dan yr Adran hon wedi'u bwriadu i fod yn gadarn er mwyn parhau y tu hwnt i oes Rhaglen y Gronfa Strwythurol. Fodd bynnag, ni fydd y fframwaith yn diystyru'r posibilrwydd o gefnogi prosiectau unigol, arloesol, sydd 'r potensial i gael effaith sylweddol ar nifer y busnesau sy'n cael eu sefydlu ac sy'n goroesi yn y sector preifat a'r economi gymdeithasol ehangach. Yn yr un modd, dylai fod yno le i gefnogi sectorau thematig allweddol sydd 'r potensial i dyfu.

Cynhwysir cyfeiriad at Gymorth gan y Wladwriaeth unwaith y mae astudiaeth ymgynghorol y Swyddfa Gymreig/ Cynulliad Cenedlaethol Cymru wedi cael ei chwblhau.

Amcanion

Mae gan y flaenoriaeth hon 3 phrif darged i'w cyflawni erbyn 2006:

- cynnydd yng nghyfradd sefydlu cwmnau micro
- cynnydd yng nghyfraddau Busnesau Bach a Chanolig sy'n goroesi
- creu mwy o fentrau twf uchel bob blwyddyn

Creu swyddi newydd, cynaliadwy a diogelu swyddi presennol pellach. Er mwyn cyflawni'r targedau a'r canlyniad dilynol, bydd y mesurau canlynol, sy'n atgyfner thu'i gilydd, yn darparu modd o sicrhau canolbwynt integredig a chydlynus i'r rhaglenni penodol sydd i'w cefnogi o dan yr Adran.

Y mesurau yw:

Mesur 1

Cefnogaeth ariannol i sefydlu mentrau newydd a datblygu busnesau sy'n bod eisoes

Mesur 2

Cefnogaeth i annog a datblygu mentergarwch

Mesur 3

Cefnogaeth i annog a datblygu arloesedd ac Ymchwil a Datblygiad

Mesur 4

Gwella lefelau sgiliau o fewn busnesau

Mesur 5

Cefnogaeth i greu a datblygu busnesau yn yr economi gymdeithasol

Mesur 6

Cefnogaeth i'r gymdeithas wybodaeth

Mesur 7

Datblygu sectorau twf allweddol

Mesur 1: Cefnogaeth ariannol ar gyfer sefydlu mentrau newydd a datblygu busnesau sydd eisoes yn bod

Disgrifiad a Rhesymeg

Y ffactor hanfodol wrth sefydlu neu ehangu busnes yw ansawdd ac ymrwymiad y bobl sy'n gysylltiedig ag ef. Fodd bynnag, gall unigolion o'r fath gyflawni mwy, ac yn gyflymach, o gael amgylchedd cefnogol addas. Gall cefnogaeth o'r fath fod mewn sawl gwedd, ond y mwyaf sylfaenol o'r rhain yw cyllid.

Yn gyffredinol, byddai'r cronfeydd a grwyd yn cael eu hyrwyddo er mwyn arddangos parodrwydd y rhanbarth i gefnogi mentrau cychwynnol, annog twf Busnesau Bach a Chanolig brodorol a denu Busnesau Bach a Chanolig newydd i'r ardal. Dylid sefydlu cronfa, lle bynnag y mae hynny'n bosibl, ar sail bytholwyrdd, heb bennu cyfnod parhad ymlaen llaw, fel y gall barhau, heb gymorth cyhoeddus pellach, yn ddiderfyn. Rhoddir pwyslais hefyd ar adeiladu a gwella rhaglenni domestig presennol, gyda Chyswllt Busnes er enghraifft yn cymryd rîl strategol flaenllaw.

Mae'r mesur hwn yn ceisio sicrhau bod cyllid priodol ar gael i Fusnesau Bach a Chanolig yng Nghymru sydd 'r gallu a'r

symbyliad i dyfu a bod yn llwyddiannus, gan gynnwys busnesau wedi'u seilio yn y gymuned, a hynny o gamau cynharaf y syniad busnes drwodd at y broses o ehangu busnes hyfyw. Mae'n ymdrin yn benodol 'r canlynol:

- Diffyg mynediad at gyfalaf buddsoddiad.
- Diffyg mynediad at ystod eang o grantiau a benthyciadau cynhwysfawr wedi'u targedu.
- Anghenion penodol Busnesau Bach a Chanolig mewn ardaloedd gwledig.
- Anallu i ehangu'r busnes y tu hwnt i'w faint cychwynnol. Mae cyfalaf ecwiti sefydliadol wedi'i gyfyngu yn y rhanbarth gyda'r arian sydd ar gael yn cael ei fuddsoddi fesul symiau mwy ac yn gyffredinol mewn cwmnau mwy na'r hyn a ragwelir o dan y Mesur hwn.
- Cefnogaeth ar gyfer mentrau neu brosiectau arloesol na fyddant, o bosibl, yn gallu gwneud elw yn y cyfnod y mae arian benthyciad fel arfer ar gael. Mae angen rhoi sylw arbennig yng Nghymru i ddatblygu mentrau newydd/ Busnesau Bach a Chanolig a datblygu ffynonellau cyfalaf mentro ar gyfer prosiectau risg uchel.
- Timau rheoli anghyflawn ac amhrofiadol. Yn hanesyddol ni chafodd prosiectau yn y rhanbarth eu hariannu oherwydd bod y rhai sy'n darparu cyfalaf menter yn pr yderu ynghylch ansawdd y timau rheoli o fewn busnesau lleol.
- Cyfraddau methiant uchel
- Nid yw maint y buddsoddiad yn cyfiawnhau diwydrwydd dyledus masnachol
- Costau mynediad i'r farchnad
- Diffyg llwybrau derbyniol i fuddsoddwyr dynnu nl
- Mae llawer o'r Busnesau Bach a Chanolig yn yr ardal yn draddodiadol wedi defnyddio arian gorddrafft, nad yw'n ddull boddhaol o ariannu twf

Mae'n rhaid i ddatblygiad busnes fod yn gynaliadwy a lle bo hynny'n bosibl dylai amddiffyn neu hybu amgylchedd naturiol a threftadaeth y rhanbarth, tra'n defnyddio'r nodweddion hyn i hyrwyddo gwerth ychwanegol. Bydd cymhelliant i hyrwyddo rheolaeth amgylcheddol yn cael ei gynnwys fel rhan o becynnau cymorth lle bo hynny'n briodol.

Amcanion

- cynyddu nifer y busnesau sy'n goroesi
- darparu cyfalaf i gronfeydd buddsoddi (boed yn darparu benthyciad neu ecwiti) sy'n gweithredu lle ceir methiant yn y farchnad, gan gynnwys cyfleoedd twf uchel a rhai sy'n seiliedig ar dechnoleg, ond heb ei gyfyngu i'r rheiny'n unig
- cefnogi paru buddsoddwyr preifat, boed yn sefydliadau neu'n angylion busnes
- annog corfforaethau i fentro
- annog sefydlu mentrau newydd o fewn cyd-destun addysg bellach ac uwch
- rhoi cymhorthdal at gostau diwydrwydd dyledus a chostau rheoli cronfeydd
- cefnogi cynnydd yn y gallu i gystadlu trwy weithgareddau allforio

Cwmpas

- cefnogi cyflenwad ychwanegol mewn cyllid, grantiau, benthyciadau a chyfalaf menter i Fusnesau Bach a Chanolig yng Nghymru, gydag o leiaf 50% yn cael eiddarparu gan y sector preifat. Bydd y gefnogaeth hon ar gael er mwyn ehangu gweithgareddau cronfeydd sydd eisoes yn bod ac/neu sefydlu rhai newydd.
- Cefnogaeth ar gyfer darparu gwasanaethau cynnal wedi'u bwriadu ar gyfer cynyddu llif y trafodion ar gyfer cronfeydd newydd a rhoi cymhorthdal ar gyfer y costau diwydrwydd dyledus a fyddai fel arall yn cael eu priodoli i'r Busnesau Bach a Chanolig (Fel cyfraniad i gostau llawn rheoli cronfeydd, gan gynnwys: gwaith paratoadol wrth ddwyn y cronfeydd ynghyd; staffio, llety a chostau gweithredu rheolwyr y gronfa; a hyrwyddo'r gronfa ymhlith cymunedau'r Busnesau Bach a Chanolig rhanbarthol)
- cefnogaeth i'r sector preifat ar gyfer buddsoddiad newydd
- ystod mwyaf posibl o grantiau, benthyciadau a chymorth ariannol gan gynnwys cronfeydd mentergarwch a chronfeydd 'gwybod sut'.
- cymorth er mwyn annog cwmnau addas sy'n ceisio buddsoddiad i leoli yn y rhanbarth
- cymorth er mwyn gwella marchnata trwy ymchwil, cefnogaeth ymgynghori, gwybodaeth a chynllunio ar gyfleoedd marchnad newydd, darparu gwasanaethau marchnata cyffredin a help ar gyfer mentrau ar y cyd gyda busnesau eraill

Canlyniadau ac Effaith

Nod y mesur hwn fydd cyflenwi:

Canlyniadau

- Creu neu ddiogelu nifer o swyddi dros y cyfnod hyd at 2006
- Nifer y Busnesau Bach a Chanolig a gefnogir o dan y cynlluniau

Effaith

- Buddsoddi mewn Busnesau Bach a Chanolig yn y rhanbarth
- Denu buddsoddi anuniongyrchol
- Cymell buddsoddi gan y sector busnes preifat

Bydd y dangosyddion canlynol yn cael eu monitro:

- Cynlluniau marchnata newydd
- Nifer cynyddol y Busnesau Bach a Chanolig newydd a chyfradd goroesi gwell
- Nifer y Busnesau Bach a Chanolig yn ymwneud gweithgareddau allforio
- Gwell marchnata a chynllunio busnes
- Gwerth gweithgareddau allforio ychwanegol gan gwmnau yn ardal y rhaglen.

Mesur 2: Cefnogaeth i Annog a Datblygu Mentergarwch

Disgrifiad a Rhesymeg

Dylid hyrwyddo a chyd-drefnu mentergarwch trwy ddull gweithredu integredig a ffocysedig a fydd yn symbylu'r galw, gan fanteisio ar ymdrechion a thalentau pawb sy'n ymwneud datblygu busnes, a chan gynnwys gweithredwyr o'r sectorau preifat, cyhoeddus a gwirfoddol. Tra bollawer o'r blaenoriaethau o safbwynt mentergarwch yn berthnasol hefyd i ddatblygu busnes a sgiliau, mae'r angen yn parhau i feithrin diwylliant mwy mentrus yng Nghymru.

Cynigir felly y dylid cynnal nifer o weithgareddau penodol er mwyn sefydlu diwylliant mwy mentegar o fewn y rhanbarth. Dylai'r rhain geisio codi proffil mentergarwch ar bob lefel o'r gymdeithas yng Nghymru ac mae'r mesur yn ymdrin 'r angen i hyrwyddo a datblygu mentergarwch fel elfen bwysig wrth adeiladu economi lwyddiannus yn y rhanbarth. Y nod hefyd yw annog grwpiau sy'n cael eu tangynrychioli fel entrepreneuriaid e.e. siaradwyr Cymraeg, yr anabl a menywod.

Bydd y mesur hwn yn ceisio cynyddu nifer y busnesau newydd sy'n cael eu sefydlu ac yn darparu mynediad at gefnogaeth busnes i Fusnesau Bach a Chanolig newydd a phresennol, trwy gyfrwng rhwydwaith Cyswllt Busnes Cymru. Disgwylir i hwn chwarae rîl flaenllaw. Bydd y mesur hefyd yn adeiladu a gwella ar raglenni domestig presennol.

Bydd Cynllun Gweithredu Mentergarwch Cymru yn ceisio darparu'r fframwaith ar gyfer datblygu pecyn o weithgareddau integredig. Mae'r mesur hwn, fodd bynnag, yn cydnabod bod angen dechrau creu diwylliant o fentergarwch o gamau cyntaf addysg. Bydd y mesur hwn yn ceisio annog diddordeb mewn mentergarwch trwy ddatblygu'r cwricwlwm a sefydlu cynlluniau partneriaeth addysg a busnes.

Mae'n rhaid i'r diwylliant hwn hefyd dreiddio ar draws pob sector yn y rhanbarth, bach a mawr. Yn yr ymgais i annog a chefnogi mentergarwch mae'n rhaid rhoi ystyriaeth i'r materion canlynol:

- nid yw cyfran o'r rhai a dargedir yn gyffredinol yn manteisio ar y fframwaith cynnal busnes traddodiadol
- mae'n rhaid i ansawdd y gefnogaeth fod yn uchel er mwyn apelio at y rhai a dargedir
- darperir y gefnogaeth yn aml ar sail mentor gyda chysylltiadau agos chymorth arall, gan gynnwys buddsoddiad cyfalaf, datblygiad arloesedd a sgiliau
- mae angen meithrin busnesau newydd sy'n cael eu creu am gyfnod o hyd at ddwy flynedd.

Amcanion

- newid agweddau tuag at ymddygiad mentegar, a'i hyrwyddo ar bob lefel ac yn enwedig ymysg pobl ifanc er mwyn eu galluogi i ymdopi newid a chynyddu'u potensial economaidd i'r eithaf
- ehangu'r Cwricwlwm Cenedlaethol er mwyn sicrhau bod gan bob plentyn a pherson ifanc yr hawl i gael profiad o fentergarwch
- darparu ystod amrywiol o gefnogaeth parhaus, o ansawdd uchel ar gyfer cychwyn busnes, a chyn cychwyn busnes. Dylai'r gefnogaeth fod ar gael yr un mor hwylus i bob sector, a dylai gynyddu nifery busnesau sy'n cael eu sefydlu, gwella ansawdd y busnesau hynny, a chynyddu'r nifer sy'n goroesi
- darparu cefnogaeth ragweithiol ar gyfer datblygu ymddygiad mentegar ymysg busnesau presennol, gan gynyddu'r gallu i gystadlu, datblygu hunan ymwybyddiaeth, hunan hyder a hunan gred
- cynyddu lefel cydweithredu ymysg busnesau a chyfranogwyr eraill ar lefel leol, cenedlaethol a rhyngwladol

Cwmpas

- cefnogaeth ar gyfer sefydlu nifer o gynlluniau proffil uchel, mewn partneriaeth 'r sector preifat, a fydd yn annog dull holistaidd o ddatblygu mentergarwch ac a fydd yn arwain at newid mewn agwedd ac ymddygiad
- cefnogaeth ar gyfer targedu entrepreneuriaid posibl y gellir eu cynorthwyo i sefydlu ac ehangu mentrau newydd

- cefnogaeth i hyrwyddo delwedd brand gref er mwyn gwahaniaethu rhwng mecanweithiau cynnal busnes traddodiadol
- cefnogaeth i gynlluniau er mwyn darparu modelau rl / mentoriaid a fydd yn cynnwys entrepreneuriaid profiadol, sydd record lwyddiannus
- cefnogaeth i sefydlu a chynnal rhwydwaith eang o fusnesau twf ac asiantwyr cyfeirio
- cefnogaeth i fesurau a fydd yn codi proffil, statws a dealltwriaeth o fentergarwch ymysg dysgwyr mewn addysg ffurfiol
- hyrwyddo defnydd creadigol o'r cyfr yngau i gefnogi pob agwedd o fentergarwch
- hyrwyddo meincnodi ac arferion gorau trwy hyfforddiant a mentora
- hyrwyddo datblygiad strwythurau ariannu priodol ar gyfer MBO / MBI a grwpiau fel yr economaidd segur a menywod sy'n dymuno cychwyn busnes.

Canlyniadau ac Effaith

Nod y mesur hwn fydd cyflenwi:

Canlyniadau

- cefnogaeth i'r nifer cynyddol o entrepreneuriaid bob blwyddyn a fydd yn arwain at greu:
- busnesau twf uchel dros y cyfnod
- swyddi ansawdd uchel, cynaliadwy

Effaith

- newid mewn agweddau tuag at fentergarwch yng Nghymru, yn enwedig yn y sector addysg
- cynnydd mewn gweithgareddau cyn cychwyn busnes, gan gynnwys rhai sydd wedi'u targedu at grwpiau penodol
- creu partneriaeth cyhoeddus/preifat lle mae hyd at 30% o gymorth ariannol yn dod o'r sector preifat Bydd y dangosyddion canlynol yn cael eu monitro:
- cynnydd mewn lefelau ymddygiad mentergar mewn busnesau yng Nghymru
- cynnydd yn nifer yr ysgolion sy'n cymryd rhan mewn gweithgareddau mentergarwch
- targed o gael pob myfyriwr Addysg Bellach ac Addysg Uwch i fynychu digwyddiad codi ymwybyddiaeth ynghylch mentergarwch erbyn 2006
- cynnydd yn nifer y busnesau a sefydlir, gan gynnwys cynnydd ymysg menywod, siaradwyr Cymraeg a grwpiau penodol eraill
- cynnydd mewn Busnesau Bach a Chanolig sy'n anelu i geisio tyfu a chreu swyddi newydd
- cynnydd mewn swyddi mewn sectorau sy'n ychwanegu gwerth

Mesur 3: Cefnogaeth i annog a datblygu arloesedd ac Ymchwil a Datblygiad

Disgrifiad a Rhesymeg

Yn y tymor canolig i hir, bydd gallu rhanbarthau i barhau i gystadlu yn yr economi fyd eang yn dibynnu ar gryfderau sy'n seiliedig ar dechnoleg neu arloesedd. Mae'r rhain yn cynnwys y gallu i ddatblygu cynnyrch newydd, symud yn llwyddiannus i mewn i farchnadoedd newydd, defnyddio technoleg newydd, ymgorffori arferion gorau wrth reoli mentrau a datblygu lefelau sgiliau ar draws rhychwant llawn y gweithlu.

Y rhanbarthau llwyddiannus fydd y rheiny sy'n mabwysiadu agwedd strategol tuag at drosglwyddo technoleg ac arloesi ac Ymchwil a Datblygiad ac yn integreiddio gallu arbenigol y sector cyhoeddus gydag anghenion cwmnau arloesol sy'n tyfu. Mae angen datblygu arbenigedd rheolwyr Busnesau Bach a Chanolig wrth reoli'r broses o gyflwyno technoleg newydd ac arloesedd.

Dylai'r flaenoriaeth hon adeiladu ar raglenni domestig presennol megis y Cynllun Technoleg Rhanbarthol, sydd wedi'i fwriadu i wella perfformiad economi Cymru o ran technoleg ac arloesedd.

Amcanion

Y nod cyffredinol yw creu diwylliant sy'n annog a gwerthfawrogi arloesedd a thrwy hynny yn cefnogi twf busnesau yng Nghymru a'u gwneud yn fwy cystadleuol trwy gyflwyno a defnyddio technolegau newydd, datblygu cynnyrch a phrosesau newydd a chael mynediad at farchnadoedd newydd.

Yn benodol:-

- creu ac annog twf mwy o fusnesau brodorol sy'n seiliedig ar dechnoleg a thrwy hynny greu swyddi sydd gwerth ychwanegol
- sicrhau bod Busnesau Bach a Chanolig yn defnyddio a gweithredu technolegau ac arloesedd byd eang
- datblygu'r sector gwasanaethau gwerth ychwanegol
- datblygu technolegau ar gyfer cynaliadwyedd
- creu canolfannau meithrin ac arloesi a chyfleusterau parciau gwyddoniaeth er mwyn annog twf cwmnau sy'n seiliedig ar dechnoleg
- darparu isadeiledd o gefnogaeth technoleg ac arloesedd cynhwysfawr ar gyfer busnesau
- creu diwylliant o arloesi trwy raglenni proffil uchel newydd a gweithgareddau codi ymwybyddiaeth
- cynyddu'r gallu i gystadlu trwy wella cysylltiadau rhwng y sylfaen academiaidd (Sector Addysg Uwch ac Addysg Bellach) a busnesau, a darparu cymhelliant i sefydliadau academiaidd gydweithredu diwydiant

Cwmpas

- datblygu rhwydweithiau a chadwyni cyflenwi gan adeiladu ar lwyddiant amryw o rwydweithiau ar sail sectorau a rhanbarthau gan gynnwys cymdeithasau cyflenwi, fforymau technoleg, rhwydweithiau arloesi a fforymau allforio
- cynyddu'r cydweithredu rhwng cwmnau mawr rhyngwladol, buddsoddwyr mewnol, cwmnau brodorol a sefydliadau ymchwil

- hyrwyddo clystyrau o fewn sectorau. Hwyluso clystyrau mewn sectorau o'r farchnad sy'n ehangu'n rhyngwladol megis nwyddau a gwasanaethau amgylcheddol, y diwydiannau diwylliannol, biotechnoleg, amlygfryngau, bwyd, optoelectroneg a meysydd newydd
- ffurfio busnesau newydd sy'n seiliedig ar dechnoleg gan gynnwys cwmnau sy'n tarddu o gwmnau mawr a sefydliadau academiaidd
- cynyddu nifer y graddedigion gwyddoniaeth, peirianeg a thechnoleg a gyflogir mewn Busnesau Bach a Chanolig gan gynnwys cefnogaeth ar gyfer cynlluniau llawer mwy hyblyg er mwyn cydweddu rhaglenni presennol
- cymorth a chynghor er mwyn galluogi sefydliadau yng Nghymru i gael mynediad at gyllid ar gyfer arloesi, Ymchwil a Datblygiad Technoleg gan gynnwys ffynonellau Llywodraeth y DU a ffynonellau Ewropeaidd gan gynnwys SMART Cymru, SPUR a rhaglen Pumed Fframwaith y Comisiwn Ewropeaidd
- cefnogaeth ansawdd uchel i fusnesau ac arloesedd. Parhau i gefnogi a datblygu'r canlynol ymhellach: WILO, Cyswllt Busnes, rhwydwaith Ymgynghorwyr Arloesedd a Thechnoleg, Know How Wales er mwyn creu Partneriaeth Arloesedd a Thechnoleg Cymru gyfan
- cynorthwyo Busnesau Bach a Chanolig i fanteisio ar arbenigedd technegol ac ymchwil contractau gan adeiladu ar lwyddiant rhaglenni HELP Wales, Cydweithredu a Gweithredu Technoleg
- datblygu dulliau gweithredu newydd er mwyn cwrdd gofynion gwahanol y sector gwasanaethau gwerth ychwanegol o safbwynt arloesedd a thechnoleg
- datblygu isadeiledd ffisegol gwell o ganolfannau meithrin ac arloesi, parciau gwyddoniaeth a chyfleusterau adnoddau ymchwil
- cefnogi'r gwaith o ehangu cyfleusterau ymchwil rhanbarthol yn enwedig rhai sy'n hyrwyddo ymchwil rhyngddisgyblaethol ac yn cyflenwi adnoddau i wyddonwyr yn gweithio ar dechnolegau newydd
- datblygu rhaglen Trosglwyddo a Gweithredu Technoleg er mwyn cynorthwyo cwmnau i adnabod, prynu a defnyddio Ymchwil a Datblygiad, technolegau newydd a thechnegau arloesi gorau'r byd
- addysg a hyfforddiant ar gyfer arloesedd a thechnoleg. Datblygu rhaglenni rheoli arloesedd ar gyfer Busnesau Bach a Chanolig Cymru
- sefydlu rhaglen fentora ar gyfer busnesau sy'n seiliedig ar dechnoleg
- datblygu rhaglen o wybodaeth marchnad a chymorth allforio er mwyn cynorthwyo sefydliadau sy'n seiliedig ar dechnoleg i fasnachu'n rhyngwladol
- datblygu a gweithredu technolegau ar gyfer cynaliadwydd gan gynnwys dulliau i ddefnyddio ynni'n effeithiol, deunyddiau adnewyddadwy, lleihau gwastraff, ailgylchu a thechnolegau amgylcheddol newydd

Canlyniadau

- creu busnesau newydd sy'n seiliedig ar dechnoleg
- cynorthwyo mwy o Fusnesau Bach a Chanolig i gyflwyno/gweithredu technolegau newydd
- gwario mwy ar Ymchwil a Datblygiad Technoleg yng Nghymru, fel canran o'r Cynnyrch Domestig Gros, erbyn 2006
- prosesau/cynnyrch newydd wrthi'n cael eu datblygu
- cynnydd mewn trosiant o gynnyrch / busnesau newydd

- ffurfio cysylltiadau newydd rhwng Addysg Uwch / Addysg Bellach a busnesau yng Nghymru
- cefnogi clystyrau sector/technoleg
- cysylltiadau newydd rhwng Busnesau Bach a Chanolig a chwmnau mawr
- cynorthwyo mwy o fusnesau i symud i mewn i farchnadoedd newydd
- Busnesau Bach a Chanolig yn cyflogi mwy o raddedigion gwyddoniaeth, peirianeg a thechnoleg
- mwy o fusnesau yn mabwysiadu technolegau sy'n eco-gyfeillgar (Effeithiau i'w hychwanegu)

Mesur 4: Gwella lefelau sgiliau o fewn busnesau

Disgrifiad a Rhesymeg

Mae'r mesur hwn yn ceisio cynyddu cynhyrchiant a lefelau sgiliau'r gweithlu, yn ogystal 'i allu i addasu, ac yn enwedig datblygu rheolwyr yn fwy. Fel y mae'r ddogfen Ffordd i Ffyniant yn awgrymu, yn sgiliau a thalentau ei phobl y mae dyfodol economi Cymru (a'i mentrau). Er hynny mae lefel sgiliau'r gweithlu yn dal i fod yn is na'r hyn a geir mewn gwledydd eraill sy'n cystadlu'n ei herbyn. Yn benodol, mae angen cael mwy o gydlynedd rhwng darparwyr addysg a hyfforddiant Cymru, a mwy o bwyslais ar anghenion cyflogwyr a dyheadau'r unigolyn. Yn arbennig, dylai addysg a hyfforddiant ganolbwyntio mwy ar gyflenwi'r sgiliau sydd eu hangen ar economi Cymru ac adlewyrchu anghenion cwmnau llai. Ar hyn o bryd, mae ffurfioledeb hyfforddiant a gefnogir gan arian cyhoeddus yn arwain at esgeuluso darpariaeth anffurfiol sydd fel arfer yn hanfodol mewn cwmnau llai. Mae'n rhaid i hyfforddiant hefyd ystyried diffiniadauperchnogion o anghenion hyfforddi, a fydd yn golygu y dylid cysylltu strategaethau hyfforddi ag anghenion y cwmni. Mae'n rhaid annog cyflogwyr i gydnabod potensial pob un o'i staff beth bynnag fo'u rhyw, cefndir ethnig neu anabledd. Yn benodol, mae'n rhaid rhoi pwyslais ar adeiladu ar atebion sy'n cael eu llywio gan alw, ac mae'n hanfodol pwysu a mesur barn perchnogion a rheolwyr ar hyfforddiant, yn enwedig wrth lunio atebion i gwrdd ag anghenion cwmnau bach.

Amcanion

- cynorthwyo i ddiogelu a chreu swyddi trwy sicrhau bod pob gweithiwr yn meddu'r sgiliau sydd eu hangen ar gyfer datblygu yn y dyfodol
- gwella perfformiad busnesau a'u gwneud yn fwy cystadleuol trwy gael rheolwyr a gweithwyr sy'n meddu'r sgiliau priodol a llawn
- sicrhau y rhoddir blaenoriaeth i ddatblygu sgiliau rheoli a sgiliau technoleg gwybodaeth ymysg busnesau'r rhanbarth
- annog a chynor thwyo cwmnau i ddatblygu eu strategaeth hyfforddi eu hunain
- darparu hyfforddiant perthnasol wedi'i deilwrio a'i gyflenwi mewn modd hyblyg ac arloesol
- cadarnhau pwysigrwydd meincnodi cenedlaethol a chymwysterau rheoli sy'n cael eu cydnabod yn rhyngwladol
- darparu hyfforddiant penodol mewn sgiliau marchnata, yn enwedig marchnata rhyngwladol ac allforio, sy'n cael eu hystyried yn hanfodol i wneud cwmnau o fewn y rhanbarth yn fwy cystadleuol

Cwmpas

- cynnal cynlluniau sy'n ceisio newid agweddau cyflogwyr mewn elfennau allweddol o Ddatblygiad Adnoddau

Dynol: e.e. datblygu rheolwyr; a threfnu gwaith;

- datblygu rhaglenni sy'n gwella gallu rheolwyr yn y gweithlu ac yn ymdrin phrinder sgiliau rheoli a graddedigion lefel uwch mewn Busnesau Bach a Chanolig
- uwchraddio gallu Busnesau Bach a Chanolig i ddefnyddio TGC i gystadlu a thyfu ee sgiliau TG sylfaenol, harneisio sgiliau TG mewn sectorau arbenigol allweddol, ac ati
- datblygu rhaglenni er mwyn darparu hyfforddiant a fydd yn denu diwydiannau sy'n seiliedig ar wybodaeth
- datblygu camau gweithredu er mwyn delio 'r ffaith bod mwy o ddynion nag o fenywod yn gweithio ym mesydd TGC a galwedigaethau cynnal
- datblygu rhaglenni er mwyn meithrin y defnydd o ddeunyddiau a chymwyseddau TGC yn yr iaith Gymraeg/dwyieithog
- creu mentrau a fydd yn galluogi ar tisiaid i gyfrannu at y prosesau creadigol ym myd busnes yng Nghymru
- datblygu rhaglenni ym meysydd addysg a hyfforddiant ar gyfer perchnogion busnesau bach; addysg mentergarwch; addysg barhaus busnesau bach; addysg ymwybyddiaeth busnesau bach
- datblygu rhaglenni sy'n cynnig cefnogaeth ar gyfer datblygu sgiliau menywod sy'n ystyried mentro mewn busnes
- darparu cefnogaeth ar gyfer rhaglenni sy'n rhoi sgiliau gweithle hanfodol i weithwyr newydd (ee Prentisiaethau Modern)
- datblygu rhaglenni sy'n ymdrin ag anghenion hyfforddi rheolwyr busnesau, yn enwedig ym meysydd marchnata a marchnata rhyngwladol
- datblygu rhaglenni sy'n ymdrin materion Systemau Rheoli Amgylcheddol, Lleihau Gwastraff, Defnyddio Ynni'n Effeithlon a Chynlluniau Trafnidiaeth Gwyrdd

Canlyniadau

Nod y mesur hwn fydd cyflenwi:

- rhaglenni newydd ar gyfer Datblygu Rheolwyr (yn y rhanbarth yn l Addysg Bellach/Addysg Uwch ac ati)
- mwy o fusnesau Bach a Chanolig Cymru yn recriwtio staff sy'n raddedigion; mwy o Weithlu Busnesau Bach a Chanolig Cymru ar lefel uwch, lefel graddedigion
- cefnogi mwy o strategaethau lleol, rhanbarthol neu sector er mwyn meithrin mentergarwch
- adnabod mwy o fodelau rl a'u cynnwys mewn strategaethau
- mwy o bobl yn ennill cymwysterau mewn sgiliau galwedigaethol

(Effeithiau i'w hychwanegu)

Mesur 5: Cefnogaeth i greu a datblygu busnesau yn yr economi gymdeithasol

Disgrifiad a Rhesymeg

Yr economi gymdeithasol yw'r trydydd sector economaidd - ochr yn ochr 'r sectorau cyhoeddus a phreifat - ac mae'n gwneud cyfraniad cynyddol i ddatblygiad yr economi. Wedi'u gwreiddio mewn cydymddibyniaeth, mae sefydliadau yn yr economi gymdeithasol nad ydynt yn ceisio gwneud elw fel prif nod, yn cyfuno gweithgareddau economaidd gyda phwrpas cymdeithasol neu foesegol. Maent yn cyfrannu'n uniongyrchol i dwf economaidd a chyflogaeth, gan ddarparu gwasanaethau sydd o arwyddocd cymdeithasol neu amgylcheddol.

Mae nodweddion sy'n diffinio sefydliadau'r economi gymdeithasol yn cynnwys y canlynol:

- datblygu pobl yn ogystal busnesau, meithrin hunan ddibyniaeth a hunan hyder a datblygu sgiliau a gallu;
- creu gwasanaethau gwerthfawr nad yw cwmnau preifat o bosibl yn eu darparu neu nad yw'r sector cyhoeddus yn gallu fforddio'u darparu;
- troi egni a phryder y gymuned yn weithredoedd ac adnoddau, a chreu asedau sydd ym mherchnogaeth y gymuned;
- cadw gweithgaredd economaidd yn lleol a sianelu'r budd a ddaw o hynny i'r gymuned leol, a chynyddu'r siawns o lwyddo yn y tymor hir drwy sicrhau cefnogaeth y gymuned;
- aelodaeth agored (gweithwyr/cymuned), ac atebolrwydd democrataidd i'r aelodau;
- mae'r elw yn eiddo i'r aelodau (gweithwyr neu'r gymuned) - gellir dosbarthu elw ar gyfer dibenion cymdeithasol.

Mae'r sector yma'n bwysig mewn termau economaidd oherwydd trwy hyrwyddo'i weithgareddau'n weithredol ac annog pobl i gymryd rhan ynddynt, gellir arwain at sylfaen sgiliau uwch, cyfleoedd cyflogaeth newydd, ynghyd mwy a gwell gwasanaethau lleol. Gall sefydliadau'r economi gymdeithasol fod yn fusnesau yn eu rhinwedd eu hunain; gallant hefyd fod yn fodd ar gyfer datblygiad cymunedol, ac yn eu tro gellir creu mentrau newydd o ganlyniad i ddatblygiad cymunedol. Mae sefydliadau'r economi gymdeithasol yn chwarae rhan allweddol mewn cymunedau ymylol, ac maent yn Fusnesau Bach a Chanolig bychan ond sylweddol yn eu rhinwedd eu hunain. Yn aml maent yn y sefyllfa orau i ddarparu ystod o wasanaethau'n uniongyrchol, gan annog pobl leol i ymwneud 'r broses o ddarparu atebion lleol.

Bydd twf yr economi gymdeithasol yn cael ei gefnogi'n gryf. Mae angen cydnabod y cyfraniad y mae sefydliadau'r economi gymdeithasol yn ei wneud i gymunedau lleol a gwneud pobl yn fwy ymwybodol o'r ffaith; symbylu ac annog eu creu a'u hehangu; rhoi mwy o gyfle iddynt dderbyn cyngor a chymorth ariannol; a chysylltu eu gweithgareddau gyda rhaglenni prif ffrwd.

Amcanion

- Datblygu busnesau newydd o fewn yr economi gymdeithasol
- Annog twf cynaliadwy mewn cyflogaeth ac incwm ymysg busnesau o fewn yr economi gymdeithasol
- Darparu cyngor busnes ar gyfer sefydliadau'r economi gymdeithasol sy'n cynyddu cyflogaeth neu'n darparu budd economaidd
- Darparu mynediad at gyfalaf menter/risg, gwarant benthyciadau, grantiau cychwyn busnes, buddsoddiad i symbylu gweithgaredd economaidd, a chyllid ar gyfer isadeiledd sefydliadau.

Cwmpas

- cynnal archwiliadau cymdeithasol er mwyn adnabod y potensial ar gyfer datblygiadau yn yr economi gymdeithasol;
- galluogi sefydlu busnesau a mentrau cymunedol newydd;
- helpu sefydliadau sydd eisoes yn bod i ehangu a dod yn fwy effeithlon ac effeithiol;

- darparu gwasanaethau newydd i gwrdd ag anghenion cymunedol a chymdeithasol;
- cwrdd gofynion hyfforddi a datblygu pobl sy'n ymwneud sefydliadau'r economi gymdeithasol;
- darparu gweithgaredd economaidd i bobl sydd dan anfantais neu wedi'u heithrio, a phobl mewn cymunedau gwledig neu ynysig;
- galluogi sefydliadau'r economi gymdeithasol i brynu neu bwrcasu a chynnal a chadw eiddo, tir, offer neu asedau eraill sy'n cynhyrchu incwm, lleihau gorbenion, cynyddu cynaliadwyedd, cyfrannu at gyflawni eu hamcanion cymdeithasol;
- annog mentrau'r economi gymdeithasol i gydweithio ymysg ei gilydd er mwyn gwella ansawdd neu amrywiaeth y gwasanaethau y maent yn gallu eu cynnig, neu er mwyn eu darparu mewn ffordd fwy effeithlon neu effeithiol.

Canlyniadau

Bydd y dangosyddion canlynol yn cael eu monitro yn ystod y rhaglen:

cynnydd yn nifer sefydliadau'r economi gymdeithasol a sefydlwyd yn y rhanbarth sy'n cyflogi staff cyflogedig a di-dl;

ehangu sefydliadau'r economi gymdeithasol sydd eisoes yn bod yn y rhanbarth;

cynnydd yn nhrosiant sefydliadau'r economi gymdeithasol yn y rhanbarth;

nifer y bobl leol sy'n cael eu cyflogi

Awgrymir y mesurau llwyddiant canlynol:

- Gwell mynediad at wasanaethau lleol
- Cynyddu cyfleoedd cyflogaeth
- Adnoddau ac asedau a brynir neu a drosglwyddir i grwpiau yn yr economi gymdeithasol gan bartneriaid eraill (e.e. contractau, asedau, hyfforddiant);
- Cyfoeth a gynhyrchwyd gan grwpiau'r economi gymdeithasol, a'r cyfoeth a gadwyd o fewn y gymuned;
- Swyddi newydd a grwyd;
- Swyddi ychwanegol a ddiogelwyd;
- Gwerth newydd a ychwanegwyd;
- Gwerth ychwanegol a ddiogelwyd;
- Creu ac ehangu gwasanaethau nad ydynt yn cael eu darparu gan sectorau eraill;
- Cynnydd yn nifer sefydliadau'r economi gymdeithasol sy'n goroesi, wedi'i fesur yn l cyfradd methiant is.

Mesur 6: Cefnogaeth i'r Gymdeithas Wybodaeth

Disgrifiad a Rhesymeg

Mae'r Gymdeithas Wybodaeth (neu Economi sy'n cael ei gyrru gan Wybodaeth) yn amgylchedd lle defnyddir y technolegau gwybodaeth a cyfathrebu i sicrhau mwy o ffyniant economaidd a chymdeithasol. Mae datblygiad Economi sy'n cael ei gyrru gan Wybodaeth a manteisio i'r eithaf ar y cyfleoedd a gynigir gan y Gymdeithas Wybodaeth yn hanfodol i ffyniant y rhanbarth yn y dyfodol.

Yr unig ffordd o gyflawni newid enfawr sylweddol yn y modd y manteisir ar ac y defnyddir y technolegau newydd yw drwy gyflwyno rhaglenni a chynlluniau sy'n ymdrin meysydd penodol mesurau ar yr ochr galw i annog defnydd o DGC a mesurau ar yr ochr gyflenwi i sicrhau bod gan y rhanbarth y gallu i fodloni a chefnogi'r galw cynyddol.

Mae ysgogi'r galw am DGC, ond yn un elfen o'r trawsnewid i Gymdeithas Wybodaeth. Mae'r gallu i fodloni'r galw cynyddol hwnnw drwy ddiwydiant cyflenwi brodorol cryf yn hanfodol hefyd. Mae tri o brif yrwyr i wella cr yfder yr ochr cyflenwi - diwydiant cyflenwi cyfredol effeithiol, mynediad at gyfalaf, a mynediad at sgiliau. Mae mynediad at gyflenwad o bobl broffesiynol gyda sgiliau mewn TGC yn elfen hanfodol mewn cylch lle mae sgiliau yn denu buddsoddiad sy'n ysgogi twf, sydd yn ei dro yn denu mwy o bobl broffesiynol fedrus. Bydd yn rhaid i ymdrechion i gynyddu nifer y bobl broffesiynol ym myd TGC yn y rhanbarth ganolbwyntio ar annog a chefnogi merched sy'n cael eu tan-gynrychioli yn y proffesiwn.

Amcanion

- annog a defnyddio'r cyfleoedd a gynigir gan TGC ar gyfer diwydiannau brodorol
- creu clystyrau o alluoedd TGC
- datblygu'r galluoedd sefydliadol cyffredinol a'r mecanweithiau sy'n angenrheidiol i sicrhau y fantais fwyaf o'r cyfleoedd sydd ar gael
- gwella gweithgareddau i godi ymwybyddiaeth ymysg Mentrau Bach a Chanolig, cyflwyno arferion gorau a chreu rhwydweithiau gwybodaeth busnes effeithiol.
- gwella galluoedd sefydliadol i ymdrin chynlluniau a rhaglenni sy'n gysylltiedig TGC ar raddfa fawr
- datblygu'r diwydiant aml-gyfryngau Cymreig ac annog datblygiad cynnwys lleol
- ysgogi'r galw drwy greu enghreifftiau lleol i arddangos manteision TGC

Cwmpas

- Sefydlu rhaglenni mawr, gan gynnwys e-fasnach, o gefnogaeth i Fentrau Bach a Chanolig, yn seiliedig ar gyngor pro-actif, mewnol sy'n amcanu at eu cynorthwyo i weithredu amrediad o dechnolegau a chymwysiadau a fydd yn eu gwneud yn fwy cystadleuol a gwella cyfleoedd cyflogaeth.
- Gweithredu rhaglenni hyfforddi sy'n amcanu at gynyddu'r gronfa o ymgynghorwyr busnes/TGC.
- Datblygu arbenigedd TGC a rhwydweithiau cynnal ymysg Mentrau Bach a Chanolig.
- Darparu 'Citiau Twls' TGC i gynorthwyo Mentrau Bach a Chanolig i fabwysiadu a defnyddio technolegau.
- Gweithredu prosiectau sydd wedi eu dylunio i ddefnyddio arferion gorau mewn masnachu electronig /masnach electronig / rhyng-newid dogfennau electronig.
- Cydlynu'r modd y cyflwynir hyfforddiant TGC er mwyn sicrhau bod yr hyfforddiant yn cael ei deilwrio i anghenion Mentrau Bach a Chanolig - yn nhermau cynnwys, pa mor fforddiadwy y maent a hygyrchedd.
- Cyflwyno rhwydweithiau cynnal penodol ar gyfer y sector a chynlluniau TG, e.e. ar gyfer y sectorau bwyd, twristiaeth ac amaethyddiaeth ac ati.

- Rhaglenni wedi eu hamcanu at annog cwmnau mawr a mudiadau yn y sector cyhoeddus i gydweithredu a datblygu partneriaethau gyda'r cwmnau llai yn eu cadwyn gyflenwi a'u hannog i fabwysiadu arfer gorau o ran defnyddio TGC, e.e drwy strategaethau caffael/tendro.
- Cynlluniau a rhaglenni sy'n ysgogi rhwydweithio a chydweithredu rhwng TGC / diwydiannau cyflenwi'r aml-gyfyngau a datblygu clystyrau (rhithwir a gwirioneddol).

Canlyniadau

- Nifer y cwmnau TGC/cyflenwi aml-gyfyngau/ cwmnau cynnal a grwyd
- Nifer y bobl gyda chymwysterau / achrediad ffurfiol sy'n gysylltiedig gyda TGC
- Nifer y gweithwyr o bell
- Nifer o safleoedd Cymreig ar y Rhynggrwyd
- Nifer y cartrefi gyda chyfrifiaduron cartref a mynediad i'r Rhynggrwyd
- Nifer y mudiadau cymunedol sydd chyfleusterau TGC
- Canran y gwasanaethau llywodraeth leol sydd ar gael mewn dull electronig
- Cynnydd yn nifer y bobl sy'n derbyn hyfforddiant drwy dechnegau dysgu o bell electronig
- Nifer y cwmnau Cymreig sy'n defnyddio cymwysiadau TGC mwy cymhleth fel e-bost, EDI ac ati
- Nifer y cwmnau sy'n cymryd rhan mewn rhaglenni TGC ffurfiol / rhaglenni cynnal busnes
- Faint o Gymraeg a ddefnyddir mewn ffilmiau, ar y teledu a'r amlgyfyngau
- Nifer y cwmnau sy'n cyfranogi mewn rhaglenni hyfforddi TGC
- Nifer yr ymgynghorwyr busnes TGC sydd wedi eu hachredu
- Nifer y cwmnau aml-gyfrwng brodorol.

(Effeithiau i'w hychwanegu)

Mesur 7: Datblygu Sectorau Twf Allweddol

Disgrifiad a Rhesymeg

Mae economi'r rhanbarth yn cael ei ddominyddu i raddau helaeth gan y sector cyhoeddus ac amrediad o ddiwydiannau sydd naill ai yn dirywio neu yn cael eu nodweddu'n bennaf gan gynhyrchedd isel a chyflogau isel. Mae angen denu, diogelu a chynnal diwydiannau yn y rhanbarth sy'n cynnig gwaith gyda chyflogau uwch, ac sydd o werth uchel sy'n cyfrannu at godi'r CMC ac yn hyrwyddo lefelau uwch o allforion. Bydd amrediad cyfan y gefnogaeth fusnes ar gael i groestoriad mor eang o'r gymuned busnes phosibl, gan gynnwys y sectorau adwer thu a gwasanaethu. Ond dylid rhoi pwyslais ychwanegol ar rai sectorau allweddol. Ni fydd y sectorau allweddol hyn yn gyffredinol yn cael eu "dethol" gan y sector cyhoeddus, ond byddant yn cael eu cynnal ar sail ymchwil gadarn a thystiolaeth glir eu bod yn rymoedd cynyddol o fewn y rhanbarth. Bydd y mesur hwn yn ceisio ariannu gweithgareddau sy'n rhai penodol i anghenion diwydiannau sy'n cynyddu nas ymdrinnir hwy o dan fesurau eraill. Mae asesiadau Vade Mecum ac asesiadau rhanbarthol a sectoraidd wedi nodi'r Celfyddydau, Diwylliant a Thwristiaeth fel sectorau lle gellir cael twf ac adlewyrchir eu potensial yn y mesur hwn. Nodir bwydydd amaethyddol fel sector twf critigol ac adlewyrchir ei bwysigrwydd penodol i'r economi wledig yn yr ymdriniaeth a roddir iddo ym

Mae'r sectorau twf allweddol yn debyg o gynnwys:

Diwydiannau Diwylliannol

Mae'r diwydiannau celfyddydol a diwylliannol, yn y Gymraeg a'r Saesneg, yn cynrychioli twf sylweddol a chynyddol economi Cymru, ac maent wedi'u gwasgaru'n dda ledled Cymru y tu allan i'r brifddinas. Mae'r diwydiannau hyn yn elfennau allweddol yn y dasg o ysgogi creadigedd, arloesedd a gwybodaeth - sgiliau sy'n hanfodol i dwf datblygiad economaidd. Maent yn bwysig oherwydd:

- mae un o bob deugain o bobl yng Nghymru yn ymwneud 'r diwydiant ac mae'n cyfrannu dros 1.1 biliwn y flwyddyn i'r economi;
- mae'r farchnad fyd-eang am nwyddau diwylliannol yn ehangu;
- nodweddir y sector gan fusnesau brodorol.

Mae'r sector yn bwysig mewn termau economaidd oherwydd gall hyrwyddo a chyfranogi'n weithredol yn y celfyddydau ac mewn gweithgareddau diwylliannol arwain at sail sgiliau uwch, cyfleoedd newydd ar gyfer cyflogaeth, gwell ansawdd bywyd a mwy o fin cystadleuol. Drwy'r asiantau hyn gellir cydnabod y Gorllewin a'r Cymoedd fel rhanbarth arloesol, greadigol, bendant a hyderus sy'n ddeniadol i noddwyr, buddsoddwyr, partneriaid a thwristiaid. Mae bodolaeth sector ddiwylliannol gref, fel y dangosir mewn ardaloedd dwyieithog eraill e.e. Catalonia, Quebec yn ychwanegu at nodweddion sy'n gwneud rhanbarth yn gystadleuol drwy:

ychwanegu hynodrwydd i gynhyrchion a gwasanaethau lleol sy'n eu gwneud yn hawdd i'w hadnabod mewn marchnad gystadleuol; gan gyfrannu at adnabod a chydabod Cymru fel ardal ddeallus gyda phwyslais ar ddiwydiannau sy'n seiliedig ar wybodaeth; mae ysgogi allforion, digwyddiadau a chynhyrchion diwylliannol hefyd yn denu sylw ac yn ychwanegu at effaith ymgyrchoedd masnachu a digwyddiadau i hyrwyddo allforio, gan ddenu twristiaeth ddiwylliannol a chyfrannu at gorneli eraill yn y farchnad dwristiaeth a chyfrannu at wneud y rhanbarth yn ddeniadol i leoli busnes ynddo neu ar gyfer partneriaethau gyda rhanbarthau eraill. Mae sector ddiwylliannol gref yn magu hyder hefyd sydd yn ei dro yn magu mwy o hyder. Mae hyder yn arwain at y gallu i fentro.

Diwydiannau'r Cyfryngau

Mae nifer o wneuthurwyr ffilm annibynnol wedi'u lleoli yn yr ardal, yn enwedig cynhyrchwyr ffilm arbenigol. Mae ar y diwydiannau hyn angen cymorth i dyfu ac i ddenu busnesau eraill.

Mae'r dechnoleg newydd yn creu cyfleoedd gwych ar gyfer y diwydiannau diwylliannol yn yr ystyr bod modd cyflwyno'r ddarpariaeth mewn sawl gwahanol ffordd a datblygu'r dechnoleg ar gyfer addysg, marchnata, ac ati. Mae busnesau eisoes yn bodoli yn yr ardal ond byddai rhoi cymorth i'w hymestyn, drwy roi help ariannol a chynghor busnes, datblygu rhwydweithiau a "chadwynau cyflenwi" creadigol, ac allforio a marchnata'r cymorth yn galluogi'r diwydiant i ddatblygu ar y raddfa sy'n angenrheidiol i gadw ben yn ysgwydd newidiadau cyflym yn y diwydiant yn rhyngwladol.

Twristiaeth

Twristiaeth yw prif ffynhonnell gwaith a chyfoeth economaidd sawl ardal wledig yng Nghymru; ac mae datblygiad economaidd llawer o'r ardaloedd ymylol yn dibynnu'n gryf ar berfformiad y diwydiant. Y rheswm dros hyn yw'r asedau twristiaeth gwerthfawr ac mae yma draddodiad twristiaeth cryf yn seiliedig yn bennaf ar ansawdd yr arfordir a'r amgylchedd gwledig. Mae hanes a diwylliant Cymru hefyd yn denu diddordeb ymwelwyr yn ogystal 'r amrediad eang o atyniadau a digwyddiadau yn y Gorllewin a'r Cymoedd. Y tu allan i'r prif ganolfannau trefol, asgwrn cefn y sector twristiaeth yw'r busnesau bychain teuluol sy'n cynnig llety da sy'n rhoi gwerth am arian. Mewn sawl rhan o'r Gorllewin mae'r diwydiant yn gyflogwr pwysig mewn ardaloedd lle mae sectorau eraill yn wynebu dirywiad difrifol.

Mae'r diwydiant serch hynny, yn wynebu cryn broblemau wrth addasu i newid. Mae natur dymhorol y diwydiant yn broblem barhaus ac nid yw'r cynnyrch twristiaeth yn nhermau ffisegol ac yn nhermau gwasanaeth /ansawdd yn cwrdd yn ddigonol ag anghenion marchnadoedd targed. Mae'r ffactorau hyn yn cyfrannu at y gostyngiad yn elw gweithredwyr twristiaeth bychain, sy'n cwtogi ar yr adnoddau sydd ar gael ar gyfer marchnata, buddsoddi mewn cynnyrch a hyfforddiant.

Mae angen gwneud y diwydiant twristiaeth yn fwy cystadleuol yn y Gorllewin a'r Cymoedd. Gellir gwneud hyn drwy fuddsoddi mewn cyfleusterau newydd a gwell a sicrhau gwelliannau i ansawdd y cynnyrch (adnoddau ffisegol a dynol) i gwrdd ag anghenion marchnadoedd targed. Dylai buddsoddiad o'r fath gynorthwyo i gynnal cymunedau lleol, diwylliant ac amgylchedd y Gorllewin a'r Cymoedd.

Mae angen buddsoddi hefyd er mwyn codi proffil y rhanbarth fel cyrchfan o bwys i dwristiaid a'i chynor thwyo i addasu inewidiadau yn y farchnad. Yn ogystal 'r sectorau twf allweddol a nodwyd eisoes, mae potensial hefyd yn y sectorau canlynol:

Nwyddau a Gwasanaethau Amgylcheddol

Mae marchnad WCMD am nwyddau a gwasanaethau amgylcheddol yn cynyddu'n gyflym o ganlyniad i fwy a mwy o ddeddfwriaeth amgylcheddol, ymwybyddiaeth gyhoeddus o faterion amgylcheddol a chydabyddiaeth gan y diwydiant o'r manteision masnachol sy'n deillio o arfer gorau amgylcheddol.

Nid yw cwmnau Cymru bob amser yn gallu gwneud y gorau o gyfleoedd o'r fath. Mae cr yn gyfle i gwmnau newydd gael eu ffurfio yn y sector hwn, ac i gwmnau sy'n bodoli arall-gyfeirio i ddarparu nwyddau a gwasanaethau amgylcheddol.

Mae Meysydd eraill sydd Photensial, y mae angen ymchwil pellach yn eu cylch yn cynnwys:

- Sectorau amaethyddol llai traddodiadol e.e. garddwriaeth, bwydydd arbenigol, 'aqua-culture' a physgodfeydd tir, pysgod cregyn, cnydau amgen, bio-mas, bridiau prin a brodorol ac ati
- Technoleg meddygol
- Ynni adnewyddadwy
- Gwasanaethau ariannol

Amcanion

- Cryfhau'r sectorau sy'n cynyddu mewn ardaloedd twf o fewn rhanbarth y Gorllewin a'r Cymoedd
- Annog twf cynaliadwy y sector
- Cynyddu'r sector cyfalaf yn y Gorllewin a'r Cymoedd
- Datblygu'r sylfaen sgiliau a gallu'r sectorau a dargedwyd i hyfforddi o fewn y rhanbarth
- Hyrwyddo cysylltiadau rhwng y sector a sefydliadau addysgol y rhanbarth.

Cwmpas

Bydd defnyddio Cymorth Gweithrediadol yn ffactor bwysig i hybu sectorau twf.

- Ehangu cyngor penodol ar gyfer sectorau ac is-sectorau a gwaith mentoriaid
- Ymchwilio i botensial twf sectorau a dargedwyd a darparu gwybodaeth ar arfer gorau yn rhyngwladol ac o fewn y

DU

- Darparu cefnogaeth ar gyfer grantiau dechreuol a benthyciadau i gynorthwyo rhai sy'n dod i mewn i'r sector
- Datblygu rhwydweithiau a chadwyni cyflenwi o fewn y sector
- Sefydlu cysylltiadau rhwng y sector a Phrifysgolion a Cholegau i hwyluso cyfleoedd ymchwil a datblygu
- Darparu cyfleusterau ac adeiladau pwrpasol lle bo angen hynny
- Cynyddu cysylltiadau gyda chyrff addysgol i godi ymwybyddiaeth o'r holl anghenion hyfforddi a dewisiadau ynglyn gyrfaoedd yn y dyfodol yn y sector
- Cefnogi hyfforddiant sgiliau galwedigaethol a busnes penodol
- Cefnogi cynlluniau sy'n annog y sector i wneud y defnydd gorau o TGC ar gyfer cynyddu cynhyrchedd, datblygu sgiliau a marchnata a hybu gwer thiant
- Annog ffora masnachu, allforio a marchnata ar draws y sector
- Cefnogi sefydlu canolfannau rhagoriaeth

Canlyniadau

- nifer y cwmnau cyfredol sy'n ymwneud gweithredu sectoraidd
- nifer y cwmnau sy'n dechrau yn manteisio ar weithgareddau ymgynghorol
- nifer y Mentrau Bach a Chanolig yn derbyn cefnogaeth
- nifer y cynhyrchion newydd yn cael eu cynhyrchu yn y rhanbarth
- nifer yr hyfforddeion sydd 'r sgiliau sy'n angenrheidiol gan y sector

Effaith

- swyddi yn cael eu creu yn y sector
 - allbwn cynyddol yn y sector
 - mwy o ymchwil a datblygiad yn y sector
 - twf cyflenwyr i'r sector
 - cynnydd mewn enillion yn y sector
 - twf yng ngwer th allforion o'r rhanbarth
-

Adran 2 - Datblygu Amgylchedd Cystadleuol

Disgrifiad a rhesymeg

Amcan y adran hon yw goresgyn y rhwystrau i ffyniant economaidd ac ansawdd bywyd sy'n gysylltiedig hygrychedd, cludiant, egni, isadeiledd rheoli amgylcheddol, tele-gyfathrebu a darparu safleoedd, adeiladau a gwelliannau i'r amgylchedd adeiledig. Rhaid i'r holl bobl a'r mentrau yn ardal y Gorllewin a'r Cymoedd gael y cyfle i chwarae rhan lawn ym mywyd economaidd, gwleidyddol a diwylliannol yr ardal gyda mynediad haws at farchnadoedd y DU, a rhai Ewropeaidd a byd-eang. Bydd yr holl fesurau yn amcanu at gyflawni amcanion Agenda 21 Leol. Bydd yn rhaid i'r flaenoriaeth hon hefyd roi ystyriaeth i brosiectau TENs. Strategaeth yr adran hon yw goresgyn y rhwystrau hyn yn y dull mwyaf cynaliadwy sy'n ymarferol gan gyfrannu at y prif amcanion canlynol:

- Cynyddu cyfraddau gweithgaredd economaidd drwy gael mwy o bobl i swyddi
- Cynyddu cynhyrchedd a gwerth ychwanegol pobl mewn gwaith drwy greu swyddi, nwyddau a gwasanaethau o well ansawdd a gwneud pobl yn fwy parod i addasu a chynyddu lefelau sgiliau
- Cwtogi ar anghyfar taledau rhwng pobl a chymunedau o fewn Cymru, a rhwng Cymru a gweddill Ewrop

Mae'r Mesurau Blaenoriaeth yn amcanu at ymdrin 'r meysydd allweddol canlynol:

Hygrychedd a chludiant: Gwella rhwydweithiau a systemau drwy eu gwneud yn fwy cystadleuol, datblygu effeithiolrwydd, cydbwysedd moddol, hygrychedd a chynaliadwyedd;

Ynni: Gwella rhwydweithiau, effeithiolrwydd a'r defnydd o adnoddau adnewyddadwy;

Isadeiledd rheoli amgylcheddol: Hwylustod datblygiad economaidd cynaliadwy.

Tele-gyfathrebu: Hygrychedd i a darparu isadeiledd tele-gyfathrebu effeithiol.

Darparu safleoedd, adeiladau a gwelliannau i'r amgylchedd adeiledig.

Mae Adran yr Amgylchedd Cystadleuol yn amcanu at gynnal datblygiad economaidd cynaliadwy, hygrychedd a bod yn gystadleuol ar lefel strategol a lleol trwy:

Amcanion Polisi

Gwella mynediad i byr th rhanbarthol, llwybrau strategol a TENs er mwyn gwrthsefyll bod ar y cyrion a dod 'r Gorllewin a'r Cymoedd yn nes at farchnadoedd yn y DU, gweddill Ewrop a'r economi fyd-eang ehangach.

Cefnogi datblygiad economaidd a chymunedol cynaliadwy, drwy gynlluniau lleol penodol.

Uwchraddio a gwella'r is-adeiledd ynni, drwy gr yfhau'r systemau dosbarthu, sicrhau cyflenwad digonol, amrywiol a dibynadwy o ynni, am brisiau cystadleuol a hwyluso cysylltu offer cynhyrchu brodorol newydd Cynyddu argaeledd, fforddiadwyedd ac ymwybyddiaeth gyhoeddus o'r gwasanaethau isadeiledd tele-gyfathrebu uwch.

Gwella isadeiledd rheoli amgylcheddol yr ardal i sicrhau bod cyfranogiad gan y sector preifat a phrif ddarparwyr y cyfleustodau o safbwynt cyflenwi rhwydwaith o ddatblygiad strategol ar draws ardal y rhaglen ar sail partneriaeth.

Gwneud canolfannau trefol, trefi marchnad a phentrefi yn fwy cystadleuol drwy welliannau i'r amgylchedd adeiledig.

Y mesurau yw:

Mesur 1

Hygyrchedd a Thrafnidiaeth

Mesur 2

Isadeiledd Ynni

Mesur 3

Isadeiledd Rheolaeth Amgylcheddol

Mesur 4

Telathrebu

Mesur 5

Darparu safleoedd adeiladau a gwelliannau i'r amgylchedd adeiledig.

Mesur 1: Hygyrchedd a Thrafnidiaeth

Disgrifiad a Rhesymeg

Mae gan y rhwydwaith cludiant yn y rhanbarth wendidau sy'n cyfyngu ar ei gallu i gludo ac ar ei hyblygrwydd. Mae'r cyfyngiadau hyn yn effeithio ar symudiad rhydd pobl a nwyddau ac yn cyfyngu ar ddatblygiad personol ac economaidd. Mae llawer o'r rhai nad ydynt yn weithredol yn y farchnad lafur ar hyn o bryd yn rhai nad oes ganddynt gar ac maent yn ei chael yn anodd manteisio ar hyfforddiant, cyfleusterau gwaith, gwasanaethau cyhoeddus a mwynderau hamdden. I sicrhau eu cyfranogiad llawn ym mywyd economaidd, gwleidyddol a chymdeithasol y gymuned fwy, mae gwasanaethau cludiant cymunedol a chyhoeddus y gellir eu fforddio, a rhai o ansawdd da, dibynadwy ac amserol yn angenrheidiol.

Amcan y Mesur hwn yw datblygu system cludiant effeithiol ac integredig a fydd yn ei gwneud yn haws i bobl a nwyddau symud mewn dull cynaliadwy.

I fanteisio i'r eithaf ar adnoddau cyfyngedig, rhaid i unrhyw gynlluniau a gefnogir o dan y Mesur hwn allu dangos yn ddigonol beth yw'r manteision economaidd i'r rhanbarth yn nhermau cwtogi ar effeithiau bod ar y cyrion a phroblemau anhygyrchedd o fewn y rhanbarth.

Amcanion

- Gwella mynediad i a chyfleusterau ar gyfer trosglwyddo pobl a nwyddau mewn dull hyblyg
- Gwneud y defnydd gorau o rwydwaith gyfredol y rheilffyrdd drwy oresgyn cyfyngiadau ar y llinellau ynglyn chyrhaeddiad, lled a chyflymder
- Ymestyn a gwella gwasanaethau rheilffordd i wella hygyrchedd
- Datblygu llwybrau craidd yn y rhanbarth i wella'r sefyllfa gystadleuol a chwtogi ar yr anfanteision o fod ar y cyrion
- Ymestyn ac uwch-raddio rhwydwaith y rheilffyrdd ac annog amserlennu integredig
- Datblygu isadeiledd y meysydd awyr a datblygu gwasanaethau awyr cenedlaethol a lleol
- Gwella'r dull o reoli trafndiaeth
- Gwneud y defnydd mwyaf posibl o gyfleusterau cludo nwyddau
- Gwneud y defnydd gorau posibl ac ymestyn oes rhwydwaith y ffyrdd presennol, gan gynnwys goresgyn cyfyngiadau o ran cyrhaeddiad a gwneud darpariaeth briodol ar gyfer bysiau, beiciau a cherddwyr
- Ymestyn a gwella rhwydwaith y priffyrdd i gwblhau llwybrau craidd, darparu mynediad i ardaloedd datblygu a chysylltiadau is-ranbarthol 'r rhwydwaith graidd
- Gwella'r rhwydwaith cludiant i gefnogi adfywiad cymunedol a gwella diogelwch
- Cefnogi ffyrdd o fyw iach a datblygu twristiaeth werdd gynaliadwy drwy sicrhau ffyrdd tawel, gwella a datblygurhwydweithiau i feiciau, llwybrau a rhwydweithiau eraill heb foduron arnynt
- Sefydlu a hyrwyddo gwybodaeth integredig a chynhwysfawr a system docynnau sy'n hygyrch i bob dull o gludiant
- Gwella'r amgylchedd cymunedol drwy gynlluniau lleol
- Ymestyn cysylltiadau cludiant i wella mynediad i ganolfannau cyflogaeth allweddol.

Cwmpas

- Gwelliannau detoledig ac estyniadau i'r rhwydwaith rheilffordd sy'n bodoli ar hyn o bryd e.e. i gyflawni a gweithredu statws TENs ar gyfer llinellau Rheilffordd Gogledd Cymru a De Cymru
- Gwella'r mynediad drwy bob dull o deithio a'r dull o gyfnewid o un dull teithio i'r llall mewn gorsafoedd rheilffyrdd a bysiau, porthladdoedd, meysydd awyr, canolfannau trefi a phentrefi
- Gwelliannau i orsafoedd sy'n bodoli, yn arbennig i ddatblygu gorsafoedd rheilffordd mewn ardaloedd gwledig fel canolfannau gweithgaredd economaidd
- Gwella posibiliadau ar gyfer cyfleusterau i drin nwyddau drwy ddulliau gwahanol o deithio mewn porthladdoedd
- Darparu terfynellau i gludo nwyddau ar y rheilffordd i gynhyrchu dulliau economaidd o deithio
- Gwella mynediad is-ranbarthol i rwydweithiau'r ffyrdd craidd
- Darparu mynediad i safleoedd cyflogaeth
- Ffyrdd lliniaru i gefnogi adfywiad economaidd a chwtogi ar ynysu cymunedol a gwella amodau iechyd a diogelwch lleol

- Annog a hyrwyddo datblygiad cynlluniau cymudo gwyrdd a dewisiadau cynaliadwy o ran teithio'n lleol
- Datblygu a gweithredu cynlluniau cludiant cymunedol a chynlluniau cysylltiedig i godi ymwybyddiaeth
- Hyrwyddo'r defnydd o gludiant cyhoeddus

Canlyniadau ac Effaith

Canlyniadau

- Cwtogi ar gostau cludiant i fusnes drwy gwtogi ar oedi
- Cynyddu stoc y tir datblygu y gellir ei ddefnyddio
- Mwy o dunelli o nwyddau yn cael eu cludo drwy deithiau byr ar y mr ac ar y rheilffordd

Effaith

- Mwy o ddatblygiad economaidd mewn porthladdoedd a meysydd awyr i adlewyrchu gwell cyfleusterau cludo nwyddau a mynediad
- Denu busnes
- Mynediad cynyddol i gymunedau'r cymoedd a'r ardaloedd gwledig drwy ddarparu gwell cludiant cyhoeddus a chludiant cymunedol
- Gwella gallu'r rhanbarth i gystadlu drwy wella'r bont dir i Iwerddon, ac amser teithio dibynadwy
- Cyfrannu at wneud Cymru yn ddeniadol i ddatblygu busnesau ynddi ac i ddenu buddsoddiad mewnol
- Cynyddu mynediad i ganolfannau economaidd gan gymunedau neu grwpiau sy'n ynysig yn ffisegol neu yn economaidd
- Cyfrannu at gyflawni amcanion Agenda 21 leol
- Cefnogi datblygiad cymunedol a gwella iechyd ac ansawdd bywyd
- Symud nwyddau yn fwy effeithiol, gan gyfrannu at fod yn fwy cystadleuol a chwtogi ar lygredd

Mesur 2: Isadeiledd Ynni

Disgrifiad a rhesymeg

Mae mynediad at isadeiledd ynni cryf sy'n darparu cyflenwadau cost - effeithiol ac effeithlon o wres ac ynni i gwsmeriaid diwydiannol, busnes a domestig yn hanfodol ar gyfer datblygiad economaidd cynaliadwy.

Bydd y strategaeth ar gyfer cyflenwi ynni yn mynd law yn llaw 'r strategaeth ar gyfer defnyddio ynni yn effeithiol ac arbed ynni i sicrhau y bodlonir anghenion ynni yn y dulliau mwyaf cost-effeithiol a chynaliadwy. Bydd effeithlonrwydd o ran tanwydd a gallu'r ardal leol i'w gynhyrchu yn cynorthwyo i gwtogi ar dlodi ynni.

Amcanion

- Gwella effeithlonrwydd o ran cynhyrchu, trosglwyddo a defnyddio ynni - heb fygwth cyfanrwydd y tirlun
- Cryfhau'r system trosglwyddo gan ei gwneud yn bosibl i fod chysylltiadau lleol ar gyfer cynhyrchu ynni drwy offer sydd wedi ei osod yn y ddaear a chefnogi dosbarthiad effeithiol i safleoedd datblygu
- Hyrwyddo defnyddio adnoddau yn effeithlon gyda defnydd ehangach o ail-gylchu ac ail-ddefnyddio
- Gwella'r modd y cludir olew, glo, nwy a'r rhwydwaith dosbarthu ynni
- Datblygu gallu cynhyrchu newydd, gan gynnwys atebion lleol, ynni adnewyddadwy, gwres a phŵer cyfun, parciau ynni a chynlluniau gwresogi i ardaloedd.

Cwmpas

Cynhyrchu ynni

- Astudiaethau o bosibiliadau
- Projectau arddangos h.y. ffermydd gwynt alltraeth, gorsafoedd glo gln
- Projectau ynni adnewyddadwy, projectau lleol a rhai a arweinir gan y gymuned a mesurau galluogi ar gyfer cynlluniau ar raddfa fwy (e.e. dwr, dwr llanw, bio-danwydd, gwynt, ynni'r haul).
- Gwerthuso holl adnoddau ynni adnewyddadwy ardal a chynllun strategol i ddefnyddio'r adnoddau adnewyddadwy
- Cwtogi ar ynni drwy ddulliau confensiynol
- Projectau lle defnyddir gwres a phŵer cyfun
- Parciau ynni
- Cwtogi ar allyriadau ar gyfer gorsafoedd tanwydd ffosil
- Cynlluniau gwastraff i ynni.

Trosglwyddo

- Ymestyn rhwydwaith y prif gyflenwad nwy
- Dileu cyfyngiadau ar gyrhaeddiad nwy
- Ymestyn a chryfhau'r rhwydwaith trydan
- Dileu cyfyngiadau ar y cyflenwad trydan
- Cynyddu dibynadwyedd rhwydwaith y cyflenwad trydan
- Systemau rheoli
- Gwasanaethu'r ynni i safleoedd strategol a pharciau/clystyrau ynni.

Effeithlonrwydd a chadwraeth

- Astudiaethau o bosibiliadau ac archwiliadau ynni

- Cynlluniau effeithlonrwydd ynni a chynlluniau cadwraeth ar gyfer y sectorau domestig a busnes
- Gwresogi ardal
- Storio ynni

Effaith

- Gwell ansawdd a mwy o gyflenwad ar gael i fodloni gofynion am ynni ar hyn o bryd ac yn y dyfodol, gan hybu buddsoddiad ac ehangu
- Creu cyfleoedd ar gyfer cynlluniau cynhyrchu sy'n seiliedig ar y gymuned i ddarparu gwres a phwer yn lleol a chysylltu'r rhwydwaith dosbarthu
- Gwneud defnydd mwy effeithlon o ynni, gan osgoi gwastraff a sicrhau arbedion, gan wneud y sefyllfa yn fwy cystadleuol a chreu cyfleoedd newydd o ran swyddi tra'n cwtogi ar lygredd ac allyriadau o nwyon tygwyr
- Mathau newydd o waith a gwella'r amgylchedd drwy brojectau ynni adnewyddadwy.

(Effeithiau i'w hychwanegu)

Mesur 3: Isadeiledd Rheolaeth Amgylcheddol

Disgrifiad a rhesymeg

Mae angen hwyluso datblygiad economaidd cynaliadwy rhannau o'r Gorllewin a'r Cymoedd sydd wedi dioddef o dir diffaith a llygredd gan ddwr mwynol drwy waith adfer a lliniaru detholus. Yn ychwanegol, byddai'r cyfraniad at ddatblygiad cynaliadwy drwy annog twf diwydiannau sy'n canolbwyntio ar yr amgylchedd sy'n ymwneud rheoli gwastraff a dwr yn well yn cynyddu effeithlonrwydd diwydiant ac yn lleihau'r ddibyniaeth ar gladdu gwastraff.

Amcanion

- Adfer tir diffaith ar gyfer cyflogaeth ac adfer mwynogloddiau i gwtogi ar lygredd. Darparu digon o ddwr i alluogi datblygiad busnes a thwristiaeth priodol
- Sicrhau y cesglir ac y defnyddir dwr ar gyfer diwydiant, amaethyddiaeth a thai yn fwy effeithlon, gan sicrhau nad yw systemau trosglwyddo dwr yn gollwng
- Datblygu gwell rheolaeth ar wastraff drwy ail-ddefnyddio, ail-gylchu ac adfer ynni
- Cynhyrchu busnesau newydd a swyddiychwanegol, net mewn rheoli gwastraff a rheoli llygredd
- Sicrhau gwelliannau amgylcheddol o fewn cwmnau ynghyd strategaeth ar gyfer rheoli gwastraff, ynni a dwr ar gyfer busnesau

Cwmpas

- Adfer tir diffaith a safleoedd sy'n cael eu hail-gylchu i'w hail-ddefnyddio'n gynhyrchiol
- Datblygu diwydiannau ail-gylchu lleol yn seiliedig ar waith trin gwastraff newydd (byddai gweithgareddau o'r fath yn defnyddio metelau sy'n cael eu hail-ddefnyddio, plastigion, a phapur a defnyddiau compost o wastraff. Gallai ynni o gyfleuster gwastraff hefyd gael ei ddefnyddio yn y diwydiannau hyn. Mae ail-gylchu yn isel iawn yng

Nghymru gyda dibyniaeth uchel iawn ar safleoedd claddu gwastraff)

- Adfer mwyngloddiau nad ydynt yn cael eu defnyddio. Mae'r ardal a ddynodwyd yn dioddef o effeithiau dros gant o fwyngloddiau a adawyd yn segur (glo, metel a llechi) sy'n achosi llygredd difrifol yn yr afonydd ac mewn rhai achosion problemau esthetig a phroblemau o ran arogleuon
- Casglu a defnyddio dwr yn fwy effeithiol yn arbennig ar gyfer amaethyddiaeth drwy gynorthwyo ffermwyr ac eraill i osod cyfleusterau storio dwr gan gwtogi ar or-ddefnyddio'r afonydd a dwr daear
- Cyfleusterau gwastraff i ynni. Adfer gwastraff sy'n anaddas i'w ail-ddefnyddio neu ei ail-gylchu, fel tanwydd i ddarparu ynni lleol rhad.

Effaith

- Mwy o dir wedi ei adfer ar gael ar gyfer datblygiad
- Cyfraniadau at gyflawni blaenoriaethau Agenda 21leol
- Llai o lygredd a gwastraff yn cael ei gynhyrchu
- Mwy o gyfleoedd ar gyfer busnesau newydd mewn rheoli gwastraff
- Gwell tirlun a chynefinoedd
- Amaethyddiaeth mwy hyfyw drwy gyflenwadau dwr mwy dibynadwy

(Canlyniadau i'w hychwanegu)

Mesur 4: Telathrebu

Disgrifiad a rhesymeg

Mae'r gymdeithas sydd ohoni yn dod yn fwy a mwy dibynnol ar reoli a throsglwyddo gwybodaeth yn fwy effeithiol. Mae technolegau digidol yn gweithredu fel system nerfol yr economau newydd sy'n cael eu gyrru gan gamau breision enfawr a pharhaus sy'n ein galluogi i gasglu, storio, caffael, dadansoddi a chyfathrebu cyfansymiau enfawr o wybodaeth mewn amser byr. Effeithir ar fynediad i'r rhwydweithiau hyn gan amrediad eang o ffactorau, gan gynnwysincwm a daearyddiaeth. Bydd yn rhaid i ddarpariaeth mewn rhai achosion gael ei hybu gan gefnogaeth y sector cyhoeddus i sicrhau bod gan bob busnes, cartref a chyfleuster hyfforddi yn yr ardal fynediad da at y draffordd gwybodaeth ryngwladol. Mae defnyddio technoleg lloeren yn arbennig o hyfyw yn yr ardaloedd gwledig.

Amcanion

- Gwella perfformiad gweithgareddau masnachol presennol
- Cynyddu annibyniaeth a natur gystadleuol Mentrau Bach a Chanolig drwy roi gwell mynediad i wasanaethau busnes a marchnadoedd mwy
- Ysgogi twf busnesau newydd
- Hwyluso datblygiad dysgu a sgiliau a gwaith yn y cartref

Cwmpas

- Gosod y dechnoleg ddiweddaraf o fewn y rhwydwaith telathrebu i ddarparu cyfathrebu ystod llydan dwy ffordd
- Hwyluso gweithredu gwasanaeth Rhyngwrwyd cyflym iawn yn yr ardaloedd gwledig a mwyaf anhygyrch
- Cynyddu argaeledd pwyntiau mynediad cyhoeddus/ciosgs a wasanaethir gan gysylltiadau gydag ystodau uchel
- Gwella lledaeniad gwasanaethau telathrebu symudol a digidol
- Datblygu mynediad cynnar drwy'r rhanbarthau i wasanaethau telathrebu symudol o'r drydedd genhedlaeth
- Hwyluso mabwysiadu safonau cyfathrebu cyffredin
- Gwella offer TGC cwsmeriaid a rhwydweithiau lleol
- Dylunio, datblygu a hyrwyddo cylchfaoedd gydag isadeiledd telathrebu ddatblygedig a thechnolegau cysylltiedig h.y. 'Cylchfaoedd Digidol'.

Canlyniadau

- Nifer o ddefnyddwyr ychwanegol i wasanaethau telathrebu
- Lledaeniad isadeiledd technoleg uchel
- Lledaeniad pwyntiau mynediad cyhoeddus

(Effeithiau i'w hychwanegu)

Mesur 5: Darparu safleoedd, adeiladau a gwelliannau i'r amgylchedd adeiledig

Disgrifiad a rhesymeg

Mae cyflenwad safleoedd ac adeiladau ar gyfer busnes yn gyfyngedig o ran cyfanswm ac ansawdd. Mae hwn yn rhwystr i ehangu'r sail economaidd a dod swyddi newydd i'r ardal. Rhaid i safleoedd newydd ddarparu mynediad llawn i'r anabl a gwella mynediad i wragedd drwy ddarparu cyfleusterau gofal plant fel rhan hanfodol o unrhyw ddatblygiad. Mae angen rhychwant eang o safleoedd ac adeiladau. Tra bo'r cyflenwad yn gyfyngedig ar draws yr amrediad, mae prinder arbennig yn y meysydd canlynol:

Ar gyfer safleoedd strategol mawr, buddsoddiad mawr ac ar gyfer safleoedd ac adeiladau o ansawdd uchel sydd mor bwysig i annog amrediad mwy amrywiol o fusnesau, yn arbennig ar gyfer cwmnau mewn rhai o'r diwydiannau newydd a'r sector gwasanaeth sy'n dod lefelau incwm uwch. Mewn rhannau o'r ardal mae amgylchedd trefol gwael yn ysgogiad pellach i beidio buddsoddi.

Mae lefelau isel gweithgaredd economaidd a busnesau sy'n cael eu ffurfio sy'n dod gyda CDG (GDP) isel yn cael eu hadlewyrchu yng ngwern thodd cyfartalog y farchnad ar gyfer tir ac eiddo sydd ymhell islaw rhai mewn rhannau eraill o'r Deyrnas Unedig. O ganlyniad, ychydig o hwb a roddir i fuddsoddiad yn y sector preifat yn ffabrig ffisegol yr ardal. Dangosir hyn gan y buddsoddiad preifat hynod o gyfyngedig i gyflwyno safleoedd ac adeiladau newydd, hyd at y diffyg ail-fuddsoddi i gynnal a moderneiddio llawer o'r eiddo hyn. Effeithir ar hyfywra llawer o'r canolfannau trefol a'r trefi marchnad a'r pentrefi gan ansawdd gwael yr amgylchedd adeiledig.

Cafodd y sefyllfa ei gwaethgu gan y dir ywiad diwydiannol ac amaethyddol sydd wedi gadael llawer o safleoedd yn

ddiffaith a llawer o adeiladau yn wag ac yn rhai na ellir eu haddasu ar unwaith i ddefnyddiau modern. Mae hyn yn dod chyfyngiadau ar ail-ddatblygu fel dileu neu drosi adeiladau gwag, goresgyn amodau tir gwael neu ddileu gwastraff a adawyd yn dilyn defnydd blaenorol. Yn yr un modd, mae topograffi'r ardal, mynediad cyfyngedig neu ddim mynediad o gwbl ar y ffyrdd i rai ardaloedd, ac isadeiledd gwael o ran gwasanaethau gan gynnwys darpariaeth annigonol o ran TGC yn rhwystr arall i ddatblygiad.

Mae'r costau o oresgyn y cyfyngiadau hyn a/neu ddarparu'r isadeiledd priodol i'r safle -boed hynny ar gyfer safleoedd gwyrdd neu safleoedd sy'n cael eu hail-gylchu, - fel arfer yn fwy na gwerth y farchnad.

Serch hynny mae'r safleoedd a'r canolfannau hyn yn cynnig potensial ar gyfer datblygu lleoliadau sylweddol a deniadol ar gyfer busnesau newydd a rhai sy'n ehangu. O ganlyniad i'r problemau a gyflwynir uchod, mae darparu safleoedd, eiddo ac adnewyddiad trefol wedi ei wneud yn uniongyrchol yn bennaf gan y sector cyhoeddus, a hynny'n aml gyda chymorth ERDF. Tra bu rhywfaint o symudiad tuag at bartneriaethau rhwng y sectorau cyhoeddus a phreifat mewn blynyddoedd diweddar, mae hyn wedi bod yn araf ac yn parhau ar lefel isel. Mewn achosion eraill, mae buddsoddiad gan y sector preifat wedi bod yn hyfyw dim ond gyda chefnogaeth gan grantiau fel grantiau Buddsoddiad Trefol a Gwelliannau Diwydiannol. O fewn y rhaglen bwriedir bod y sector preifat yn chwarae rîl partneriaeth lawn ynghyd 'r prif ddarparwyr Cyfleustodau a'r sector cyhoeddus i sefydlu rhwydwaith o safleoedd strategol allweddol drwy'r ardal.

Amcanion

Darparu amrediad eang o safleoedd ac adeiladau wedi eu gwasanaethu i gefnogi ffurfio a datblygu busnesau lleol a denu buddsoddiad newydd i'r ardal;

Cynyddu ac ehangu amrediad y cyfleoedd gwaith a symud rhwystrau sy'n cyfyngu ar gwmnau sy'n dechrau a chyfleoedd ar gyfer gwaith;

Annog creu a goroesiad busnesau newydd drwy ddarparu unedau dechreuol neu 'ddeoryddion' ynghyd dulliau priodol o gefnogi busnes;

Asesu'r gofynion a'r cyfleoedd yn y dyfodol a'r rhai posibl ar gyfer adfer tir a'r cydbwysedd rhwng safleoedd ail-gylchu a safleoedd gwyrdd

Annog ymchwil a datblygiad i dechnegau adfer tir

Gwella'r amgylchedd busnes mewn canolfannau trefol a threfi marchnad a phentrefi.

Cwmpas

Hwyluso datblygu safleoedd drwy uwchraddio'r isadeiledd gan gynnwys mynediad, cyfleustodau, gwasanaethau, rhwydweithiau telathrebu a gwelliannau amgylcheddol; sicrhau bod adeiladau yn gorfodi safonau ynghylch mynediad i'r anabl

Trosi adeiladau gwag ac uwchraddio adeiladau presennol i gwrdd ag anghenion busnesau modern, gan gynnwys rhoi cefnogaeth i gynnwys mesurau arbed ynni mewn adeiladau presennol a rhai newydd, sydd o bwysigrwydd arbennig mewn ardaloedd gwledig

Drwy ddarparu safleoedd mwy ar gyfer buddsoddiad mawr, a safleoedd o ansawdd uchel ac adeiladau busnes;

Darparu cefnogaeth i annog darparu safleoedd ac adeiladau newydd yn y sector preifat ac uwchraddio eiddo sy'n bodoli.

Darparu rhaglen gydlynus o adnewyddiad mewn canolfannau trefol a threfi marchnad a phentrefi.

Canlyniadau

- adeiladau busnes newydd yn cael eu creu
- nifer yr adeiladau sy'n cael eu trosi ar gyfer defnydd busnes
- nifer yr adeiladau presennol yn cael eu huwchraddio/gan gynnwys darparu mesurau i arbed ynni
- hectarau o safleoedd newydd yn cael eu gwasanaethu ar gyfer datblygiad
- darparu cyfleusterau
- mynedfeydd i safleoedd newydd
- safleoedd presennol yn cael eu tirlunio a'u huwchraddio.
- swyddi ychwanegol net
- cyfraddau meddiannaeth - ar y dechrau ac ar l tair blynedd
- nifer o gwmnau sy'n dechrau neu yn adleoli i'r ardal

Effaith

- Cynhyrchu buddsoddiad gan y sector preifat
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Adran 3 - Adfywio Cymunedau

Disgrifiad a rhesymeg

Adfywio cymunedol yw'r broses o adnewyddu bywiogrwydd cymdeithasol, economaidd, amgylcheddol a diwylliannol ardal. Ei amcan yw creu "gwell cymunedau" - cymunedau lle mae pobl am weithio, byw a chwarae, lle ceir mynediad i gyfle a gwobr economaidd, amgylchedd dymunol a diogel a rhwydweithiau cymunedol cymdeithasol, gweithredol a chynhwysol.

Mae angen nifer o fesurau cyflenwol i gyflawni hyn. Mae angen adeiladu cyrhaeddiad pobl a grwpiau a datblygu eu sgiliau a'u galluoedd i gefnogi cynlluniau sy'n cael eu harwain gan y gymuned, i alluogi grwpiau i drefnu a gweithio gyda'i gilydd, ac i alluogi asiantaethau i weithio mewn partneriaeth mewn ffyrdd newydd a fydd yn galluogi cymunedau mewn gwirionedd. Rhaid i weithgareddau i adfywio cymunedau ddangos bod yr holl adrannau a'r diwylliannau o fewn y gymuned yn ymwneud mewn dull actif 'r prosesau cynllunio a llunio penderfyniadau a thrwy hynny sicrhau bod y rhaglen yn tynnu ar yr amrediad ehangaf o arbenigedd a phrofiad i fodloni amrywiaeth yr angen. Rhaid i'r holl broiectau hefyd ddangos sut y maent yn cyfrannu at gyflawni dangosyddion targedau cyfartaledd.

Mae adfywio cymunedau sy'n wynebu amddifadedd economaidd a chymdeithasol yn ganolog i ddatblygiad economaidd ehangach. Mae cyfranogiad actif pobl yn y cymunedau hyn yn dod manteision sylfaenol, a gall hyn ddod newid cadarnhaol mewn amgylchiadau anodd iawn. Gall cyfranogiad cymunedol gweithredol wasanaethu i gryfhau cydlynid cymdeithasol, datblygu rhwydweithiau cymunedol a chreu'r gallu i gymuned fod yn fentrus, i ddarganfod atebion lleol i anghenion a materion lleol, a datblygu synnwyr o berthyn a chyfranogiad. Mewn llawer o achosion rhaid i gynlluniau adfywio gynnwys adfywio ffisegol i wella ffabrig ardal a gall gweithgareddau chwalo rhwystrau ac annog y gwaith o gynnwys grwpiau sydd ar y cyrion mewn bywyd cymunedol. Un o brif achosion alltudio pobl o weithgaredd economaidd a chymdeithasol y prif lif yw'r lefelau uchel iawn o afiechyd a salwch sy'n nodweddiadol o'r ardaloedd a'r cymunedau mwyaf difreintiedig. Rhaid cefnogi camau i hybu adferiad, ffyrdd o fyw iachach a mynediad at waith gwerth chweil.

Rhaid i adfywio cymunedol hefyd gynnwys camau penodol i gynorthwyo'r rhai hynny sy'n wynebu dieithriwch cymdeithasol. Drwy bob rhan o'r Gorllewin ac ardal y Cymoedd ceir ardaloedd sylweddol a mannau lle mae amddifadedd yn rhemp, a cheir teuluoedd a chymunedau sydd yn cael eu hanfon ymhellach fyth i'r cyrion oherwydd eu tarddiad diwylliannol neu ethnig penodol. Mae gwaharddiad cymdeithasol yn cael ei danlinellu ymhellach mewn cymunedau ynysig oherwydd anallu i gael mynediad at amrediad llawn o gyfleoedd. Mae'n bwysig fod strategaethau yn cael eu datblygu sy'n canolbwyntio'n glir ar anghenion arbennig yr unigolion a'r teuluoedd yn y grwpiau a'r mannau yr effeithir arnynt fwyaf. Bydd y rhain yn cynnwys merched (un rhiant yn bennaf, a'u plant, neu wragedd hyn), pobl o gymunedau'r lleiafrifoedd ethnig, pobl sy'n sl am gyfnod hir, pobl gydag anableddau a phobl ifanc.

Amcanion

- Datblygu cyrhaeddiad pobl a chymunedau i gyfranogi mewn gweithgareddau cymunedol, a chyfrannu at ac elwa ar adfywhad;
- datblygu cyrhaeddiad yr holl asiantaethau perthnasol - cyhoeddus a phreifat - i gyflawni a chynnal gweithio effeithiol ar y cyd gyda'i gilydd a chyda cymunedau lleol mewn partneriaeth, a gweithredu strategaethau adfywio y cytunwyd arnynt drwy bartneriaethau cymunedol;
- sefydlu ac ymestyn mudiadau cymunedol sy'n cyfrannu at adfywio economaidd, cymdeithasol, amgylcheddol a diwylliannol a'u gwella, a rhoi cyfleoedd i'r rhai sy'n cymryd rhan yn eu gweithgareddau i ddatblygu sgiliau a gwella eu siawns o gael gwaith;

- cymryd camau cadarnhaol i hybu iechyd
- cymryd camau cadarnhaol i hyrwyddo cynhwysiant cymdeithasol
- hyrwyddo cynaliadwyedd yr iaith a'r diwylliant Cymraeg
- Canlyniadau Posibl a Mesurau o Effaith Y canlyniadau a awgrymir yw:
- Cynlluniau economaidd, cymdeithasol, amgylcheddol a diwylliannol a arweinir gan gymunedau lleol neu gan bartneriaethau lleol;
- gwerth ychwanegol gan gronfeydd heb fod yn rhai cyhoeddus ac amser gwirfoddolwyr wedi ei gyfrannu;
- nifer y bobl a'r grwpiau a waherddir yn ymwneud phenderfyniadau am eu cymuned a'u gwasanaethau;
- nifer y cynlluniau hybu iechyd cymunedol
- nifer y cynlluniau sy'n elwa yn uniongyrchol ar bobl a grwpiau a waherddir yn gymdeithasol.
- gwelliannau i amgylcheddau byw ac i wasanaethau. Y mesurau o effaith a awgrymir yw:
- bodlonrwydd cymunedol - hyder a balchder yn y cymunedau;
- gwell amodau economaidd, cymdeithasol ac amgylcheddol mewn cymunedau
- gwell amodau economaidd, cymdeithasol ac amgylcheddol i'r grwpiau a'r mannau yr effeithir fwyaf arnynt gan waharddiad cymdeithasol;
- cynnwys pobl o fewn bywyd gwaith, cyhoeddus a chymunedol;
- gwelliannau yn lefelau salwch tymor hir
- mwy o fynediad at wasanaethau a mwynderau priodol ar gyfer grwpiau a lleoedd sy'n dioddef o ddieithrwch cymdeithasol.

Mesur 1: Partneriaeth a Chyfranogiad Cymunedol

Disgrifiad a rhesymeg

Agwedd gymunedol 'o'r gwaelod i fyny' yw'r allwedd i adfywiad ac adnewyddiad economaidd, cymdeithasol ac amgylcheddol. Gall pobl mewn cymunedau ddatblygu eu hymatebion eu hunain i'r anghenion y maent yn eu nodi, a chan weithio fel partneriaid cyfartal gydag asiantaethau eraill a busnesau lleol, gallant wneud cyfraniad gwirioneddol at ddylunio a gweithredu strategaethau a phrojectau adfywio, ac at eu cynaliadwyedd hir dymor. Caiff ffrwyth y strategaethau hynny - boed yn welliannau ffisegol ac amgylcheddol, adeiladau newydd, gwelliannau i wasanaethau neu gyfleusterau -eu defnyddio'n well ac fe ofalir amdanynt a'u cynnal yn well.

I ddechrau bydd y mesur hwn yn adeiladu doniau unigolion a grwpiau i'w galluogi i wneud y cyfraniad llawnaf i adfywiad; a datblygu doniau'r holl asiantaethau a chyfranogwyr - cyhoeddus a phreifat - i gyflawni a chynnal cydweithio effeithiol gyda'i gilydd a gyda chymunedau lleol mewn partneriaeth. Yn ail, bydd y mesur hwn yn cefnogi gweithrediad strategaethau adfywio y cytunwyd arnynt trwy bartneriaethau cymunedau lleol. Bydd ffurf y partneriaethau cymunedol yn adlewyrchu'r ardal leol, a'r gwahanol gyrff a busnesau sy'n eu gwasanaethu, ond bydd angen cynnwys cynrychiolwyr o'r gymuned a grwpiau cymunedol fel aelodau canolog. Bydd y strategaethau y cytunir arnynt gan y partneriaethau yn anelu at gynnwys cyfraniadau'r holl asiantaethau a chyfranogwyr, a gall gynnwys cymysgedd o ddatblygiadau dan arweiniad y gymuned, y sector gwirfoddol, y sector cyhoeddus a busnes.

Amcanion

- Rhoi'r sgiliau, yr hyder a'r adnoddau cefnogi i bobl a chyrff cymunedol i sefydlu, datblygu a chynnal partneriaethau gwirioneddol a chyfartal gyda'r asiantaethau sy'n gweithio yn eu hardaloedd;
- Galluogi asiantaethau i weithio gyda chymunedau a chyda partneriaethau mewn dulliau newydd sy'n gosod y gymuned yng nghanol adfywiad ac adnewyddiad;
- Sefydlu gwasanaethau a gweithredu strategaethau adnewyddu y cytunwyd arnynt trwy bartneriaethau cymunedol.

Cwmpas

Bydd y mesur hwn yn cefnogi gweithredoedd sydd yn:

- gwella sgiliau a hyder pobl a grwpiau (yn enwedig y rhai dan anfantais neu wedi'u dieithrio, a'r rhai mewn cymunedau anghysbell) er mwyn cynyddu eu haddasrwydd i waith a'u gallu i gymryd rhan mewn adfywiad, ac elwa arno;
- annog, sefydlu a chynnal partneriaethau gan gynnwys y cyhoedd ac/neu asiantaethau'r sector preifat a chymunedau lleol yn natblygiad cynlluniau a strategaethau cymunedol;
- darparu hyfforddiant a chefnogaeth i'r holl bartneriaethau newydd a sefydlwyd er mwyn galluogi grwpiau cymunedol i gymryd rhan yn llawn, a galluogi'r holl bartneriaid i ddatblygu'r gallu i weithio gyda'i gilydd yn effeithiol;
- galluogi pobl i gymryd rhan mewn adnabod anghenion a blaenoriaethau o fewn eu cymuned a sut y dylid mynd i'r afael 'r rhain;
- gwella mynediad y gymuned i wasanaethau a ddarperir gan bob sector a chyflwyno dulliau newydd ac integredig o gyflwyno gwasanaethau o'r fath;
- sefydlu gwasanaethau a chyfleusterau a nodir fel blaenoriaethau gan bartneriaethau cymunedol;
- gwneud gwelliannau i amgylchedd adeiladu cymunedau a nodwyd fel blaenoriaethau gan bartneriaethau cymunedol;
- dangos dulliau eraill o gyflawni amcanion ar gyfer y mesur.

Canlyniadau a mesurau effaith

Y canlyniadau a awgrymir ar gyfer y mesur hwn yw:

- cynnydd yn y nifer o breswylwyr / defnyddwyr gwasanaeth sydd rhan yn y strategaethau cynllunio, partneriaethau a mentrau cymunedol;
- cynnydd yn nifer yr archwiliadau cymdeithasol a gynhelir ;
- cynnydd yn nifer y partneriaethau rhyng-asiantaeth/ mentrau adnewyddu;
- cynnydd yn nifer y mentrau wedi'u harwain gan y gymuned;
- cynnydd yn nifer y rhai sy'n cymryd rhan mewn mentrau dan arweiniad y gymuned.

Mesurau effaith a awgrymir yw:

- cynnydd yng nghyfraniad y gymuned mewn adfywiad;
- cynnydd yng ngallu gwasanaethau cyhoeddus i gynnwys preswylwyr a defnyddwyr gwasanaeth yn y gwaith o wneud penderfyniadau;
- partneriaethau mwy effeithiol a chynhwysol;
- cynnydd yng nghefnogaeth y sector gwirfoddol i'r gymuned;
- cynnydd mewn adnoddau a gwasanaethau a sefydlwyd gan gyrff cymunedol, neu a drosglwyddwyd i berchnogaeth a rheolaeth gymunedol;
- gwasanaethau gwell a mwy integredig neu briodol.

Arwyddion i'w monitro

- y nifer o breswylwyr a grwpiau cymunedol sydd yn cymryd rhan;
- nifer ac amrediad yr asiantaethau sy'n cymryd rhan;
- y strategaethau adeiladu doniau a gyflawnwyd;
- y strategaethau adfywio y cytunwyd ac a weithredwyd arnynt;
- gweithrediadau i fynd i'r afael ag amddifadedd/tlodi/trosedd a gwella cymunedau.

Mesur 2: Mentrau a arweinir gan y gymuned

Disgrifiad a rhesymeg

Mae creu cymunedau hyderus a hunan-gynhaliol yn ragamod i weithgarwch arloesol a blaengar. Mae cyrff cymunedol yn galluogi pobl i gymryd rhan mewn trefnu gwasanaethau a gweithgareddau lleol sy'n mynd i'r afael yn uniongyrchol ag anghenion lleol, ac yn darparu cyfleoedd i'r rhai sy'n cymryd rhan yn eu gweithgareddau ddatblygu sgiliau a gwella'u haddasrwydd i weithio.

Mae mentrau wedi'u harwain gan y gymuned yn ran hanfodol o adfywiad cymunedol yn eu haeddiant eu hunain a gallant hefyd ddarparu sylfaen ar gyfer menter sy'n cyfuno amcanion economaidd a chymdeithasol. Gallant ddatblygu sgiliau unigolion a chreu swyddi neu fanteision economaidd, yn enwedig mewn cymunedau amddifadus ac anghysbell.

Bydd y mesur hwn yn anelu at gynyddu cyfranogiad mewn bywyd a gweithgareddau cymunedol, cynorthwyo i sefydlu ac ehangu mentrau wedi'u harwain gan y gymuned a gwneud y mwyaf o'u cyfraniad i adfywiad economaidd, cymdeithasol, amgylcheddol a diwylliannol.

Amcanion

- Rhoi'r sgiliau, yr hyder a'r galluedd i bobl gychwyn, ymestyn a chymryd rhan mewn cyrff a gweithgareddau cymunedol;
- Cefnogi sefydlu neu ehangu mentrau a arweinir gan y gymuned sy'n cyfrannu tuag at adfywiad economaidd, cymdeithasol, amgylcheddol neu ddiwylliannol;
- Darparu cyfleoedd i bobl sy'n ymwneud chyrff cymunedol gael sgiliau a galluedd a fydd yn cynyddu eu haddasrwydd i weithio trwy ddatblygiad personol, hyfforddiant, cyflogaeth gyda chefnogaeth a gweithgareddau

marchnad lafur ganolraddol;

- Darparu mynediad i grantiau cychwynnol; cyllido arian ysgogi, benthyciadau, cyllid ar gyfer rhwydweithiau mewnol trefnyddol a grantiau i gael asedau yn eiddo i'r gymuned sydd yn creu refeniw i fod wrth wraidd gwasanaethau cymunedol cynaliadwy.

Cwmpas

Gallai'r mesur hwn gefnogi gweithredoedd sydd yn:

- galluogi pobl (yn enwedig pobl sydd dan anfantais neu wedi'u heithrio a phobl mewn cymunedau anghysbell) i gymryd rhan mewn, a chyfrannu tuag at waith cyrff cymunedol sy'n mynd i'r afael ag anghenion lleol;
- cr yfhaul gallu grwpiau a chyrff lleol i ddatblygu a rheoli eu gwaith a'u gwasanaethau eu hunain ac i weithio fel partneriaid gydag asiantaethau eraill;
- sefydlu neu ehangu gwasanaethau a chyfleusterau a arweinir gan y gymuned, gan gynnwys mentrau iaith, sy'n cyfrannu tuag at adnewyddu ac adfywio a darparu manteision economaidd, cymdeithasol, amgylcheddol neu ddiwylliannol;
- darparu hyfforddiant a gweithgareddau datblygiad personol i godi sgiliau pobl sy'n ddi-waith, yn chwilio am swyddi gwahanol neu well, neu sy'n dymuno dychwelyd i'r farchnad lafur (yn enwedig pobl sydd dan anfantais neu wedi'u heithrio ac mewn cymunedau gwledig neu anghysbell);
- creu amgylcheddau gwell trwy ostwng trosedd, ofn trosedd, ymddygiad treisgar a gwrth-gymdeithasol;
- darparu gwelliannau i wead ardal;
- dangos ffyrdd eraill i gyflawni'r amcanion ar gyfer y mesur.

Canlyniadau a mesurau effaith

Y canlyniadau a awgrymir ar gyfer y mesur hwn yw:

- y nifer o fentrau wedi'u harwain gan y gymuned a sefydlwyd neu a ymestynnwyd;
- y nifer o wasanaethau, cyfleusterau neu welliannau a gyflawnwyd;
- y nifer o gyfleoedd a gynigwyd ar gyfer gwaith (cyflogedig neu ddi-dl), hyfforddiant neu addysg neu weithgarwch ystyrlon arall;
- nifer a gwerth asedau cynhyrchu refeniw yn eiddo i'r gymuned a gafwyd;

Y mesurau effaith a awgrymir yw:

- mentrau neu grwpiau newydd a sefydlwyd;
- cynnydd mewn cyflogaeth;
- cynnydd mewn gweithgarwch economaidd;
- cynnydd mewn gwasanaethau a chyfleusterau mwy priodol a hygyrch.

Arwyddion i'w monitro

- Preswylwyr a grwpiau cymuned yn elwa o gymorth adeiladu cymhwyster;

- Grwpiau cymuned yn sefydlu ac yn rheoli gwasanaethau, gweithgareddau a chyfleusterau newydd;
- Gweithredu mentrau marchnad lafur ganolraddol.

Mesur 3: Llwybrau i gynhwysiad cymdeithasol

Rhesymeg

Mae angen gweithredu cadarnhaol i dargedu grwpiau a chymunedau sy'n dioddef dieithrwch cymdeithasol er mwyn cynyddu cyfranogiad mewn bywyd cymunedol. Dylai pobl allu gwneud y gorau o'r manteision sy'n deillio o adfywiad ac adnewyddiad, trwy ostyngiad mewn trosedd ac ofn trosedd, a gwella'u mynediad i addysg, tai, iechyd, gwasanaethau cymdeithasol, hamdden a gwasanaethau ac amwynderau eraill. Mae gan brojectau diwylliannol a hamdden rîl neilltuol i'w chwarae mewn gwella'r amgyffrediad o lle mae pobl yn byw a datblygu synnwyr o berthyn ac o gymryd rhan yn ogystal ag annog hunan-hyder.

Amcanion

- Darparu cyfleoedd i bobl sy'n wynebu dieithrwch cymdeithasol ail gymryd rhan yn gymdeithasol mewn gweithgareddau economaidd, cymdeithasol ac amgylcheddol prif ffrwd;
- Darparu cyfleoedd i bobl sy'n dioddef dieithrwch cymdeithasol gael sgiliau a galluoedd a fydd yn cynyddu eu haddasrwydd i weithio trwy ddatblygiad personol, dysgu anffurfiol a hyfforddiant;
- Gwella amodau ac amgylchedd byw pobl;
- Cynyddu diogelwch y gymuned;
- Cael gwared o rwystrau mewn agwedd tuag at gyfranogiad grwpiau sydd ar y cyrion;
- Cynyddu amrywiaeth y bobl mewn cyflogaeth a hyfforddiant trwy fentrau celfyddydol a diwylliannol a hamdden;
- Annog pobl i fyw bywydau iach, cael gafael ar wybodaeth a'r gallu i ddefnyddio'r wybodaeth honno yn effeithiol;
- Gwella mynediad i iechyd a gofal cymdeithasol, hunan gymorth a gwasanaethau eraill.

Cwmpas

Bydd y Mesur hwn yn cefnogi gweithredoedd sydd yn:

- cynyddu cyfranogiad mewn gweithgareddau cymunedol a hunan gymorth;
- darparu cyfleoedd ar gyfer dysgu a hyfforddi ac ar gyfer datblygiad personol, cymdeithasol a gyrfa;
- darparu gwybodaeth, cyngor, cynghori, eiriolaeth a chynrychiolaeth;
- gwella mynediad i addysg prif ffrwd i bobl ifanc, tai, iechyd a gwasanaethau cymdeithasol a gwasanaethau eraill i bobl sydd wedi'u dieithrio a chyflwyno dulliau newydd ac integredig o gyflwyno gwasanaethau;
- darparu cyfleoedd i droi ieuenctid oddi wrth drosedd a darparu cyfleoedd datblygu ar eu cyfer ;
- cefnogi projectau diwylliannol a hamdden sydd dulliau arloesol o ddenu grwpiau ar y cyrion i gymryd rhan;

- cefnogi mentrau lleol a phersonol sy'n cefnogi ffyrdd o fyw iach a chaniatu i bobl ymdopi phwysau bywyd;
- cyngor cyfeillgar i ieuencid a gwasanaethau cefnogi fel gwasanaethau atal cenhedlu, cyngor ynghylch cyffuriau ac alcohol, wedi'u cyflwyno trwy amrywiaeth o agweddau heb fod yn draddodiadol, yn enwedig mewn ardaloedd anghysbell lle mae cael gafael ar wasanaethau traddodiadol yn anodd;
- sefydlu neu gryfhau canolfannau o ragoriaeth trwy'r rhanbarth i ymestyn cyrhaeddiad a datblygu balchder o'r gymuned a gwella proffil rhanbarthol.

Canlyniadau a Mesurau Effaith

Y canlyniadau a awgrymir ar gyfer y mesur hwn yw:

- y nifer sy'n derbyn cyngor a chymorth;
- y nifer o grwpiau/defnyddwyr gwasanaeth wedi'u heithrio'n gymdeithasol sy'n cymryd rhan mewn partneriaethau, cynllunio gwasanaeth a mentrau cymunedol;
- y nifer o fentrau sy'n cynnwys neu sydd o fudd i grwpiau wedi'u dieithrio'n gymdeithasol;
- y nifer sy'n cymryd rhan, ac yn defnyddio gwasanaethau ac amwynderau;
- gostyngiad mewn trosedd ac ofn trosedd;
- cynnydd yn y lefelau sgiliau a rhwydweithio cymdeithasol o fewn y gymuned (wedi'i fesur gan archwiliad cymdeithasol);
- cynnydd mewn gweithgarwch trefniadol y gymuned;
- nifer o hyfforddai o grwpiau ar y cyrion;
- y nifer sy'n cymryd rhan mewn gweithgareddau celfyddydol, diwylliannol a hamdden o grwpiau dan anfantais;

Mesurau effaith a awgrymir yw:

- cynnydd ac ymestyniad yng nghysylltiad y gymuned ag adfywiad;
- cynnydd yng ngallu darparwyr gwasanaeth ym mhob sector i gynnwys grwpiau wedi'u dieithrio'n gymdeithasol ac i ddarparu gwasanaethau perthnasol;
- cynnydd yn niogelwch y gymuned.

Effaith i'w fonitro

Gweithredu strategaethau cynhwysiant cymdeithasol.

Adran 4 - Hyrwyddo Addasrwydd i Weithio a Datblygu Cymdeithas Ddysgu

Rhesymeg

Mae'r lefelau cymharol o dlodi sy'n effeithio ar lawer o'r Gorllewin a'r Cymoedd yn rhannol oherwydd y lefelau uchel o ddifffyg gweithgarwch economaidd, a'r methiant i ddatblygu amrediad o sgiliau lefel uwch a generig ymysg llawer o'r rhai hynny yn y gweithlu. Yn aml mae diffyg gweithgarwch economaidd yn ganlyniad i amrediad eang o broblemau y mae grwpiau wedi'u heithrio mewn cymdeithas yn eu profi. Hefyd mae llawer mwy o bobl (gan gynnwys nifer anghymesur o ferched a lleiafrifoedd ethnig) wedi'u dal mewn cyflogaeth gyda thl isel nad yw'n cynnig unrhyw gyfle realistig na rhagolygon i ddatblygu gyrfa. Mae hyn yn aml yn ganlyniad i'r ffaith bod cyfleoedd ar gyfer datblygu sgiliau a hyrwyddo gyrfa, i lawer gormod o bobl, yn peidio bod yn 16 oed neu'n hyn. Er mwyn cynorthwyo i greu swyddi o ansawdd da, annog mentergarwch a chodi incwm a lefelau CMC, un o'r anghenion datblygu allweddol ar gyfer economi'r Gorllewin a'r Cymoedd yw codi addysg a lefelau sgiliau a datblygu digon o gyfleoedd ar gyfer dysgu parhaus ar bob lefel angenrheidiol. Bydd hyn yn galw am fesurau wedi'u targedu'n benodol i gynorthwyo merched, yr anabl a lleiafrifoedd ethnig i oresgyn rhwystrau i gyfranogi yn y farchnad lafur a chael gafael ar gyfleoedd dysgu.

Amcanion

Bydd yr Adran hon yn annog mynediad ehangach i gyfranogiad mewn addysg, hyfforddiant a chyflogaeth o ansawdd uwch trwy weithrediadau sydd yn:

- ailintegreiddio pobl nad ydynt wedi bod yn weithredol yn economaidd ers amser yn l i'r farchnad lafur ;
- atal diweithdra tymor hir ymysg grwpiau dan anfantais gan gynnwys lleiafrifoedd ethnig, yr anabl a than gyflawnwyr addysgol sy'n byw mewn ardaloedd o ddiweithdra uchel;
- cefnogi symud pobl ifanc o addysg llawn amser i'r farchnad lafur ;
- cefnogi integreiddio'r rhai sy'n dychwelyd i waith i'r farchnad lafur ;
- datblygu gallu i addasu a chyflogadwyedd yn y gweithlu trwy godi lefel sgiliau;
- cefnogi'r pontio ymysg gweithwyr sgiliau isel, cyflog isel i well rhagolygon cyflogaeth;
- gwella mynediad i gyfleoedd dysgu;
- cefnogi datblygiad sgiliau a fydd yn ategu lefelau uchel o berfformiad economaidd;
- hyrwyddo mynediad merched i waith a chyfleoedd addysgol.

Er mwyn cyflawni hyn cynigir y pedwar Mesur hwn:

Mesur 1:

Hwyluso mynediad merched i'r farchnad lafur

Mesur 2:

Hyrwyddo'r addasrwydd i weithio

Mesur 3:

Gwella mynediad i ddysgu

Mesur 4:

Datblygu'r gallu i addasu a sgiliau ar gyfer byw a gweithio

Mesur 1: Hwyluso mynediad merched i'r farchnad lafur

Disgrifiad a rhesymeg

Mae sicrhau mynediad cyfartal i gyflogaeth a dysgu ar gyfer merched yn hanfodol er mwyn mynd i'r afael thlodi ac anghydraddoldeb yn y rhanbarth. Yn aml mae merched yn wynebu sawl rhwystr rhag cyfranogi yn y gweithlu. Yn aml caiff eu gallu i ddatblygu sgiliau trwy gydol eu bywydau ei lesteirio gan rwystrau mewn agwedd a diffyg strwythurau cefnogi, gan gynnwys gofal plant. Mae merched ag anabledau ac o nifer o grwpiau lleiafrifoedd ethnig yn wynebu rhwystrau ychwanegol a thebyg.

Mae sefydlu cyfleusterau gofal plant o ansawdd da y gellir cael gafael arnynt ac y gellir eu fforddio, yn elfen hanfodol yn y Strategaeth i greu rhwydwaith mewnol economaidd angenrheidiol i gefnogi economi creu swyddi ac amrywiol. Mae diffyg cyfleusterau ar hyn o bryd yn creu rhwystr effeithiol i sicrhau cyfle cyfartal a chynnydd mewn gweithgarwch economaidd ar wahanol lefelau o fewn yr economi. Ar lefel unigol, mae annigonolrwydd cyfleusterau gofal plant yn cyfyngu cyfranogiad mewn hyfforddiant ac addysg ac yn y pendraw, mae'n rwystr difrifol i sicrhau cyflogaeth ac annibyniaeth economaidd. Caiff yr effaith sy'n deillio o hyn ar gyfraddau gweithgarwch ei adlewyrchu, yn ei dro, yn lefelau CMC isel y rhanbarth.

Mae rhwystrau o ran agweddau yn rhwystro merched rhag cael gafael ar yr amrediad llawn o swyddi a chyfleoedd hyfforddi sydd ar gael, gan eu gadael yn rhy aml wedi'u 'neilltuo' mewn cyflogaeth rhan amser ar gyflog isel sydd yn cyfyngu potensial ennill a'u cyfyngu hefyd rhag cymryd rhan yn llawn yn y bywyd economaidd ehangach.

Amcanion

- Cynyddu lefel, hygyrchedd, fforddadwyaeth ac amrediad o ddarpariaeth cyfleusterau gofal plant yn y gymuned ac yn y gweithle.
- Gwella mynediad i chyfleoedd hyfforddi, addysg a chyflogaeth.
- Cynorthwyo cyflogwyr gyda recriwtio, hyfforddi a chadw staff.
- Gwella cystadleuaeth ranbarthol trwy farchnad lafur mwy effeithiol.
- Lleihau dieithrwch cymdeithasol.
- Hyrwyddo cyflogaeth sy'n gyfeillgar i'r teulu.

- Lleihau segregeddio mewn swyddi.

Cwmpas

- Mesurau i herio agweddau ymysg cyflogwyr ac addysgwyr ynghylch rîl merched yn y gweithlu.
- Mesurau i hyrwyddo cyfranogiad merched mewn swyddi nad ydynt yn draddodiadol, yn enwedig mewn sectorau'n gysylltiedig TGC.
- Darparu gwybodaeth, cyngor a chanllaw cynhwysfawr, wedi'i anelu at anghenion merched, gan gynnwys y rhai o leiafrifoedd ethnig, am swyddi a chyfleoedd dysgu.
- Darparu cyfleusterau gofal plant newydd a gwell o fewn y gymuned ac yn y gweithlu.
- Sefydlu cyfleusterau gofal plant o fewn safleoedd newydd ac wedi'u hail ddatblygu.
- Cefnogaeth refeniw tymor byr a chanolig i ddarparu gofal plant y gellir ei fforddio ac sy'n hygyrch.
- Cefnogaeth i fentrau gofal plant allan o oriau ysgol.
- Cefnogaeth o fentrau gofal plant wedi'u seilio yn y gymuned gan y sector cyhoeddus/preifat/gwirfoddol.

Bydd busnesau gofal plant yn gallu cael gafael ar yr amrediad llawn o fesurau hyfforddiant a chefnogaeth busnes ar gyfer mentrau o fewn y sector SME cymdeithasol economaidd a phrif ffrwd a restrir yn Adran 1.

Canlyniadau

- Cynnydd yn y nifer o leoedd gofal plant
- Cynnydd yn yr amrediad o ddarpariaeth gofal plant
- Cynnydd yn y nifer o gyflogwyr sy'n darparu cyfleusterau gofal plant
- Cynnydd mewn cyfraddau gweithgarwch
- Cynnydd mewn cyfraddau cyfranogiad mewn addysg, hyfforddiant ac/neu waith gan rieni neu ofalwyr phlant ifanc
- Cynnydd mewn recriwtio merched i swyddi heb fod yn swyddi traddodiadol
- Lefelau uwch o gyflawniad sgiliau ymysg merched heb radd
- Cynnydd yn y nifer o ferched yn cael cymwysterau ffurfiol mewn TGC a meysydd sgiliau cysylltiedig.

(Effeithiau i'w hychwanegu)

Mesur 2: Hyrwyddo'r addasrwydd i weithio

Disgrifiad a rhesymeg

Er mwyn gwella cyfraddau cyfranogiad yn y farchnad lafur a darparu gweithlu medrus i gyflogwyr mae angen rhoi mwy o sylw i arfogi pobl gyda sgiliau cyflogadwyedd da, yn enwedig y grwpiau hynny o fewn cymdeithas sy'n wynebu dieithrwrch tymor hir o gyflogaeth a chyfleoedd dysgu. I rai, fel yr anabl dwys a phobl phroblemau dibyniaeth ar sylweddau, gall y

cyfnodau hyn o ddieithrwch ddod yn barhaol heb gefnogaeth wedi'i dargedu. I eraill, gall dieithrwch ddilyn cyrhaeddiad isel parhaus mewn addysg ffurfiol.

Amcanion

Darparu'r sgiliau a'r nodweddion angenrheidiol i bawb sydd yn aelod neu'n aelod potensial o'r gweithlu er mwyn eu galluogi i gymryd rhan yn llawn yn yr economi. Wrth wneud hynny rhaid cydnabod bod gan wahanol grwpiau o bobl yn aml anghenion neilltuol a rhaid dylunio darpariaeth i sicrhau mynediad agored i gyflogaeth, dysgu a hyfforddiant. Dylid cyflwyno gweithgarwch o dan y mesur hwn mor agos phosibl at gymunedau'r rhai sy'n elwa a thrwy ddulliau cyflwyno sydd wedi'u teilwra i'w hanghenion.

Cwmpas

- Gwella rhaglenni O Fudd-Dl i Waith (gan gynnwys y Fargen Newydd a Pharthau Cyflogaeth) i bobl ifanc; y di-waith tymor hir a grwpiau eraill sydd wedi'u heithrio'n gymdeithasol (gan gynnwys y rhai dros 50; Rhieni Sengl a Phobl Anabl);
- Mesurau i hyrwyddo cadw swyddi fel darparu gwasanaethau ymgynghorol a chefnogi, mentora a hyfforddiant parhaus;
- Grantiau hyfforddi ar gyfer y di-waith tymor hir i gynyddu eu haddasrwydd i gyflogwyr.
- Datblygu gwasanaethau i grwpiau client heb fod wedi'u cynnwys yn O Fudd-Dl i Waith
- Datblygu mesurau cefnogi chwilio am waith arloesol
- Gweithredu treialon gwaith, cynlluniau cyflogaeth gyda chefnogaeth a chynlluniau cymhorthdal cyflogau wedi'u targedu
- Gwella cefnogaeth ariannol i rai'n chwilio am swyddi er mwyn cymryd rhan mewn dysgu i sicrhau cyflogaeth (e.e. benthyciadau Datblygu Gyrfa, Cyfrifon Dysgu Unigol a Chyfrifon Swyddi Personol)
- Darparu gwell mynediad i wasanaethau gwybodaeth, cyngor a chyfarwyddyd
- Ymestyn ac ategu'r rhaglen Dysgu'n Seiliedig yn y Gwaith i Oedolion
- Gweithrediadau i oresgyn y rhwystrau i gyflogaeth a hyfforddiant e.e. cludiant, cynhaliaeth, technoleg, darpariaethau penodol ar gyfer anabledd, gofal plant a dibynyddion, cymorth gyda chyfweliadau
- Creu'r dewis o gyflogaeth lloches a gyda chefnogaeth i bobl sydd angen cefnogaeth benodol
- Cyfleoedd marchnad lafur ganolraddol i bobl ar fudd-dl analluedd i adeiladu hyder a chael profiad gwaith
- Gweithrediadau arloesol mewn ysgolion, colegau a'r gymuned i godi cyfranogiad a chyflawniad mewn addysg a hyfforddiant i bobl ifanc mewn perygl o dan gyflawni neu ddatgysylltu. Gall hyn fod yn berthnasol i bobl ifanc o bob oed
- Gweithrediadau i gynorthwyo pobl ifanc i bontio o'r ysgol i addysg bellach, hyfforddiant a gwaith
- Cynlluniau i godi ymwybyddiaeth am rwystrau i gyflogaeth ymysg y sectorau cyhoeddus a phreifat
- Ymchwili i rwystrau sy'n atal gwahanol grwpiau rhag cael gafael ar wasanaethau hyfforddi a chynghori

Canlyniadau

- Y nifer o bobl yn symud i gyflogaeth barhaol
- Y nifer o bobl ychwanegol sy'n symud i addysg bellach a hyfforddiant
- Y nifer o gwmnau preifat ychwanegol sy'n cynnig lleoliadau a phrofiad gwaith
- Y nifer o bobl anabl sy'n chwilio am waith a chynghor
- Y nifer o bobl o leiafrifoedd ethnig sy'n chwilio am waith, cynghor, addysg bellach a chyfleoedd hyfforddi
- Y nifer o sesiynau gwybodaeth a chynghori gydag unigolion o'r grwpiau targed a ddarparwyd yn yr amrediad llawn o ieithoedd dymunol
- Y nifer o sesiynau canllaw gydag unigolion o'r grwpiau targed
- Y nifer o bobl a gefnogir gan fentor/eiriolwyr
- Y nifer o gofrestrïadau ar brofiad dysgu wedi'i gofnodi nad yw'n esgor ar achrediad ffurfiol
- Y nifer sy'n cael mynediad i ddysgu sy'n esgor ar achredu ffurfiol
- Y nifer o gyfleoedd gwaith a ddarperir
- Y nifer sy'n mynd i mewn i waith
- Y nifer o bobl anabl sy'n symud i hyfforddiant

(Effeithiau i'w hychwanegu)

Mesur 3: Ehangu'r cyfleoedd I ddysgu

Disgrifiad a Rhesymeg

Mae datblygu diwylliant gref o ddysgu am oes yn bwysig iawn ar gyfer trawsnewid economi'r Gorllewin a'r Cymoedd. Mae'n hanfodol ar gyfer twf a datblygiad economaidd a phersonol. I lawer o bobl, bydd hyn yn golygu newid eu hagwedd tuag at ddysgu ynghyd newid eu dyheadau a'u rhesymau dros wneud pethau. Bydd angen nifer o fentrau i helpu pobl i gymryd y camau cyntaf yn y broses hon.

Amcanion

Pwysleisio pwysigrwydd dysgu i unigolion a grwpiau; darparu rhaglenni a fydd yn eu galluogi i ddatblygu eu sgiliau craidd a'u hyder er mwyn eu gwneud yn ddysgwyr mwy effeithiol. Dylai'r rhaglenni hyn addysgu sgiliau sylfaenol (rhifedd a llythrennedd) yn ogystal sgiliau generaid (megis cyfathrebu), sgiliau y mae cyflogwyr yn gofyn fwyfwy amdanynt. Mae'n rhaid iddynt hefyd gynnwys mesurau sy'n annog unigolion a chyflogwyr i edrych ar ddysgu am oes fel rhywbeth sy'n hanfodol ar gyfer ein lles cymdeithasol ac economaidd.

Ehangu cyfleoedd dysgu ar gyfer pob grwp ac unigolyn, yn enwedig y rhai sydd wedi'u cau allan o ddysgu yn y gorffennol ac i sicrhau bod y dysgu yn hyblyg ac yn gost-effeithiol drwy:

- ddysgu anffurfiol a ffurfiol yn y gymuned,

- dysgu o bell gan gynnwys dysgu gyda chymorth TCG
- dysgu wedi'i lleoli yn y gwaith;

Datblygu mwy o gydweithio phar tneriaethau mwy effeithiol rhwng addysg, hyfforddiant, canllawiau, y sectorau gwirfoddol a busnes.

Sicrhau bod gwybodaeth ar gyfer cyfleoedd dysgu ar gael yn yr iaith a ddewisir er mwyn iddi fod o fewn cyrraedd mwy o bobl.

Cwmpas

Bydd yr hyn a weithredir o dan y Mesur hwn yn sicrhau ansawdd ac amrywiaeth yr addysg a'r hyfforddiant, yn galluogi mwy o bobl i feithrin a gwella eu sgiliau ac yn ymestyn ac yn ehangu'r cyfleoedd sydd eisoes yn bodoli.

- datblygu gwybodaeth, cyngor a chanllawiau a fydd yn gwella'r cyfleoedd i bobl ddysgu e.e systemau'n seiliedig ar TCG, dysgu o bell, sefydlu canghennau dysgu a dysgu yn y gymuned, sefydlu canolfannau adnoddau dysgu a llyfrgelloedd, y Brifysgol ar gyfer Diwydiant, y Coleg Digidol, Cyswllt Dysgu a'r Brifysgol Agored
- gweithredu er mwyn cynyddu'r cyfleoedd ar gyfer achredu a chynabod sgiliau'r gweithlu er mwyn hybu dysgu pellach (e.e. fframwaith cymwysterau wedi'i seilio ar gredydau)
- galluogi par tneriaethau i ddarparu cynlluniau dysgu tymor hir
- helpu i wella cyfleusterau dysgu/hyfforddiant **gan gynnwys** colegau, prifysgolion a chanolfannau addysg i oedolion a gwella ac ymestyn y ddarpariaeth.
- helpu i ddatblygu canolfannau dysgu yn y gymdogaeth ac yn y gymuned er mwyn defnyddio mannau eraill heblaw am y canolfannau dysgu traddodiadol;
- cymorth i fentrau sy'n targedu cyfleoedd dysgu o fewn cymunedau difreintiedig
- rhoi amser i ffwrdd i weithwyr ifanc astudio neu hyfforddi
- ymchwilio i'r ffyrdd mwyaf effeithiol o wella cyfleoedd dysgu yn enwedig ymhlith grwpiau nad ydynt yn manteisio ar gyfleoedd dysgu
- cynllunio a gweithredu polisau a systemau sy'n gydnaws 'r teulu a diwylliant a darparu cludiant a gofal plant a mynediad i bobl ag anableddau.
- ymchwilio i'r hyn sy'n rhwystro rhai grwpiau nad ydynt yn manteisio ar gyfleoedd hyfforddi a dysgu megis dynion ifanc, yr anabl ac aelodau o grwpiau ethnig rhag parhau i ddysgu.
- datblygu fframwaith cymwysterau hyblyg, wedi'i seilio ar gredydau er mwyn gwella'r defnydd ohonynt ar bob lefel.
- rhaglenni dysgu wedi'u lleoli yn y gymuned e.e gweithgareddau dysgu teuluol
- gwaith a gweithgareddau cynnal sy'n hybu'r iaith Gymraeg
- datblygu gallu ieithyddol - gan gynnwys ESOL a chymorth ar gyfer rhaglenni cyfrwng Gymraeg a dwyieithog
- mesurau i greu llwybrau i addysg uwch drwy ffyrdd anghonfensiynol.
- datblygu sgiliau TCG craidd ar gyfer darparwyr a dysgwyr
- cymorth ar gyfer partneriaethau dysgu wedi'u lleoli yn y gwaith (e.e Cronfa Ddysgu'r Undeb)

- marchnata'r cysyniad o Gymru fel gwlad sy'n Dysgu
- ymchwilio i'r arferion gorau a lledaenu arfer dda ar lefel genedlaethol, Ewropeaidd a rhyngwladol
- darparu cymorth i roi sgiliau sylfaenol, allweddol a generig i unigolion sydd ag anghenion cydnabyddedig
- darparu gwybodaeth, cyngor a chanllawiau ar bob agwedd o ddysgu a datblygu gyrfa
- hyfforddi staff sy'n ymwneud darparu help i ddatblygu Gyrfaedd, addysg a hyfforddiant
- hyfforddi staff sy'n dysgu sgiliau llythrennedd a rhifedd sylfaenol

Canlyniadau i'w monitro

- nifer y projectau sy'n deillio o'r ymchwil a'r dulliau gweithredu newydd
- nifer y cynhyrchion datblygu o bell a gaiff eu datblygu
- faint o bobl sy'n dysgu drwy raglenni dysgu o bell
- faint o gynlluniau dysgu am oes a gaiff eu datblygu
- faint o unigolion sy'n cyflwyno arweiniad sy'n cael sgiliau/gwybodaeth newydd ardystiedig
- faint o unigolion sy'n dysgu sgiliau sylfaenol syn cael sgiliau newydd ardystiedig
- y cynnydd yn nifer y bobl gyda chymwysterau yn unol thargedau cenedlaethol
- datblygu fframwaith cymhwyster yn seiliedig ar gredyd sengl erbyn 2005
- faint o bobl sy'n cael sgiliau sylfaenol gwell a sgiliau cyflogaeth allweddol
- faint o bobl sy'n mynd i AU trwy'r llwybr AB
- faint o bobl sydd sgiliau TCG gwell
- faint o hyfforddwyr ychwanegol sy'n dysgu sgiliau sylfaenol

(Effeithiau i'w hychwanegu)

Mesur 4: Datblygu'r gallu I addasu a sgiliau ar gyfer byw a gweithio

Disgrifiad a rhesymeg

Un o nodau craidd y strategaeth dysgu gydol oes yng Nghymru yw hyrwyddo datblygiad sgiliau a fydd yn codi lefelau ffyniant economaidd. Rhaid i'r rhain gynnwys sgiliau generig o lefel uwch yn ogystal sgiliau penodol yn berthynol i waith a nodwyd gan ddiwydiannau neilltuol, lle mae unigolion fwyfwy yn gallu manteisio ar y cyfleoedd a ddarperir trwy eu gwelliant o ran sgiliau. Dylai trefniadau cyflwyno gymryd i ystyriaeth anghenion neilltuol merched a phobl ag anableddau.

Amcanion

Cynyddu, datblygu a chefnogi mentrau dysgu gydol oes mewn cymunedau a gweithleoedd, hyrwyddo sgiliau lefel uwch a'r gallu i addasu yn y gweithle ac i'r rhai sydd ar fin mynd i mewn iddo.

Cwmpas

Bydd gweithrediadau a gyllidir o dan y mesur hwn yn cynnwys:

- Gwybodaeth, cyngor ac arweiniad i ddysgwyr i'w hannog i aros yn ardal y rhaglen
- Gweithredu arloesol i wella ansawdd cydlynw ac effeithiolrwydd a mynediad i ddysgu ar l 16
- Cynlluniau, projectau ar y cyd a chyfleusterau ar gyfer rhannu addysg a hyfforddiant yn fwy effeithiol
- Gweithrediadau i sicrhau buddsoddiad cwmnau mewn dysgu gweithlu gan gynnwys hyrwyddo Buddsoddwyr Mewn Pobl
- Cefnogaeth ar gyfer datblygu sgiliau TCG lefel uwch
- Datblygu sgiliau iaith lefel uwch, gan gynnwys ieithoedd tramor a'r Gymraeg
- Cefnogaeth i ddatblygu sgiliau rheolaeth, arolygu ac uwch dechnegwyr

Canlyniadau

- nifer y dysgwyr sy'n aros yn ardal y rhaglen
 - cynnydd yn y nifer o bobl sy'n mynd i mewn i ddysgu ar l 16
 - cynnydd o BmP mewn MBCh
 - nifer y bobl sy'n cael sgiliau TCG lefel uwch ardystiedig
 - nifer y bobl sy'n datblygu sgiliau lefel broffesiynol
 - cynnydd yn nifer y bobl sy'n ymgymryd ag astudiaeth yn seiliedig ar waith gyda chefnogaeth y cyflogwr
 - cynnydd yn nifer y bobl sy'n siarad ail iaith yn hyderus
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Adran 5 - Datblygu Cefn Gwlad a'r Defnydd Cynaliadwy o Adnoddau Naturiol

Cyflwyniad

Mae'r materion sy'n wynebu ein cymunedau gwledig yn niferus ac amrywiol. Yn gyffredinol, mae gan yr ardal wledig strwythur cymdeithasol ac economaidd gwan ac amlwg, gyda phroblemau cyffredin sydd yn gynyddol wedi rhoi'r ardal dan anfantais. Mae'r materion sy'n wynebu ardaloedd gwledig yn cynnwys:

- gorddibynnu ar sector amaethyddiaeth sy'n dirywio
- sail economaidd cul a bregus
- gorddibyniaeth ar nifer fechan o gyflogwyr mawr
- economi wedi'i rheoli gan y sector gwasanaeth
- arwahanrwydd economaidd
- natur dymhorol twristiaeth
- systemau cyfathrebu gwael
- dwysedd poblogaeth isel
- darpariaeth wael o wasanaethau gwledig
- economi cyflogau isel a chynhyrchu isel yn rhannol oherwydd cyfansoddiad llafurddwys diwydiant
- pobl ifanc yn symud o'r ardal

Er hynny, nodwedd ardaloedd gwledig yw ansawdd uchel yr amgylchedd, tirwedd naturiol deniadol a hunaniaeth ddiwylliannol unigryw. Mae gan yr ardal Amcan 1 nifer o ardaloedd a safleoedd wedi'u diogelu (dynodedig) sy'n adlewyrchu'r cyfoeth o dirwedd ddeniadol a chynefinoedd bywyd gwyllt yn ogystal henebion, adeiladau etc. Mae gan yr ardal gyfoeth o adnoddau naturiol ac mae cryn botensial i hyrwyddo'r defnydd cynaliadwy o adnoddau naturiol adnewyddol i greu cyfleoedd swyddi a gwella amodau cymdeithasol-economaidd ar gyfer trigolion yr ardal.

Mae'n ofynnol yn l yr amcanion strategol a nodir ar gyfer ardal Amcan 1 Cymru i integreiddio datblygu effeithiol gan gynnwys materion economaidd, cymdeithasol ac amgylcheddol, i hyrwyddo datblygiad sydd yn gynaliadwy ac yn dod manteision tymor hir a pharhaol i ardaloedd gwledig. Dylai datblygiad o'r fath annog cyfraniad y gymuned a cheisio galluogi pobl leol i sicrhau eu dyfodol eu hunain mewn ardaloedd gwledig. Dylid hyrwyddo arloesi a rhannu syniadau newydd rhwng y gwahanol sectorau a'r cymunedau.

Mae yna gytundeb mai'r amcan yw cyfuno amgylchedd iach wedi'i reoli'n dda gyda chynhyrchiant a hyfywedd economaidd o fewn cymdeithas fyw hunan hyderus, y gall unigolion a chymunedau oddi mewn iddi gyflawni eu huchelgais a mynegi eu dyheadau diwylliannol a chymdeithasol.

Rhaid gweithredu'r adran hon o'r DRS ar y cyd 'r mosaic cymhleth o bolisau domestig ac Ewropeaidd, gan gynnwys y Polisi

Amaethyddol Cyffredinol, cynllun datblygu gwledig Cymru Gyfan (gan gynnwys mesurau cysylltiedig EAGGF) a'r SDC. Yn y cyd-destun hwn mae'n hanfodol cydnabod bod y gwahanu rhwng buddiannau economaidd, cymunedol ac amgylcheddol yn ffug a rhaid ei leihau. Mae profiad blaenorol a phob ymarfer da yn pwyntio at yr angen am agwedd integredig wrth gyflwyno'r mesurau hyn.

Amcanion

Y nod yw creu ardaloedd sydd yn gynaliadwy yn nhermau:

- **pobl**, sef nad y cydbwysedd oedran yn unig sy'n caniatu adfywiad naturiol, ond bod pobl ifanc eisiau, ac yn gallu aros, neu ddychwelyd, a bod gan bawb gyfle cyfartal i gymryd rhan yn greadigol;
- **ysbryd cystadleuol**, sef bod yr amrediad o weithredu economaidd gan gwmnau, unigolion, grwpiau, cymunedau a chyrff yn caniatu cydraddoldeb cystadleuaeth gydag ardaloedd llai gwledig;
- **amgylchedd**, sef bod cadw, gwella a rheoli'r adnoddau adeiladol a naturiol yn elfennau hanfodol a chreadigol yn nyluniad a chyflwyniad pob maes polisi;
- **cymdeithas/diwylliant**, sef y gellir cynnal natur neilltuol bywyd cymdeithasol, diwylliannol ac ieithyddol yn y Gymru wledig a'i ddatblygu fel grym cadarnhaol yn l ei haeddiant ei hun.

Bydd cyflawni cynaliadwyedd yn golygu;

- enillion yn gyfartal 'r cyfartaledd yng Nghymru (a fydd ynddo'i hun yn nes at y cyfartaledd yn y DU);
- cynnydd yn y CMC a chyfleoedd cyflogaeth;
- cydbwysedd poblogaeth yn nhermau oedran. Cyfradd dibyniaeth a chyfraddau geni yn gyfartal Chymru;
- gwelliannau net i swm ac ansawdd cynefinoedd naturiol yng Nghymru;
- gwell effeithiolrwydd adnoddau yn arwain at lai o broblemau llygredd.

Effeithiau

- cynnydd mewn cyfraddau cyfranogiad a gweithgaredd yn gyffredinol ac yn arbennig ymysg grwpiau sy'n tangyflawni;
- cyfanswm swyddi o fewn teuluoedd ffermio (gan gynnwys amaethyddiaeth ar ac oddi ar y fferm a gweithgareddau heb fod yn amaethyddol);
- swyddi mewn gwasanaethau TCG arbenigol ac mewn teleweithio arbenigol;
- CMC/nifer o swyddi yn y sectorau ychwanegu - gwerth mewn (cynhyrchu, gwasanaeth, bwyd, twristiaeth, coedwigaeth, manwer thu);
- Cynnydd mewn swyddi sector cyhoeddus a phrynu lleol gan y sector cyhoeddus;
- Hyrwyddo effeithiolrwydd adnoddau;

Canlyniadau

- cynnydd mewn gweithgarwch yn y sectorau ychwanegu-gwerth a gwell integreiddio rhwng y rhain a'r sectorau sy'n bodoli (e.e. amaeth-bwyd, twristiaeth a manwer thu)

- ymddygiad mentrus yn cael ei ystyried fel statws uchel gan y mwyafrif o bobl, cynnydd yn y boblogaeth yn ymwneud yn uniongyrchol rhyw ffurf o fynegiant mentrus - busnes eu hunain, menter gymunedol, buddsoddi uniongyrchol lleol/rhanbarth, datblygiad newydd fel cyflogai etc.;
- canran sylweddol o'r boblogaeth yn cymryd rhan mewn rhyw ffurf o weithgarwch gwirfoddol/seiliedig yn y gymuned yn nhermau buddsoddi, hyfforddiant, menter sectorau, menter, cyflwyno gwasanaeth;
- amgyffrediad newydd o fywyd gwledig fel rhywbeth cadarnhaol, bywiog, yn edrych tuag allan, yn hyderus ac yn fentrus;
- cynnyrch amaeth-bwyd Cymreig wedi datblygu thema gref o gwmpas ansawdd, cynaliadwyedd, materion organig oedd wedi caniatu treiddio i farchnadoedd uwch eu gwerth ledled y byd;
- amgyffrediad o amaethyddiaeth fel rhywbeth o statws uchel a delwedd gadarnhaol;
- integreiddio ystyrion a chynnydd mewn gweithgaredd ansawdd uchel/ychwanegu gwerth mewn twristiaeth, coedwigaeth a'r sectorau amgylcheddol;
- mae rhwydweithiau mewnol a sail codi tl yn gosod ardaloedd gwledig ar yr un sail ag ardaloedd heb fod yn wledig yn nhermau TCG; cynnydd yn y defnydd o TCG ar gyfer hyfforddi, creu swyddi ac ehangu dulliau newydd o weithio;
- cynnydd mewn busnesau manwer thu mentrus;
- darparu gwasanaethau gwledig o'r un safon heb ddim cosb cost yn nhermau cyfleusterau cymunedol, cyfleusterau hamdden, tai, gofal plant, manwer thu/swyddfa post, ysgol a chlodiant. Mae darparu'r cyfleusterau hyn yn elfen bwysig mewn atal mudo o'r ardal;
- mwyafrif y cymunedau'n cymryd rhan yn uniongyrchol mewn partneriaethau sectorau cyhoeddus neu breifat ar gyfer cyflwyno gwasanaethau gwledig;
- cynnydd yn y ganran o'r boblogaeth sy'n cymryd rhan mewn buddsoddi uniongyrchol mewn gweithredu economaidd gwledig;
- gostwng rhwystrau a gwell lefelau sgiliau, darpariaeth leol o amrediad eang o gyfleoedd hyfforddi;
- defnydd ynni o fewn cymunedau lleol gan gynnwys cefnogaeth i gynlluniau ynni adnewyddol cymunedol ar raddfeydd bach, cadwraeth ynni, bio-mass, gwneud gwrtaith;
- tir fferm, coedwigaeth a chynefinoedd dwr croyw o ansawdd uchel, yn cefnogi ac yn gwella'r bio-amrywiaeth cysylltiedig;
- gwell cyfleoedd i bobl gael mynediad i, dehongli a deall cefn gwlad fel amgylchedd byw.

Mesurau

Er mwyn cyflawni'r effeithiau a'r canlyniadau y cyfeiriwyd atynt uchod, mae'r mesurau cadarnhau canlynol yn darparu dull o sicrhau ffocws integredig a chilir i'r rhaglenni penodol i'w cefnogi dan y Flaenoriaeth hon.

Y mesurau yw:

Mesur 1:

Mesur 2:

Datblygu Coedwigaeth a Choetiroedd

Mesur 3:

Cyfranogiad Economaidd, Datblygiad Pobl a Chymuned

Mesur 4:

Rheoli Cefn Gwlad

Mesur 1 Rheoli Newid Amaethyddol

Disgrifiad a Rhesymeg

Fel y mwyaf gwledig o bob sector, mae amaethyddiaeth yn haeddu sylw neilltuol a thema ar gyfer gweithredu. Mae'r newidiadau yn y diwydiant dros y degawd diwethaf wedi'u dogfennu'n dda ac mae'r rhagolygon amrywiol o natur y sector dros y degawd nesaf a thu hwnt yn pwysleisio'r angen am strategaeth glir gynhwysfawr a gyflwynir gan fframwaith sy'n cwmpasu popeth. (Gellid cynnwys manylion yma am y newidiadau sydd wedi bod yn digwydd o fewn ardaloedd Amcan 1, neu gellir ei roi mewn atodiad).

Mae amaethyddiaeth yn ardal Amcan 1:

- **o dan bwysau enfawr yn economaidd.** Mae incwm net ffermydd ar gyfartaledd wedi syrthio'n sydyn yn ystod y blynyddoedd diweddar i lefelau isel iawn, i'r graddau eu bod yn is na gwerth y grantiau uniongyrchol y mae ffermydd yn eu derbyn ar gyfartaledd. Rhagwelir y bydd dibyniaeth ar grantiau uniongyrchol yn cynyddu yn dilyn diwygiad CAP Agenda 2000. Mae incwm ffermydd yn debygol o barhau i fod dan bwysau neilltuol. Mae prosesu gwerth ychwanegol cynnyrch amaethyddol yn gyfyngedig iawn;
- **rl ganolog i'w chwarae mewn cadw'r amgylchedd a bio-amrywiaeth.** Mae amaethyddiaeth yn hanfodol i greu a chynnal gwead eithriadol cefn gwlad yn yr ardal Amcan 1, ond mae'r pwyslais ar l y rhyfel ar wella tir, ynghyd ag arbenigo fwyfwy mewn ffermio wedi cael effaith ar amrywiaeth tirwedd yn ogystal ag ar gynefinoedd a rhywogaethau. Yn arbennig, o fewn yr Ardaloedd Llai Ffafirol, bu cynnydd mawr yn y nifer o ddefaid ers yr 1970au a symudiad cysylltiedig oddi wrth wartheg a chynhyrchiadau r ;
- **yn parhau'n eithriadol o bwysig i gynnal gwead cymdeithasol a chymeriad cymunedau yn ardaloedd gwledig ardal Amcan 1.** Yng nghymoedd diwydiannol De Cymru mae amaethyddiaeth yn cyfrif am un y cant yn unig o gyfanswm y gyflogaeth ond mae'r canrannau yng Ngheredigion, Sir Benfro, Sir Gaerfyrddin a Gogledd Orllewin Cymru yn 21%, 17%, 13% a 10% fel ei gilydd. Mae pwysau masnachol yn creu tueddiad tuag at lai o ddaliadau mwy, hollol ddichonadwy a rhagor o ddaliadau llai, rhan amser. Mae gan hyn oblygiadau difrifol, nid yn unig i wead cymdeithasol cymunedau gwledig ond hefyd eu cymeriad. Mae cymunedau gwledig yn ardal Amcan 1 yn cynrychioli'r Fro Gymraeg ac mae teuluoedd ffermio yn asgwrn cefn i'r iaith yn yr ardaloedd hynny. Gallai newid mawr mewn strwythur ffermio danseilio dyfodol yr iaith Gymraeg yn y cymunedau hynny lle mae'n iaith gyntaf bob dydd arferol.

Amcanion

Cynaliadwyedd yw'r cysyniad polisi canolog ar gyfer dyfodol amaethyddiaeth Gymreig yn ardal Amcan 1. Bydd yr amcanion yn:

- cynor thwyo amaethyddiaeth a diwydiannau wedi'u seilio ar y tir i ddod yn fwy cynaliadwy yn economaidd gyda'r pwyslais ar gynnyrch brand, premiwm gyda delwedd amgylcheddol gadarnhaol a llawer mwy o brosesu gwerth ychwanegol o brif gynnyrch yn y Gymru wledig;
- cynorthwyo amaethyddiaeth Gymreig a defnydd tir i ddod yn fwy cynaliadwy yn economaidd ac yn ecolegol;
- gochel rhag newidiadau eithafol yn y strwythur ffermio fel bod amaethyddiaeth yn parhau i wneud cyfraniad at gynnal gwead cymdeithasol a chymeriad traddodiadol cymunedau gwledig; a
- cynor thwyo ffermio i addasu, trwy sicrhau bod ymchwil, hyfforddiant a datblygiad effeithiol, trosglwyddo technoleg, gwasanaethau gwybodaeth a chynghori ar gael i ffermwyr i'w cynor thwyo i fabwysiadu'r ymarfer amaethyddol gorau, rheoli eu busnesau yn fwy effeithiol a gwneud penderfyniadau masnachol synhwylol ar sut i ddatblygu neu amrywio, a thrwy sicrhau bod gwasanaethau gwybodaeth, ymgynghori a chynghori ar gael i deuluoedd ffermio yn fwy cyffredinol i'w cynorthwyo i gymryd penderfyniadau gwybodus am eu dyfodol.

Cwmpas

Mae'r blaenoriaethau canlynol wedi'u nodi:

[Datblygu cadwyni cyflenwi Amaeth-bwyd gwerth ychwanegol](#)

Ni fydd amaethyddiaeth yn ardal Amcan 1 yn hyfyw os yw'n ceisio cystadlu trwy gynhyrchu nwyddau sylfaenol. Y nod yw cysylltu amaethyddiaeth yn fwy effeithiol marchnadoedd, trwy ddatblygu cynnyrch brand, premiwm sy'n gallu hawlio prisiau premiwm gyda llawer mwy o werth yn cael ei ychwanegu trwy brosesu bwyd. Bydd hyn yn gwella lwfansau ffermwyr a chreu swyddi ychwanegol yn y sector prosesu.

Bydd mesurau cyffredinol yn cynnwys:

- Rheolaeth cyfrifon rhagweithiol o gwmnau prosesu bwyd i'w cynorthwyo i dargedu marchnadoedd ac ehangu;
- Grantiau ar gyfer marchnata a phrojectau prosesu i gefnogi hyn;
- Cefnogaeth i fentrau cydweithredol gan ffermwyr i'w cynorthwyo i gael gwell llais ym mhrosesu a marchnata eu cynnyrch; a
- Datblygu canolfannau dynodedig o ragoriaeth i ddarparu cefnogaeth arbenigol ar gyfer cwmnau prosesu bwyd ar ddatblygu cynnyrch.

O fewn y cyd-destun hwn mae'r prif flaenoriaethau penodol o fewn ardal Amcan 1 yn cynnwys;

- datblygu marchnadoedd o fewn a thu allan i Gymru;
- prosesu cig gwerth ychwanegol - mae ychwanegu gwerth at chwarthor cig oen a thoriadau llai gwer thadwy yn flaenoriaeth uchel o fewn hyn;
- datblygu marchnadoedd troedle yn y sector arlwyio a chroeso i ategu gwer thiant i amrywiadau manwer thu;
- cefnogaeth i arloesiad a datblygiad cynnyrch;
- datblygiad prosesu llaeth gwerth ychwanegol uchel yng Nghymru;

- datblygiad cynhyrchu organig ym mhob sector amaethyddol;
- creu canolfannau rhagoriaeth mewn datblygiad cynhyrchu bwyd.

Rhaid dilyn y datblygiad o gadwyni cyflenwi gwerth ychwanegol hefyd mewn sectorau llai traddodiadol i leihau gorddibyniaeth ar gig oen, cig eidion a llaeth. Mae gan y sectorau canlynol botensial:

- garddwriaeth;
- bwyd arbenigol/da - gall hyn hefyd fod o gymorth i gefnogi twristiaeth;
- magwraeth dwr o bysgod mr lle mae marchnadoedd byd yn tyfu'n gyflym;
- datblygu pysgodfeydd mewndirol;
- cynaeafu cynaliadwy pysgod cregyn;
- cnydau eraill (ffibr e.e. llin-cywarch, cnydau protn, ffer yllol);
- bio-mas (gan gynnwys helyg a choedlannau cylchdro byr);

Caiff rhagor o waith ei wneud i ddadansoddi costau buddsoddi tebygol a manteision economaidd/amgylcheddol potensial y sectorau hyn er mwyn gallu gwneud dewisiadau gwybodus ynglyn pha un sydd yn cynnig y potensial mwyaf.

Gwasanaethau Effeithiol I Gynorthwyo Ffermio i Addasu

Ar gyfer y rhan fwyaf o deuluoedd yn ardal Amcan 1 ffermio yw'r dull traddodiadol cyntaf a phennaf o fyw. Mae cynllunio busnes a dadansoddi costau cynhyrchu yn bodoli i r yw raddau yn y sector llaeth ond mae'n brin yn y sector da byw. Os yw ffermio a theuluoedd ffermio i addasu'n llwyddiannus mae angen agwedd busnes a mentrus llawer mwy. Bydd teuluoedd ffermio angen cymorth i:

- datblygu sgiliau busnes a TG i reoli a datblygu eu busnes yn llwyddiannus ac i amrywio;
- mabwysiadu ymarfer gorau, technegau ffermio amgylcheddol-sensitif;
- gwneud penderfyniadau gwybodus am eu dyfodol a'r dewisiadau gyrfa sy'n wynebu aelodau ffermio.

Nodir y blaenoriaethau canlynol i ddiwallu'r anghenion hyn yn ardal Amcan 1:

1. Sefydlir rhwydwaith Cymru gyfan o ffermydd arddangos, gyda **chynrychiolaeth gref** ym mhob rhan o ardal Amcan 1. Mae nifer sylweddol o ffermydd arddangos yn bodoli eisoes, yn gysylltiedig sefydliadau ymchwil, colegau addysg bellach, awdurdodau lleol a phrojectau Amcan 5b, ond ar hyn o bryd nid oes unrhyw gydlyn rhyngddynt. Y nod fydd:

- tynnu'r ffermydd hyn i rwydwaith Cymru gyfan gyda chefnogaeth eu cyrff nawdd, er mwyn gallu lledaenu ymarfer gorau ar gynhyrchu a rheolaeth amaethyddiaeth yn fwy effeithiol;
- adnabod ffermydd gweithio, ychwanegol, cyffredin a fydd, gyda mewnbwn cyngor gan gyrff nawdd rhwydwaith, yn gweithredu fel ffermydd arddangos pellach i bwysleisio ymarfer da yn eu lleoliadau;
- defnyddio rhaglen ddwys o ymweliadau fferm gyda chefnogaeth deunyddiau cyhoeddusrwydd, i ledaenu ymarfer gorau.

2. **Cefnogir projectau ymchwil** a datblygu lle mae ganddynt berthnasedd uniongyrchol i gynorthwyo ffermio Cymru i addasu ac amrywio. Caiff y canlyniadau o hyn, ac ymchwil a datblygiad perthnasol mewn mannau eraill yn y DU, eu lledaenu trwy'r rhwydwaith Cymru gyfan o ffermydd arddangos a ffermydd addas eraill.

3. Pennir **safonau** ar gyfer effeithiolrwydd a sylw i sgiliau busnes/TG, hyfforddiant, gwasanaethau gwybodaeth ac ymgynghori i ffermwyr a'u teuluoedd a chaiff darpariaeth gwasanaeth ei asesu yn erbyn y safonau hyn.

4. Darperir cefnogaeth ar gyfer dwyn darpariaeth hyfforddiant sgiliau busnes, gwasanaethau gwybodaeth ac ymgynghori ym mhob maes i safonau penodedig, ac i'r gwasanaethau hyn fod yn hygyrch trwy Cyswllt Busnes.

5. Dylai ffermwyr a'u teuluoedd sydd eu hangen allu cael gafael ar **wasanaethau cynghori**.

Yn ardal Amcan 1 mae'r anghenion blaenoriaeth y bydd gwasanaethau hyfforddi, gwybodaeth a chynghori yn canolbwyntio arnynt yn cynnwys:

- sgiliau busnes a TG, sgiliau cyffredinol ac ymarfer rheolaeth gorau yn berthynol i'r math o gynhyrchu (llaeth, cig eidion etc.);
- rheolaeth tir glas;
- dulliau organig a chyfeillgar i'r amgylchedd o gynhyrchu;
- dulliau o gyfuno cynhyrchu coed a da byw yn pori i wella elw;
- cael gwared o olchion defaid yn ddiogel a diogelu dyrffosydd;
- cynllunio olynïad busnes/dewisiadau ymddeol/dewisiadau gyrfa i aelodau o'r teulu;
- defnydd effeithiol o adnoddau (megis dwr ac ynni) gan gynnwys hyrwyddo Codau Ymarfer Amaethyddol Da.

Bydd y pedwar mesur cysylltiedig, wedi'u cyllido dan yr adran Gwarant EAGGF, hefyd yn chwarae rhan hanfodol mewn diwallu'r Amcan o amaethyddiaeth cynaliadwy:

- bydd lwfansau iawndal yn seiliedig ar ardal ar gyfer ffermio mewn ardaloedd llai ffafriol o Gymru (y mwyafrif mawr o ardal Amcan 1) yn gymorth i gynaliadwyedd cymdeithasol a diwylliannol gan gyfrannu hefyd at gynaliadwyedd amgylcheddol;
- Bydd Tir Gofal a chynlluniau eraill tebyg yn y dyfodol yn mynd i'r afael chynaliadwyedd amgylcheddol gan gyfrannu hefyd at gynaliadwyedd cymdeithasol ac economaidd; gwneud y gorau o'r cyfleoedd busnes i deuluoedd ffermio a chyflenwi gwasanaethau yn codi o bob mesur amgylcheddol
- Ymddeol cynnar er mwyn paratoi ffermwyr iau i gymryd cyfrifoldeb llawn am reoli a datblygu unedau y mae teuluoedd yn ymddeol ohonynt
- Amaeth-goedwigaeth

Cynhyrchu incwm arall

Bydd blaenoriaethau yn cynnwys adnabod ffynonellau eraill o incwm trwy arallgyfeirio:

- cysylltu ac integreiddio gweithgareddau newydd o fewn sectorau eraill gan gynnwys coedwigaeth, twristiaeth a'r amgylchedd (gan gynnwys amrediad llawn o ddatblygu cynnyrch newydd, cyngor, hyfforddiant etc.);
- ymchwil a datblygu projectau peilot/projectau arddangos etc.;
- agweddau newydd tuag at syniadau, creu, datblygu busnes, adnabod a hyrwyddo cyfleoedd busnes, cysylltu busnesau y tu allan i amaethyddiaeth etc.;
- asesiad rhagweithiol o sgiliau sydd yn bodoli a marchnata (gan ddatblygu sgiliau ymhellach o fewn cyd-destun perthnasol) trwy froceriaeth sgiliau wedi'i ddatblygu'n llawn;
- datblygu gweithredu pellach i ehangu dyheadau a gorwelion gyrfa, a mecanweithiau newydd i gysylltu chyflogwyr;
- amrediad llawn o gefnogaeth busnes trwy gyngor, gwybodaeth a hyfforddiant;

- hyrwyddo mentergarwch;
- hyrwyddo cyswllt rhwng yr elfen amaeth-wledig a threfol.

Cyflenwyr Amaethyddol

Sefydlu rhaglen rwydwaith tymor hir gyda chwmnau sydd ar hyn o bryd yn cyflenwi'r diwydiant amaethyddiaeth ei hun yn bennaf. Bydd angen i'r sectorau penodol hyn addasu i'r newidiadau sylweddol o fewn y diwydiant. Bydd yr elfen hon yn cynnwys amrediad cynhwysfawr o weithrediadau datblygu busnes:

- Cyfleoedd i ddatblygu ac arallgyfeirio
- Rhwydweithio
- Marchnata
- Datblygu cynnyrch/gwasanaeth
- Hyfforddiant a gwybodaeth

Canlyniadau i'w monitro

- busnesau fferm sydd yn ymwneud gweithgarwch ychwanegu gwerth;
- busnesau fferm sydd yn ymwneud thechnegau ffermio newydd;
- busnesau fferm sydd yn ymwneud ag aml weithgaredd;
- busnesau cyflenwi amaethyddol sydd wedi arallgyfeirio;
- arwynebedd tir sy'n cefnogi Cynllun Gweithredu Bio-amrywiaeth, cynefin neu r ywogaeth, sydd o dan reolaeth gadarnhaol.

Effaith

- nifer y swyddi a gefnogir mewn teuluoedd ffermio;
- nifer y daliadau a gefnogir ;
- nifer y swyddi a grwyd oddi ar y fferm mewn gweithgarwch ychwanegu gwerth;
- nifer y swyddi mewn busnesau cyflenwi amaethyddol a grwyd/gefnogwyd;
- delwedd mwy cadarnhaol o amaethyddiaeth a gweithgareddau per thynol, cynnydd cymesur mewn buddsoddiad.

Mesur 2: Datblygu Coedwigaeth a Choetiroedd

Disgrifiad a Rhesymeg

Mae coedwigaeth a choed yn gorchuddio tua 12% o arwynebedd tir yng Nghymru ac mae'r diwydiannau coedwigaeth yn cynnal tua 4,500 o swyddi. Mae'r diwydiant yng Nghymru'n prosesu 2,000,000 tonnall o goed ac eto cyfanswm y toriad blynyddol yw 1,200,000 tonnall (gyda 30% o hyn yn bren caled).

Mae coedwigaeth o dan bwysau economaidd mawr. Mae ei dyfodol yn gysylltiedig marchnadoedd y byd. Yn y ddwy flynedd diwethaf mae prisiau coed wedi syrthio dros 30% ac nid ydynt yn debygol o gael eu hadfer yn y tymor byr. Mae pob rhan o'r diwydiant yn cael ei effeithio gan hyn (tyfwr, contractwr, cludwr, melinydd llifio a phroseswr). Mae cynnal a rheoli coedlannau wedi cael eu heffeithio a bydd hyn yn ei dro yn cael effaith niweidiol ar gadwraeth, yr amgylchedd a bio-amrywiaeth.

Mae llawer o'r coedlannau cyfredol yn adlewyrchu polisi wedi dyddio a grwyd yn hanner cyntaf y ganrif ac ers hynny mae blaenoriaethau wedi newid. Rhaid i bolisau newydd felly ailstrwythuro coedlannau a diwydiannau'n seiliedig ar goed i gynnwys amrediad ehangach o rywogaethau. Mae angen annog adferiad coedlannau cynhenid yn ogystal datblygu marchnadoedd a chynnyrch newydd gan gynorthwyo busnesau i addasu ac ychwanegu gwerth yn llawer nes at gymunedau gwledig.

Amcanion

- Datblygu ac ehangu'r sectorau pren caled a phren meddal gan ddiwallu'r galw am goed cynaliadwy ardystiadwy a chynnyrch coed gan ysgogi cymdeithas i ddefnyddio coed;
- Cefnogi busnesau 'gwerth ychwanegol' lleol, y melinau prosesu mwy a'u cadwyni cyflenwi;
- Hyrwyddo rheolaeth coedlannau cynaliadwy a chreu coedlannau newydd

sylweddol i ddarparu cynhyrchion economaidd ac amgylcheddol tymor hir;

- Annog mwy o gydweithredu a rhwydweithio o fewn y diwydiant.

Cwmpas

- datblygu busnesau coedlannau 'gwerth ychwanegol' yn agos at goedlannau a chymunedau gwledig; prosesu lleol, brandio a gweithgarwch marchnata cysylltiedig;
- datblygu cadwyni cyflenwi a chydweithio sydd o fudd i bawb;
- moderneiddio offer cynaeafu'r goedwig gyda'r pwyslais ar gylchoedd peiriannau a rhannu cyfleusterau;
- datblygu hamdden, mynediad, twristiaeth, dehongliad amgylcheddol a defnydd cymunedol o goedlannau;
- datblygu 'canolfannau rhagoriaeth' -cynnyrch a thechnegau rheoli coedlannau;
- datblygu coed a gweddillion coed ar gyfer ynni adnewyddol;
- hyfforddiant mewn sgiliau yn berthynol i goedwigaeth; cyrsiau i gynnwys hyfforddiant ar y safle ac wrth y gwaith;
- gwella sgiliau busnes a sgiliau trosglwyddadwy gan gynnwys dechrau busnes, marchnata, rheoli bywyd gwyllt a sgiliau dehongli cefn gwlad;
- hybu ymchwil a datblygu cynnyrch newydd a dulliau o 'drosglwyddo technoleg';
- hybu coedlannau newydd, gwell rheolaeth coedlannau a dewis o'r ywogaethau er mwyn cynnal bio-amrywiaeth mewn coedlannau;
- gwell rhwydweithio rhwng pob rhan o'r diwydiant a chodi safon broffesiynol.

Canlyniadau i'w monitro

- ychwanegu gwerth i gynnyrch lleol
- datblygu menter cadwyni cyflenwi
- sesiynau hyfforddi wedi'u trefnu ar gyfer y diwydiant
- ardaloedd o goedlannau wedi'u dwyn i reolaeth gadarnhaol
- ardaloedd o goedlannau newydd
- sefydlu busnesau newydd
- creu a diogelu swyddi.

Effaith

- gwelliant mewn ansawdd aer a nwyon t ygwydr oherwydd gweithredu mewn coedlannau i hidlo llygrwyr aer
- cynnydd mewn mynediad a mannau hamdden mewn coedlannau.

Mesur 3: Atgyfnerthu cymunedau cefn gwlad

Disgrifiad a rhesymeg

Mae twf cymunedau cynaliadwy yn rhan annatod o hyrwyddo datblygiad gwledig. Mae'r golled ddiweddar a dramatig mewn cyflogaeth, poblogaeth ac incwm yn parhau i roi cymunedau lleol dan bwysau enfawr. Bydd mesur yn cefnogi mentrau lleol yn rhoi'r gallu i gymunedau, a'u cynorthwyo, i gynhyrchu gweithrediadau arloesol a fydd yn darparu gwell gwasanaethau a rhwydweithiau mewnol. Bydd hyn yn cyfrannu tuag at ffyniant economaidd yr ardal. Mae'r cyfuniad neilltuol o ffactorau megis y premiwm ar drafnidiaeth, dwysedd poblogaeth is, gwasanaethau gwael a natur ymylol yn gwneud y mesur hwn yn hanfodol i economi wledig gynaliadwy.

Amcan

Cynyddu hyder, cyfranogiad a sgiliau pobl mewn cymunedau gwledig er budd datblygiad cynaliadwy o fewn yr ardal. Gwneud y mwyaf o gyfraniad potensial pobl mewn ardaloedd gwledig i gynyddu CMC, swyddi ac enillion trwy greu diwylliant mwy mentrus a deinamig. Bydd hyn yn gymorth i gr yfhau cymunedau gwledig trwy annog pobl leol i gydweithio gydag amrediad o asiantaethau lleol ac felly gwella ansawdd bywyd o fewn y cymunedau hynny trwy ddarparu gwell gwasanaethau.

Cwmpas

Amrediad o weithrediadau gan gynnwys:

- hyrwyddo mentergarwch o fewn amrediad o sefyllfaoedd gan dargedu grwpiau nad ydynt yn weithredol (e.e. merched, siaradwyr Cymraeg, pobl anabl, ieuenctid wedi'u dieithrio)
- targedu'r hunan-gyflogedig gyda mentrau i gynyddu eu hincwm
- creu mecanweithiau i fuddsoddi'n uniongyrchol mewn gweithred datblygu economaidd lleol gan gynnwys buddsoddi mewnol

- cysylltu'r broses o adfywiad cymunedol gyda chyfleoedd yn codi o newidiadau cyffredinol mewn ardaloedd gwledig e.e. y dirywiad mewn gwasanaethau gwledig
- cefnogi gwasanaethau gwledig hanfodol gan gynnwys swyddfeydd post, siopau, tafarndai, cyfleusterau a gwasanaethau cymunedol, trafnidiaeth
- lleihau rhwystrau a gwella lefelau sgiliau, darpariaeth leol o amrediad eang o gyfleoedd hyfforddi
- defnydd o ynni o fewn cymunedau lleol gan gynnwys cefnogaeth i gynlluniau ynni adnewyddol cymunedol ar raddfa fechan, cadwraeth ynni, bio-mas, gwneud gwrtaith
- sefydlu systemau tracio i fesur faint o bobl sy'n symud o'r ardal ac annog agweddau newydd tuag at gynnwys pobl ifanc mewn newid patrymau gadael/dychwelyd a byw/gweithio mewn ardaloedd gwledig
- cefnogi gweithrediadau wedi'u harwain gan y gymuned gan gynnwys materion economaidd, cymdeithasol ac amgylcheddol
- cynlluniau adnewyddu pentrefi

Canlyniadau

- nifer y boblogaeth heb fod yn weithredol economaidd sydd yn cymryd rhan mewn gweithredu mentrus
- nifer y bobl sy'n cymryd rhan mewn gweithrediadau cymunedol
- buddsoddi uniongyrchol cynyddol mewn gweithrediadau economaidd gwledig
- nifer y projectau cymunedol sy'n derbyn cymorth
- swyddi a grwyd/a ddiogelwyd
- dylanwad buddsoddiad y sector preifat
- gwasanaethau gwledig a gyflwynwyd yn effeithiol gan bar tneriaethau cymunedol / cyhoeddus / preifat
- pobl ifanc yn aros mewn / dychwelyd i ardaloedd gwledig.

Mesur 4 Rheoli Cefn Gwlad

Disgrifiad a Rhesymeg

Yr amgylchedd naturiol yw un o brif gaffaeliadau'r ardal ac mae ei ddylanwad yn fawr ar ansawdd bywyd pobl leol, defnyddwyr, ymwelwyr a buddsoddwyr fel ei gilydd. Felly mae'n bwysig ein bod yn gwarchod ac yn gwella'r amgylchedd i sicrhau cynaliadwyedd tymor hir ac i gynnal datblygu economaidd. Yn y Gorllewin a'r Cymoedd ceir bywyd gwyllt gwerthfawr, yn rhywogaethau a chynefinoedd, tir luniau amrywiol a hardd a rhwydwaith o lwybrau tir comin a Pharciau Cenedlaethol ar gyfer mwynhau cefn gwlad. Mae dros 60% o ddyfroedd arfordir Cymru wedi'u dynodi'n ardaloedd cadwraeth Ewropeaidd, ac mae'r arfordir yn cynnal poblogaethau o adar mr o bwys rhyngwladol.

Felly, bydd yn rhaid gofalu fod pobl sy'n gweithio yng nghefn gwlad yn gallu defnyddio adnoddau fydd yn eu galluogi i hybu rheoli tir mewn ffordd gynaliadwy, os yw hyn yn cynnal ac yn creu swyddi lleol.

Er hynny, mae'r peryglon i'r amgylchedd naturiol yn parhau gan effeithio ar ansawdd yr aer, y dwr a bio-amrywiaeth cefn gwlad a'r arfordir. Y brif her felly fydd wynebu'r peryglon hyn mewn ffordd fydd yn cyfrannu at economi'r ardal.

Amcanion

- gwarchod a chyfoethogi cefn gwlad gan sicrhau bod lles a bio-amrywiaeth yn ffynnu;
- darparu cyfleoedd gwaith newydd yn yr amgylchedd naturiol;
- hybu mwy o integreiddio o ran defnyddio tir ;
- datblygu cyfleoedd a chyfleusterau hamdden mewn ardaloedd gwledig a threfol er lles pawb;
- lleihau a rheoli gwastraff a gynhyrchir yng nghefn gwlad a'r arfordir mewn ffordd gynaliadwy;
- integreiddio'r rheolaeth o arfordir Cymru fel ei bod yn cynyddu gwerth yr arfordir i ymwelwyr a phobl leol, yn annog pobl i ddefnyddio'r arfordir mewn ffordd gynaliadwy er lles economaidd, amgylcheddol a chymdeithasol yr ardal a gwella ansawdd yr amgylchedd a'r bywyd gwyllt sy'n ei gynnal.

Cwmpas

Dylai hyn ymwneud mentrau i

- annog pobl i ddefnyddio'r arfordir a chefn gwlad ar gyfer hamdden mewn modd cynaliadwy gan gynnwys addysg a dehongli amgylcheddol a sefydlu mentrau i reoli ymwelwyr a thraffig
- rheoli ardaloedd sy'n gynefin i fflora a ffawna o dan Gynlluniau Gweithredu Bio-Amrywiaeth y DU, gan gynnwys gwlyptiroedd arfordirol a dwr croyw, rhostiroedd ac ucheldiroedd
- rheoli cynefinoedd eraill mewn ffordd gynaliadwy e.e. cynefinoedd arfordirol, afonydd, coedwigoedd lled naturiol, glaswelltiroedd sy'n frith o rywogaethau a rhosydd pori
- rheoli tir fferm sy'n werthfawr i fywyd gwyllt yn sensitif
- gweithgareddau sy'n canolbwyntio ar r ywogaethau sy'n cael blaenoriaeth neu ar safleoedd sy'n cael blaenoriaeth
- adfer a rheoli tirluniau traddodiadol neu sy'n nodweddiadol o ardal leol a thirluniau hanesyddol ac archaeolegol
- hyrwyddo a gwella dulliau newydd o gyrraedd cefn gwlad a fydd o fudd i bobl leol, ymwelwyr i Gymru a phobl anabl
- hybu ffermio bridiau prin er mwyn helpu cadw amrywiaeth genynnol;
- hybu bywyd gwyllt trefol a lled drefol a pharciau gwledig a safleoedd wedi'u lleoli yn nhrefi'r Gorllewin a'r Cymoedd
- cynnal cyfanrwydd biolegol a daearyddol afonydd, llynnoedd a ffrydiau, lleihau ewtroffeiddio (e.e Llyn Tegid) ac asideiddio a hybu rheoli crynadau dwr gan gynnwys adfer patrymau llifo naturiol ar gyfer dwr glaw
- ychwanegu at werth cynlluniau amgylcheddol sydd eisoes yn bodoli megis Tir Gofal, y Cynllun Cymorth Organig, a sicrhau y gwneir mwy o ddefnydd ymarferol o'r codau Arferion Amaethyddol Da
- rhoi hyfforddiant a lledaenu arferion da ar reoli cynefin y fferm, y tirlun ac ar gynlluniau ar gyfer labelu bwyd mewn dull eco-gyfeillgar
- lleihau costau'r fferm drwy gwtogi ar ffermio dwys o ran adnoddau yn enwedig ar ddefnyddio ynni a phlaleiddiaid a lleihau gwastraff y fferm

- ymchwilio, paratoi a gweithredu cynlluniau integredig ar gyfer rheoli arfordiroedd y Gorllewin a'r Cymoedd
- hyrwyddo dulliau cynaliadwy o ddal pysgod ac anifeiliaid eraill sy'n byw yn y mr neu mewn aberoedd afonydd
- adeiladu amddiffynfeydd sensitif rhag llifogydd gan gynnwys rheoli dwr sy'n encilio, fel rhan o gynlluniau ehangach i hybu cynlluniau ar gyfer rheoli'r arfordir mewn ffordd gynaliadwy

Canlyniadau

creu swyddi ym maes rheoli'r amgylchedd a threftadaeth

creu swyddi ym maes twristiaeth werdd

faint o hectarau a brynir y flwyddyn o dan gynlluniau rheoli sy'n cynnal yr amgylchedd

faint o km o lwybrau/mannau newydd a adeiledir

nifer y safleoedd gwledig a threfol a reolir o ran eu pwysigrwydd i'r dreftadaeth (treftadaeth naturiol, diwylliannol neu'r tirlun)

nifer y mentrau unigol sy'n cael eu cynghori ynghylch rheoli amgylcheddol

nifer y mentrau unigol sy'n mabwysiadu arferion sy'n fwy cydnaws 'r amgylchedd

nifer y bridiau prin a'r anifeiliaid a gynorthwyir

nifer y swyddi newydd a gaiff eu creu ym maes rheoli gwastraff a rheoli llygredd

Cynyddu mynegai bio-amrywiaeth wedi'i seilio ar r ywogaethau yng Nghymru

Cynyddu mynegai bio-amrywiaeth wedi'i seilio ar gynefinoedd yng Nghymru

Cynyddu mynegai ansawdd dwr croyw yng Nghymru

(Effeithiau i'w hychwanegu)

Atodiad 1 - Proffil amgylcheddol

Statws Amgylcheddol Presennol

Cynhwysir arfarniad amgylcheddol o ardal y Gorllewin a'r Cymoedd yn Atodiad 1 i'r ddogfen hon. Mae'r arfarniad yn cynnwys dwy elfen, sef yn gyntaf, arolwg cyffredinol o gyfalaf amgylcheddol pob rhan o'r ardal sy'n gymwys, ac yn ail problemau amgylcheddol a llygredd lleol allweddol a nodwyd yn y Cynlluniau Lleol Asiantaeth yr Amgylchedd (CLIAA) a baratowyd gan Asiantaeth yr Amgylchedd Cymru. Mae yno, fodd bynnag, rai problemau a materion amgylcheddol sy'n berthnasol naill ai i rannau helaeth o'r ardal gymwys neu yn wir i'r ardal gyfan, a rhoddir manylion am y rhain isod. Mae hyn yn rhannol yn crynhoi adroddiadau Cyflwr yr Amgylchedd a baratowyd gan Asiantaeth yr Amgylchedd Cymru a'r Comisiwn Coedwigaeth. Mae'r arfarniad isod yn nodi'r pwysau amgylcheddol allweddol sy'n bodoli o fewn ardal Amcan 1 o dan saith pennawd ac yn darparu fframwaith er mwyn adnabod y camau gweithredu amgylcheddol fydd eu hangen er mwyn delio'r materion hyn. Trwy gynnwys y camau gweithredu hyn o fewn y Ddogfen Rhaglen Sengl yma, r ydym yn cwrdd maen prawf y Comisiwn Ewropeaidd ar gyfer "gofynion amddiffyn amgylcheddol". Mae Atodiad 3 yn rhestru dynodiadau bywyd gwyllt cenedlaethol a rhyngwladol, ynghyd dynodiadau eraill, sydd i'w cael o fewn ardal y Gorllewin a'r Cymoedd.

Mae'r pwysau amgylcheddol allweddol yn y Gorllewin a'r Cymoedd fel a ganlyn:

Newid Hinsawdd

Mae newid hinsawdd yn arwain at effaith uniongyrchol ar gynefinoedd a rhywogaethau ac at golli rhai rhywogaethau. Mae cynnydd yn lefel y mr yn debygol o achosi colledion net mewn rhai cynefinoedd megis tywod rhynglanw, ac enillion mewn cynefinoedd eraill megis morfeydd heli (trwy gilio dan reolaeth), ond yn gyffredinol mae newidiadau yn debygol o fod yn niweidiol.

Ansawdd Aer

Mae asideiddio yn dal i fod yn fygythiad difrifol i blanhigion ac anifeiliaid yn eu cynefinoedd, gan gynnwys dyfroedd croyw. Rhagwelir y bydd asid (deuocsid sylffwr, amonia ac ocsidau nitrogen) yn achosi difrod pellach i safleoedd sensitif. Mae tystiolaeth yn awgrymu bod nitradau yn trwytholchi i ddyfroedd wyneb o briddoedd sydd wedi'u trwytho nitrogen. Mae'r osn ar lefel y ddaear, sy'n deillio'n bennaf o lygredd cerbydau modur, yn rheolaidd yn torri'r lefelau a osodwyd ar gyfer amddiffyn yr amgylchedd naturiol a iechyd dynol. Mae lefelau osn yn cynyddu gydag uchder, gan fygwth cynefinoedd yr ucheldir sydd eisoes dan bwysau gan ffactorau fel asideiddio.

Mewn ardaloedd trefol, mae lefelau uchel o ronynnau ac ocsid nitrogen yn niweidio iechyd pobl, ac yn cyfrannu at amgylchedd trefol gwael.

Ansawdd Dwr Croyw

Mae maethynnau (yn bennaf o ddwr ffo gwrtaith amaethyddol a charthffosiaeth) yn gollwng a thrwytholchi i nifer o lynnoedd ac afonydd gan greu bygythiad sylweddol o gyfoethogi artifisial, gan achosi i lefel yr ocsigen mewn dwr ostwng ac i algae ffynnu. Mae carthffosiaeth ac elifon masnachol, a gorlif carthffosydd cyfun, yn parhau i lygru dyfroedd croyw. Dangoswyd bod organoffosffadau a phyrethroidau synthetig a ddefnyddir mewn hylif dipio defaid yn gallu difa creaduriaid

di-asgwrn-cefn mewn afonydd a nentydd. Mae tua 150 o ollyngiadau o hen weithfeydd glo yn llygru nentydd ac afonydd haearn. Mae'r ffaith y defnyddir mwy a mwy o ddwr yn achos pr yder. Ceir rhai achosion lle mae tynnu dwr yn niweidio'r amgylchedd dwr. Mae lefelau stoc y pysgod mudol wedi dirywio'n sylweddol mewn rhai afonydd. Mae'r dir ywiad tybiedig yn nifer yr eogiaid a ddelir, ynghyd lefelau silio is nag arferol ers rhai blynyddoedd, yn pwysleisio'r angen i reoli eogiaid yn well os yw cyfleoedd pysgota i barhau i ddarparu cefnogaeth sylweddol i'r diwydiant ymwelwyr lleol.

Ansawdd Dyfroedd Arfordirol

Mae llygredd y mr yn fygythiad sylweddol i'r amgylchedd arfordirol. Mae lefelau uchel o bla-laddwyr organo-clorn wedi eu darganfod ym meinwe llamhidyddion a dolffiniaid ym Mae Ceredigion. Mae lefelau o nitradau ac algae ym Mr Iwerddon yn awgrymu cynnydd yn lefelau'r maetholion sy'n tarddu o ddwr ffo carthffosiaeth ac amaethyddol a gollyngiadau diwydiannol. Mae Dwr Cymru Welsh Water yn gollwng carthffosiaeth heb ei drin i ddyfroedd arfordirol yr ardal, gan arwain at ddwr o ansawdd esthetig gwael. Mae dwr ymdrochi o ansawdd da o bwysigrwydd hanfodol i'r diwydiant ymwelwyr gan fod cyfran helaeth o weithgareddau hamdden ymwelwyr yn y Gorllewin a'r Cymoedd yn seiliedig ar ddwr. Cafwyd arllwysïadau difrifol o lwyfannau olew a nwy Bae Lerpwl. Mae gor-bysgota, ac arferion pysgota eraill yn parhau i niweidio'r stoc pysgod.

Ansawdd y Tirlun

Mae pwysau datblygiad, gan gynnwys datblygiad trefol, yn bygwth tirluniau ar ffurf mwy o swm a goleuadau o anheddau a ffyrdd, llinellau pŵer uchel a mastiau. Mae gweithfeydd glo brig yn newid darnau helaeth o'r tirlun yn barhaol. Gall tir a lygrwyd gan ddatblygiadau diwydiannol y gorffennol greu peryglon annerbyniol. Mae dulliau safonol o weithredu cynlluniau ffyrdd ac adeiladau yn erydu cymeriad gwledig. Mae cynefinoedd glannau afonydd a gwlyptiroedd wedi cael eu diraddio a'u colli trwy ddraeniad tir, datblygiad ar y gorlifdiroedd, effeithiau amaethyddol, a lledaeniad rhywogaethau planhigion estron ymwithiol, yn enwedig Llysiau'r Dial.

Gwastraff

Mae tua 5 miliwn tonnell o wastraff rheoledig yn cael ei waredu mewn safleoedd claddu gwastraff yng Nghymru. O'r gwastraff sydd heb ei reoli, cynhyrchir 4 miliwn tonnell o wastraff amaethyddol, a 5.5 miliwn tonnell o wastraff mwyngloddiau a chwareli yng Nghymru bob blwyddyn. Mae safleoedd claddu gwastraff yn newid tirluniau ac yn cynhyrchu arogleuon, llwch a swm. Mae gwastraff a waredir, a sbwriel a gaiff ei dipio heb drwydded yn anharddu'r tirlun.

Cynefinoedd a Bywyd Gwyllt

Mewn sawl ardal mae'r tirlun wedi cael ei niweidio ac yn dal i fod dan fygythiad gan newidiadau amaethyddol megis cael gwared ffiniau caeau traddodiadol, gwella glaswelltiroedd ar raddfa fawr a gorbori ecolegol gan ddefaid sy'n niweidio cynefinoedd bywyd gwyllt. Mae llawer o gorsydd wedi cael eu diraddio, yn enwedig gorgorsydd de a chanolbarth Cymru. Mae cyflwr coetiroedd yn aml yn anffafriol oherwydd gorburi gan stoc domestig neu geirw gwyllt, a phla o rododendron trwchus. Mae llawer o gynefinoedd arfordirol yn cael eu diraddio oherwydd pwysau datblygiad a hamdden, ac mewn rhai achosion (e.e. twyni tywod) oherwydd nad oes anifeiliaid yn pori arnynt. Ymysg colledion nodedig bioamrywiaeth y mae'r canlynol:

- Dirywiad mawr iawn yn niferoedd yr adar tir fferm megis y cornicyll, sydd wedi dir ywio 73% yn yr 11 mlynedd diwethaf.
- O fewn pymtheng mlynedd hanerwyd poblogaeth y grugiar ddu, ac mae eu tiriogaeth wedi crebachu.
- Mae'r dur tur a rhegen yryd i bob pwrpas wedi darfu yng Nghymru.
- Mae bras yryd bellach wedi'u cyfyngu i tua 15 pr yn ardal yr afon Dyfrdwy.

- Mae adar y bwn wedi darfod fel rhywogaeth bridio.
- Mae'r dyfrgwn wedi dirywio (ond yn ailsefydlu eu hunain).
- Mae'r wiwer goch wedi eu cyfyngu i ddwy ardal o bosibl yng Nghymru (roeddynt i'w gweld yn eang ar un adeg).
- Mae'r ysgyfarnog brown wedi dirywio.
- Mae nifer o rywogaethau ieir fach yr haf wedi dirywio (e.e. y frith berlog a brith y gors)
- Mae nifer o blanhigion hefyd wedi eu colli neu mewn perygl
- Mae creaduriaid di-asgwrn-cefn fel y gardwenynen a'r pr yfed cacwn (ill dau yn rhywogaethau a dynodwyd yn rhai blaenoriaeth yn y Cynllun Gweithredu Bioamrywiaeth) mewn perygl.

Strategaeth Amgylcheddol

Yma nodir yr ymatebion priodol i'r materion a amlygwyd yn yr adran ar statws amgylcheddol cyfredol Cymru. Maent wedi eu seilio ar "Amgylchedd Gweithredol i Gymru" a gynhyrchwyd gan Asiantaeth yr Amgylchedd Cymru ac "Amgylchedd Byw i Gymru" a gynhyrchwyd ar y cyd gan Gomisiwn Cefn Gwlad Cymru a'r Comisiwn Coedwigaeth. Nodwyd naw amcan allweddol:

Arbed ynni trwy ddatblygu strategaeth ynni cynaliadwy

- Gwellu ansawdd aer trefol a gwledig
- Gwrthweithio newid yn yr hinsawdd
- Hyrwyddo'r defnydd o adnoddau ynni adnewyddadwy

Hyrwyddo trafnidiaeth integredig

- Gwellu ansawdd aer trefol a gwledig
- Gwrthweithio newid yn yr hinsawdd
- Diwallu anghenion cymdeithasol ac economaidd
- Osgoi effeithiau niweidiol mwy o gynlluniau ffyrdd mawr.

Hyrwyddo defnydd effeithiol o adnoddau naturiol

- Lleihau gwastraff trwy ddefnyddio llai ac aildefnyddio ac ailgylchu deunyddiau
- Defnyddio llai o ddwr a thrwy hynny osgoi effeithiau niweidiol tynnu mwy o ddwr a chynlluniau cyflenwi ddwr newydd
- Sicrhau bod y stoc pysgod yn cael ei gadw ar lefelau ble y gall ei gynnal ei hun trwy reoli'r modd y caiff ei ecsbloetio

Cefnogi defnydd tir cynaliadwy

- Amddiffyn safleoedd heb eu datblygu
- Cefnogi datblygiadau ar dir a ddatblygwyd yn y gorffennol

- Annog pobl i beidio datblygu ar y gorlifdiroedd, gan fod hynny'n gwaethygu problemau llifogydd
- Mabwysiadu arferion amaethyddol a choedwigaeth da er mwyn delio phroblemau presennol (ee llygredd gan gemegau dipio defaid, ewtoffeiddio, er ydiad pridd a difrod i'r llystyfiant oherwydd gorbori)
- Ymgorffori systemau draenio cynaliadwy er mwyn atal llygredd o ddwr ffo wyneb o ardaloedd trefol a diwydiannol

Amddiffyn ac ehangu bioamrywiaeth

- Lefel uchel o amddiffyn ar gyfer ardaloedd cadwraeth dynodedig
- Gwellu cynefinoedd a ddiraddiwyd
- Gwarchod rhywogaethau a chynefinoedd pwysig

Hyrwyddo addysg amgylcheddol, cyfraniad cymunedol a chynlluniau partneriaeth

- Gwellu dealltwriaeth y cyhoedd o faterion amgylcheddol a hyrwyddo ymdeimlad cymdeithas o werth yr amgylchedd
- Sefydlu consensws eang ar ddulliau rheoli amgylcheddol trwy geisio barn y cyhoedd, grwpiau arbenigol a rhai sydd diddordeb.

Datblygu rhaglenni monitro er mwyn sefydlu cysylltiadau rhwng ansawdd amgylcheddol a iechyd cymunedol

- Ymdrin bylchau mewn gwybodaeth trwy dargedu gwaith monitro ar sail peryglon i'r amgylchedd a iechyd dynol

Gwellu isadeiledd er mwyn cefnogi datblygiad cynaliadwy ac amddiffyn cymunedau sydd dan fygythiad

- Trin gollyngiadau o hen fwyngloddiau
- Gwellu safon Gorlifau Carthffos Cyfun
- Gwellu ansawdd gollyngiadau penodol er mwyn gwella rhai dyfroedd arfordirol a darnau o afonydd
- Cynnal a gwella amddiffynfeydd rhag llifogydd.

Cwblhau'r gwaith o ddadwneud y difrod amgylcheddol a achoswyd gan ddiwydiannau'r gorffennol

Adfer gweddill y tir llygredig a diffaith

Gwerthusiad o Effaith Amgylcheddol Rhaglen Amcan 1 ar gyfer y Gorllewin a'r Cymoedd

Bydd y trefniadau asesu amgylcheddol a ddefnyddir gyda phrosiectau o fewn rhaglen Amcan 1 yn ffurfio Arfarniad Amgylcheddol Strategol. Bydd hwn yn gweithio fel cymorth i gynllunwyr a'r rhai sy'n gwneud penderfyniadau, gan ddarparu gwybodaeth amgylcheddol berthnasol iddynt ynghylch goblygiadau cadarnhaol a negyddol cynlluniau a rhaglenni. Bwriedir i bob cam o'r Arfarniad ei gwneud yn haws i integreiddio amcanion economaidd, cymdeithasol ac amgylcheddol.

Cam yr Arfarniad Disgrifiad Amgylcheddol Strategol

1. Asesu'r sefyllfa Clustnodi a chyflwyno gwybodaeth ar gyflwr yr Amgylchedd ac adnoddau naturiol y rhanbarth, ac ar y

amgylcheddol - datblygu safon sylfaenol	rhyngweithio cadarnhaol a negyddol rhwng y rhain a'r prif sectorau datblygiad sy'n cael eu cyllido trwy'r cronfeydd strwythurol
2. Amcanion, targedau a blaenoriaethau	Clustnodi amcanion, targedau a blaenoriaethau amgylcheddol a datblygiad cynaliadwy y dylai'r aelod-wladwriaethau eu cyflawni trwy gynlluniau a rhaglenni datblygu a ariannwyd gan y cronfeydd strwythurol
3. Cynnig datblygiad drafft (cynllun/rhaglen) a chlustnodi dewisiadau eraill	Sicrhau bod blaenoriaethau ac amcanion amgylcheddol yn cael eu hintegreiddio'n llawn yn y rhaglen neu'r cynllun drafft sy'n diffinio amcanion a blaenoriaethau datblygiad ar gyfer y rhanbarthau sy'n derbyn cymorth, y mathau o gynlluniau y gellid eu hariannu, y prif ddulliau eraill o gyflawni amcanion datblygu rhanbarth, a chynllun ariannol
4. Asesiad amgylcheddol o'r cynnig drafft	Asesu goblygiadau amgylcheddol y blaenoriaethau datblygu o fewn cynlluniau neu raglenni a graddau'r integreiddio amgylcheddol o fewn eu hamcanion, targedau, blaenoriaethau a dangosyddion. Archwilio i ba raddau y mae'r strategaeth a nodwyd yn y ddogfen yn cyfrannu at ddatblygiad cynaliadwy yn y rhanbarth, neu'n ei rwystro. Adolygu'r ddogfen ddrafft yn nhermau'r modd y mae'n cydymffurfio 'r ddeddfwriaeth a'r polisiau rhanbarthol, cenedlaethol ac Ewropeaidd perthnasol.
5. Dangosyddion amgylcheddol	Clustnodi dangosyddion datblygiad cynaliadwy ac amgylcheddol gyda'r bwriad o fesur a symleiddio gwybodaeth mewn modd sy'n cynorthwyo'r cyhoedd a'r rhai sy'n gwneud penderfyniadau i ddeall yn well y rhyngweithiad rhwng yr amgylchedd a materion sectoraidd allweddol. Fe'u bwriadwyd i ddefnyddio gwybodaeth wedi'i mesur er mwyn helpu i glustnodi ac egluro newidiadau tros amser.
6. Integreiddio canlyniadau'r asesiad i'r penderfyniad terfynol ar y cynlluniau a'r rhaglenni	Cynorthwyo i ddatblygu fersiwn derfynol y cynllun neu'r rhaglen, gan gymryd casgliadau'r gwerthusiad i ystyriaeth.

Rhoddir manylion y dangosyddion amgylcheddol a ddefnyddir isod

Dangosydd Ffynhonnell Cyswllt 'r Strategaeth Ewropeaidd

Cyfarwydddeb berthnasol y Comisiwn

(Dylid llenwi'r tabl uchod 'r dangosyddion priodol o'r Cyfrifiadau Cynaliadwyedd [12 prif ddangosydd, 140 dangosydd newydd a 39 o ddangosyddion yr Asiantaeth. Ystyriwch hefyd y rhai hynny a restrir yn adroddiad ECOTEC)

Nod cyffredinol yr Arfarniad Amgylcheddol Strategol yw mesur i ba raddau y mae'r mesurau a awgrymwyd yn y rhaglen yn cwrdd ag amcanion y Strategaeth Amgylcheddol. Dylid ei ddefnyddio i lywio'r rhaglen mewn cyfeiriad cadarnhaol yn nhermau ei effeithiau ar yr amgylchedd. Dylai fod yno fudd cyffredinol amlwg.

Dulliau Monitro a Gwerthuso Amgylcheddol

Bydd yr awdurdodau priodol a nodir yn Adran 2.5.5 yn cwblhau'r gwaith monitro a gwerthuso amgylcheddol ar gyfer y Gorllewin a'r Cymoedd. Caiff canlyniadau amgylcheddol y rhaglen eu monitro yn erbyn data sylfaenol sy'n briodol i bob blaenoriaeth a mesur. Nodir y dangosyddion amgylcheddol a fydd ar gael ym 1999 yn Adran 2.5.3.

Fframwaith Cyfreithiol a Gweinyddol

Dirprwyir swyddogaethau monitro a gwarchod yr amgylchedd yng Nghymru i Asiantaeth yr Amgylchedd Cymru, Cyngor Cefn Gwlad Cymru ac awdurdodau lleol. Cyfrifoldeb y Comisiwn Coedwigaeth yw coetiroedd.

Prif nod Asiantaeth yr Amgylchedd Cymru yw amddiffyn a hybu'r amgylchedd cyfan, er mwyn cyflawni'r nod o ddatblygu

cynaliadwy. Mae ei swyddogaethau'n ymdrin rheoli a rheoleiddio gwastraff, tir wedi'i lygru, prosesau diwydiannol a rheoli'r amgylchedd dwr (ansawdd dwr, adnoddau dwr, amddiffyn rhag llifogydd, pysgodfeydd dwr croyw, cadwraeth, hamdden a mordwyo). Mae'r Asiantaeth yn datblygu strategaethau a chynlluniau gweithredu integredig ar gyfer y swyddogaethau hyn gan sicrhau y cynhelir gwaith adrodd a monitro rheolaidd. Cyflawnir y cyfrifoldebau hyn ar lefel leol trwy'r Cynlluniau Lleol Asiantaeth yr Amgylchedd (CLIAA), a thrwy weithio mewn partneriaeth chyrff eraill. Mae'r Asiantaeth hefyd yn ceisio cefnogi a chynghori ar leihau gwastraff. Mae cyfrifoldebau Asiantaeth yr Amgylchedd Cymru fel ymgynghorydd statudol yn cynnwys asesïadau a datganiadau effaith statudol, pob cynllun datblygu sy'n cynnwys mwynau a gwastraff, cynlluniau rheoli ansawdd aer, rhai mathau penodol o ddatblygiad a cheisiadau cynllunio.

Cyngor Cefn Gwlad Cymru (CCGC) yw awdurdod cadwraeth bywyd gwyllt cenedlaethol Cymru. Mae'n rhoi cyngor i'r Llywodraeth ar ystod eang o faterion sy'n effeithio ar gefn gwlad. Mae'r rhain yn cynnwys bygythiadau i'r amgylchedd, effaith datblygiadau a newidiadau mewn defnydd tir, ariannu awdurdodau'r Parciau Cenedlaethol, materion rhyngwladol a deddfwriaeth newydd. Mae CCGC yn cynghori ar ddatgan Gwarchodfeydd Natur y Mr, tir i'w amddiffyn o dan Gyfarwyddbau'r Comisiwn Ewropeaidd a thir a ddynodwyd gan awdurdodau lleol fel Arfordiroedd Treftadaeth a Gwarchodfeydd Natur Lleol. Fe all CCGC hefyd ddynodi sawl categori o dir er mwyn amddiffyn a gwarchod ei fywyd gwyllt neu ei dirlun. Mae'r rhain yn cynnwys Gwarchodfeydd Natur Cenedlaethol a Safleoedd o Ddiddordeb Gwyddonol Arbennig yn ogystal Pharciau Cenedlaethol ac Ardaloedd o Harddwch Naturiol Eithriadol (y mae'n rhaid eu cadarnhau gan Gynulliad Cenedlaethol Cymru). Mae CCGC hefyd yn cyhoeddi trwyddedau ar gyfer gweithgareddau a all darfu ar r ywogaethau sydd wedi eu hamddiffyn gan ddeddfwriaeth, ac yn rheoli Gwarchodfeydd Natur Cenedlaethol a chynorthwyo tîrfeddianwyr i gynnal gwerth Safleoedd o Ddiddordeb Gwyddonol Arbennig sydd mewn perchnogaeth breifat. Mae CCGC yn cynnal ymchwil biolegol a daearegol er mwyn monitro newid, neu ymyrr yd er lles yr amgylchedd. Bydd gwaith ymyrr yd yn aml yn digwydd trwy drefniadau partneriaeth gydag awdurdodau lleol, neu'r gymuned ffermio, er enghraifft cynlluniau amaeth-amgylcheddol Tir Cymen a Thir Gofal a'r Cynllun Adfer Gwrychoedd.

Mae gan awdurdodau lleol gyfrifoldebau statudol sy'n gysylltiedig llygredd aer lleol, casglu a gwaredu sbwriel a monitro ansawdd dwr yfed. Maent hefyd, ar y cyd 'r Parciau Cenedlaethol yn gweithredu swyddogaeth cynllunio statudol bwysig ac mae ganddynt hefyd gyfrifoldebau dros reoli traffig yn lleol. Mae'n ofynnol iddynt adnabod ac adfer tir a lygrwyd, ac mae ganddynt r l allweddol wrth hyrwyddo cynlluniau datblygu cynaliadwy lleol trwy Agenda 21. Yn ychwanegol, fe anogir awdurdodau lleol i hyrwyddo'r arfer o leihau ac ailgylchu gwastraff.

Y Comisiwn Coedwigaeth yw Adran y Llywodraeth sy'n gyfrifol am gynghori gweinidogion ar bolisi coedwigaeth ac am weithredu'r polisi hwnnw. Ei brif nod yw "amddiffyn ac ehangu coedwigoedd a choetiroedd a chynyddu eu gwerth i gymdeithas a'r amgylchedd". Mae'n cynghori ynghylch polisïau coedwigaeth ac yn gweithredu polisïau'r llywodraeth trwy ei gynlluniau grant, swyddogaethau rheoleiddio ac ymchwil, a thrwy reoli'r ystd coedwigoedd cenedlaethol. Mae fforestydd a choetiroedd yn cyfrif am ryw 13% o arwynebedd tir Cymru, gydag oddeutu hanner hwn yn cael ei reoli gan asiantaeth y Comisiwn Coedwigaeth, Menter Coedwigaeth. Mae'n gosod y safonau ar gyfer rheoli coedwigoedd mewn ffordd gynaliadwy ac yn darparu cyngor ac arweiniad ar reoli'r amgylchedd coedwigaeth. Trwy ei gymorth grant mae'n cefnogi gwaith plannu newydd a dulliau cynaliadwy o reoli coedwigoedd presennol. Mae'n cefnogi ystod eang o gynlluniau coedwigaeth er mwyn cynyddu'r budd a geir o goedwigoedd mewn perchnogaeth breifat a chyhoeddus.

Yn ychwanegol, mae rhai cyrff gwirfoddol yn cyflawni amrywiaeth o rolau gweinyddol yng nghyswllt yr amgylchedd.

Atodiad 2 - Arfarniad Amgylcheddol Cychwynnol Ex Ante

Ar Gyfer yr Ymgynghoriad

"Golwg ymlaen" fydd yr arfarniad cychwynnol a fydd yn cynnwys matrices o Fesurau'r Rhaglen yn erbyn meini prawf cynaliadwyedd, ynghyd sylwadau ar y prif bwyntiau a nodwyd yn y matrices. Y meini prawf cynaliadwyedd fydd y rhai a nodwyd yn yr adroddiad a gynhyrchwyd ar gyfer y Comisiwn Ewropeaidd DGX1 (Environment Nuclear Safety and Protection) a oedd yn dwyn y teitl "A Handbook on Environmental Assessment of Regional Development Plans and EU Structural Funds Programmes" (Awst 1998). Mae cysylltiad rhwng y meini prawf cynaliadwyedd a naw phrif amcan y strategaeth amgylcheddol a gyflwynir o fewn y ddogfen hon.

Byddwn, yn enwedig, yn croesawu sylwadau ar

- **ddatblygu cysylltiadau rhwng y meini prawf cynaliadwyedd hyn ac amcanion cymdeithasol, amgylcheddol ac economaidd y ddogfen hon. Ai'r rhain yw'r meini prawf cynaliadwyedd mwyaf priodol?**
- **effeithiau disgwylidig Mesurau unigol a'r adran "Cyfraniad y Rhaglen i Gynaliadwyedd".**

Yr effeithiau a nodir yn y matrices yw'r rhai sy'n debygol o ddeillio o bob mesur, ar l rhoi pwysau ar brojectau unigol. Mae'n amlwg bod hyn yn ystyriaeth lefel uchel a bydd potensial projectau unigol posibl o ran cynaliadwyedd amgylcheddol yn amrywio. Bydd yn rhaid gwneud pob ymdrech i ddylanwadu ar brojectau er mwyn sicrhau eu bod yn amgylcheddol gynaliadwy o fewn cyfyngiadau'r cynnig. Ni ddylid gadael i brojectau amgylcheddol anghynaliadwy barhau ar l y broses asesu er byddai'n rhaid seilio pob penderfyniad ar ystyriaethau eang (hy nid rhai ariannol yn unig) a chost effeithiol.

Ategir y matrices a'r sylwadau gan y canlynol:-

1. Asesiad ar wahn gan ddefnyddio set safonol o feini prawf sy'n mesur yr effaith ar yr amgylchedd, ac sy'n ystyried a yw'r mesurau arfaethedig yn cyd-fynd deddfwriaeth amgylcheddol (**gweler isod - angen ychwanegu darn esboniadol**).
2. Asesu sut bydd y rhaglen yn cyfrannu at gynaliadwyedd (**gweler isod - caiff hyn ei ddatblygu ymhellach yn y dyfodol**).

Dyma'r prif bwyntiau sy'n codi o ystyried y matrices mesurau yn erbyn y meini prawf cynaliadwyedd:-

ADRAN 1

DATBLYGU BUSNES A MENTER

Mesur 1 : Cefnogaeth ariannol i sefydlu mentrau newydd a datblygu busnesau sy'n bod eisoes

Bydd sefydlu mentrau newydd a datblygu busnesau presennol yn debygol o ddefnyddio adnoddau nad ydynt yn adnewyddadwy a bydd hyn yn cael effaith negyddol ar yr amgylchedd. Er hynny, yn l nifer o'r meini prawf cynaliadwyedd gallai'r mesur hwn arwain naill ai at effeithiau cadarnhaol neu negyddol ac, wrth asesu'r project, bydd yn rhaid sicrhau y rhoddir y cymorth i'r busnes mwyaf cynaliadwy a bod y projectau yn bwrw ymlaen phob dull posibl i leihau effeithiau gwael ar yr amgylchedd. Bydd modd dileu rhai o effeithiau negyddol y mesur hwn os caiff Adran 2 Mesur 1 (Mynediad a Thrafnidiaeth) ei gweithredu'n llwyddiannus.

Mesur 2 : Cefnogaeth i annog a datblygu mentergarwch

Nid yw'r mesur hwn yn berthnasol iawn i gynaliadwyedd amgylcheddol, er efallai bod lle i sicrhau bod entrepreneuriaid yn ymwybodol o bwysigrwydd materion amgylcheddol a'r manteision a ddaw yn sgl cynnwys y cyhoedd yn y broses o wneud penderfyniadau ynglyn datblygu. Mae modd hefyd datblygu mentergarwch mewn diwydiannau amgylcheddol ac mewn busnesau sy'n gyfeillgar i'r amgylchedd o dan y mesur hwn.

Mesur 3 : Cefnogaeth i annog a datblygu Arloesedd ac Ymchwil a Datblygiad

Mae gwir botensial i'r mesur hwn sicrhau y rhoddir sylw i gynaliadwyedd amgylcheddol yn y dulliau blaengar a'r Ymchwil a Datblygiad y mae'r mesurau hyn yn eu hyrwyddo a'u bod hefyd yn ystyried syniadau a fydd er lles yr amgylchedd. Gallai'r mesur gael effaith gadarnhaol neu negyddol ar fywyd gwyllt, cynefinoedd a thirluniau a chynnal a gwella adnoddau hanesyddol a diwylliannol.

Mesur 4 : Gwella lefelau sgiliau o fewn busnesau

Gallai'r mesur hwn gyfrannu at gynaliadwyedd amgylcheddol os gwneir ymdrech i sicrhau bod y sgiliau yn cynnwys ymgyswrtu Systemau Rheoli Amgylcheddol a mecanweithiau eraill ar gyfer gwella perfformiad diwydiannau mewn perthynas 'r amgylchedd.

Mesur 5 : Cefnogaeth i greu a datblygu cyfleoedd busnes yn yr economi gymdeithasol

Ni fydd y mesur hwn yn cael effaith uniongyrchol ar gynaliadwyedd amgylcheddol, ond efallai y bydd modd cymryd camau a fydd er lles yr amgylchedd o fewn y mesur, er enghraifft drwy gyfrwng cyfleoedd addysgol.

Mesur 6 : Cefnogaeth i'r Gymdeithas Wybodaeth

Bydd rhoi cymorth i'r Gymdeithas Wybodaeth yn fanteisiol i gynaliadwyedd amgylcheddol rhaglen Amcan 1 mewn amryw ffyrdd ac yn fodd i wrthbwysio rhai o'r mesurau yn yr Adran Ddatblygu Busnes a allai gael effaith negyddol net ar yr amgylchedd.

Mesur 7 : Datblygu Sectorau Twf Allweddol

Dylai'r mesur hwn ddarparu nifer o gyfleoedd cadarnhaol i hybu'r amgylchedd, er enghraifft, drwy gysylltu gweithredoedd cynaliadwy 'r diwydiannau diwylliannol. Un sector twf pwysig yn yr ardal Amcan 1 yw twristiaeth. Mae'n anrheg bod twristiaeth yn cael rhai effeithiau negyddol ar yr amgylchedd, drwy gynyddu'r defnydd o geir, cynhyrchu gwastraff ac ati. Er hynny, mae cyfle i addysgu twristiaid mewn dulliau cynaliadwy ac i ddwyn perswdd ar bobl i warchod yr amgylchedd y maent wedi dod i'w fwynhau, sy'n sicrhau peth cydbwysedd o ran cynaliadwyedd amgylcheddol.

ADRAN 2

DATBLYGU AMGYLCHEDD CYSTADLEUOL

Mesur 1 : Hygyrchedd a Thrafnidiaeth

Gall y mesur hwn fod o les i'r amgylchedd mewn sawl ffordd cyhyd ag y rhoddir pwysau ar y projectau a gynorthwyir i ofalu eu bod yn gweithredu atebion i drafnidiaeth cyhoeddus intergredig ac yn annog pobl i beidio defnyddio ceir preifat. Dylid cyfuno'r Cynlluniau Trafnidiaeth Gwyrdd gyda'r atebion a gefnogir er mwyn gofalu bod cymudwyr yn cael system y byddant yn ei ddefnyddio. Dylid defnyddio Arfarniadau Amgylcheddol Strategol (AAS) wrth ystyried y dewis.

Mesur 2 : Isadeiledd Ynni

Bydd yn rhaid gweithredu'r mesur hwn yn ofalus er mwyn sicrhau y bydd yr isadeiledd ynni a all ddeillio o'r mesur yn defnyddio'r opsiynau ynni sydd fwyaf amgylcheddol gynaliadwy, dylai hyn gynnwys AAS. Daw'r prif fanteision yn sgl defnyddio offer glanach a mwy effeithlon yn lle technoleg hen a brwnt, ynghyd chyfle i ddefnyddio'r dechnoleg rheoli

llygredd mwyaf modern.

Mesur 3 : Isadeiledd Rheolaeth Amgylcheddol

Mae gan y mesur hwn rîl ganolog i'w chwarae o fewn Rhaglen Amcan 1 yn ei chyfanrwydd, drwy sicrhau bod arbenigedd a thechnegau ar gael i bawb a thrwy sicrhau y caiff pob penderfyniad ei wneud gyda gwybodaeth lawn o'i oblygiadau o ran cynaliadwyedd amgylcheddol. Dylai hyn sicrhau cydbwysedd rhwng cynaliadwyedd economaidd, cymdeithasol ac amgylcheddol.

Mesur 4 : Telegyfathrebu

Mae gan y mesur hwn y potensial i wella manteision amgylcheddol pob mesur arall drwy leihau'r angen i deithio e.e fideogynadledda.

Mesur 5 : Darparu safleoedd ac adeiladau

Gallai'r mesur hwn gael effaith negyddol net oni weithredir mecanweithiau sy'n ei gwneud yn angenrheidiol i ddefnyddio safleoedd 'cae brown', lle bynnag y bo modd ac yr anogir pobl yn daer i beidio defnyddio tir "cae gwyrdd". Yn yr ardal Amcan 1, ceir nifer o leoliadau y gellid eu hailddefnyddio er lles y gymdeithas. Ni ddylid croesawu datblygu ar 'gaeau gwyrdd' a dylid cefnogi datblygu ar gaeau brown fel ffordd o sicrhau manteision economaidd a chymdeithasol.

ADRAN 3

ADFYWIO CYMUNEDAU

Mesur 1 : Partneriaeth a chyfranogiad Cymunedol

Dylai'r mesur hwn gael effaith gadarnhaol gan ei fod yn debygol y bydd cymunedau er yfach yn gofalu mwy am yr amgylchedd o fod yn berchen arno. Er hynny, mae'n bwysig rhoi mecanweithiau ar waith a fydd yn sicrhau y bydd y projectau a ariennir gan y mesur hwn yn rhoi ystyriaeth i gynaliadwyedd amgylcheddol ac yn cymryd cyfleoedd i warchod yr amgylchedd.

Mesur 2 : Mentrau a arweinir gan y Gymuned

Gallai'r mesur hwn gael effaith gadarnhaol net ar yr amgylchedd cyhyd ag y rhoddir pwysau ar brojectau i gynnal y cydbwysedd cywir rhwng cynaliadwyedd economaidd, cymdeithasol ac amgylcheddol.

Mesur 3 : Llwybrau i gymdeithas gynhwysol

Dylai gwella cynwysiant cymdeithasol gynyddu'r nifer o bobl yn y gymdeithas sy'n gwneud penderfyniadau er lles y gymdeithas ac felly mae'n debygol y bydd y mesur hwn yn llesol.

ADRAN 4

HYRWYDDO ADDASRWYDD I WEITHIO A DATBLYGU
CYMDEITHAS DDYSGU

Mesur 1 : Hwyluso mynediad menywod i'r farchnad lafur.

Gallai'r mesur hwn gael effaith negyddol net ee. trwy gynyddu effeithiau teithio. Bydd lefelau cyflogaeth uwch yn arwain at effeithiau trymach ar yr amgylchedd, oni ceir mesurau eraill sy'n lliniaru'r effeithiau hynny, e.e dulliau trafnidiaeth mwy cynaliadwy.

Mesur 2 : Hyrwyddo addasrwydd i weithio

Mae'n bosib y gallai'r mesur hwn gael effaith negyddol net ee cynyddu effeithiau teithio. Fodd bynnag, dylai mwy o gynhwysiant cymdeithasol gynyddu'r gyfran yn y gymdeithas sy'n gallu gwneud penderfyniadau amgylcheddol cyfrifol ac mae'n debyg y caiff y mesur hwn effaith lesol cyn belled bod mesurau Blaenoriaeth 2 yn cael eu darparu mewn ffordd amgylcheddol-gynaliadwy.

Mesur 3 : Ehangu'r cyfleoedd dysgu

Mae gwir botensial i'r mesur hwn ddod gwelliannau pwysig o ran cynaliadwyedd amgylcheddol yn y tymor hir cyn belled bod y prif negeseuon yn cael eu hymgorffori yn yr holl hyfforddiant a ddarperir i newid agweddau pobl fel ein bod yn ymdrin 'r amgylchedd mewn ffordd fwy cyfrifol.

Mesur 4 : Datblygu'r gallu i addasu a sgiliau ar gyfer bwy a gweithio

Mae gan y mesur hwn botensial i roi hwb i gynaliadwyedd amgylcheddol cyn belled bod y sgiliau a hyrwyddir yn cynnwys dinasyddiaeth fydeang gyfrifol.

ADRAN 5

**DATBLYGU GWLEDIG A'R DEFNYDD CYNALIADWY O
ADNODDAU NATURIOL**

Mesur 1 : Rheoli newidiadau amaethyddol

Os gofelir bod egwyddorion amgylcheddol yn cael eu hymgorffori, yna gallai'r mesur hwn ddod lles amgylcheddol net. Rhaid gofalu nad oes gwrthdaro rhwng amaethyddiaeth a chadwraeth a rhaid rhoi ystyriaeth i hyn wrth gloriannu projectau ar gyfer eu cymeradwyo.

Mesur 2 : Datblygu coedwigaeth a choetiroedd

Rhaid bod yn ofalus gyda'r mesur hwn er mwyn sicrhau bod y penderfyniadau a wneir yn dod manteision yn y tymor hir yn ogystal 'r tymor byrrach. Rhaid i bob project a noddir sicrhau arferion rheoli coedwigoedd cynaliadwy. Lle argymhellir coedwigoedd uncnwd, rhaid gofalu na fyddant yn niweidio'r amgylchedd ee trwy ddwysu effeithiau 'galw asid'. Dylai'r mesur gynnwys plannu mwy o elltydd llydan-ddail a fydd yn dod manteision hamddena a bioamrywiaeth. Bydd cyfyngu ar wastraff hefyd yn elfen bwysig o brojectau a noddir o dan y mesur hwn.

Mesur 3 : Atgyfnerthu Cymunedau Cefn Gwlad

Mae gan y mesur hwn botensial i gael effaith lesol net ar yr amgylchedd cyn belled bod y projectau yn cymryd egwyddorion cynaliadwyedd amgylcheddol i ystyriaeth.

Mesur 4 : Rheoli cefn gwlad

Dylai'r mesur hwn ddod llawer o fanteision yn ei sgil i'r amgylchedd er rhaid wrth ofal mawr lle ceir posibilrwydd o wrthdaro rhwng y gwahanol elfennau a reolir.

Adran 1 Datblygu Busnes a Menter

Mesur/Meini	1	2	3	4	5	6	7
Prawf							

	Cymorth Ariannol	Mentergarwch	Dyfeisgarwch ac Ymchwil a Datblygu	Sgiliau a Busnes	Economi Gymdeithasol	Y Gymdeithas Wybodaeth	Sectorau Twf Allweddol
1 Defnyddio llai o adnoddau nad ydnt yn adnewyddadwy	-	AMH	+	+	+	+	+/-
2 Defnyddio adnoddau adnewyddadwy ar gyfer adfywio	+/-	AMH	+	+	+	+	+/-
3 Defnyddio a rheoli sylweddau a gwastraff peryglus/ sy'n llygru er lles yr amgylchedd	+/-	AMH	+	+	AMH	+	AMH
4 Gwarchod a chyfoethogi Statws Bywyd Gwyllt, Cynefinoedd a Thirluniau	+/-	AMH	+/-	+	AMH	+	+/-
5 Cynnal a gwella adnoddau pridd a dwr	+/-	AMH	AMH	+	AMH	AMH	+/-
6 Cynnal a gwella adnoddau hanesyddol a Diwylliannol	+/-	AMH	+/-	+	AMH	+	+/-
7 Cynnal a gwella Ansawdd yr Amgylchedd Lleol	-	AMH	+	+/-	+/-	+	+/-
8 Gwarchod yr atmosffer Bydol a Rhanbarthol	-	AMH	+	+	+/-	+	+/-
9 Datblygu Ymwybyddiaeth o'r Amgylchedd, Addsyg a Hyfforddiant	AMH	+/-	+	+	+	+	+
10 Annog cyfleoedd i'r cyhoedd gyfrannu at Benderfyniadau	-	+/-	AMH	+	AMH	+	+/-

ynghylch
Datblygu

'-' Effaith negyddol, '+' Effaith gadarnhaol, '+/-' y naill neu'r llall, 'AMH' amherthnasol i'r mesur hwn - mae'r canlyniadau'n debygol os aiff y projectau yn eu blaen yn unol 'r bwriad

Adran 2 Datblygu Amgylchedd Cystadleuol

Mesur/Meini Prawf	1	2	3	4	5
	Hygyrchedd a Thrafnidiaeth	Isadeiledd Ynni	Isadeiledd Rheolaeth Amgylcheddol	Telathrebu	Darparu safleoedd ac adeiladau
1 Defnyddio llai o adnoddau nad ydnt yn adnewyddadwy	+	+	+	+	-
2 Defnyddio adnoddau adnewyddadwy ar gyfer adfywio	+	+/-	+	+	+/-
3 Defnyddio a rheoli sylweddau a gwastraff peryglus/ sy'n llygru er lles yr amgylchedd	+	+	+	+/-	NA
4 Gwarchod a chyfoethogi Statws Bywyd Gwyllt, Cynefinoedd a Thirluniau	+	--	+	-	-
5 Cynnal a gwella adnoddau pridd a dwr	+	+	+	NA	+/-
6 Cynnal a gwella adnoddau hanesyddol a Diwylliannol	+	NA	+	=	NA
7 Cynnal a gwella Ansawdd yr Amgylchedd Lleol	+	+	+	+	-
8 Gwarchod yr atmosffer Bydol a Rhanbarthol	+	+	+	+	-
9 Datblygu Ymwybyddiaeth o'r Amgylchedd, Addsyg a Hyfforddiant	NA	NA	+	NA	NA
10 Annog cyfleoeddi'r cyhoedd gyfrannu at Benderfyniadau ynghylch Datblygu	NA	NA	+	NA	+/-

'-' Effaith negyddol, '+' Effaith gadarnhaol, '+/-' y naill neu'r llall, 'AMH' amherthnasol i'r mesur hwn - mae'r canlyniadau'n debygol os aiff y projectau yn eu blaen yn unol 'r bwriad

Adran 3 Adfywio Cymunedau

Mesur/Meini prawf	1	2	3
	Partneriaeth a	Mentrau a	Llwybrau i gymdeithas

	chyfranogiad	arweinir gan cymunedol	y gymuned gynhwysol
1 Defnyddio llai o adnoddau nad ydnt yn adnewyddadwy	-	-	-
2 Defnyddio adnoddau adnewyddadwy ar gyfer adfywio	+/-	+/-	+/-
3 Defnyddio a rheoli sylweddau a gwastraff peryglus/ syin llygru er lles yr amgylchedd	AMH	AMH	AMH
4 Gwarchod a chyfoethogi Statws Bywyd Gwyllt, Cynefinoedd a Thirluniau	+	+	AMH
5 Cynnal a gwella adnoddau pridd a dwr	AMH	+/-	AMH
6 Cynnal a gwella adnoddau hanesyddol a Diwylliannol	+	+	+
7 Cynnal a gwella Ansawdd yr Amgylchedd Lleol	+	+	+
8 Gwarchod yr atmosffer Bydol a Rhanbarthol	+/-	+/-	+/-
9 Datblygu Ymwybyddiaeth oir Amgylchedd, Addsyg a Hyfforddiant	+	+	+
10 Annog cyfleoeddiir cyhoedd gyfrannu at Benderfyniadau ynghylch Datblygu	+	+	+

'-' Effaith negyddol, '+' Effaith gadarnhaol, '+/-' y naill neu'r llall, 'AMH' amherthnasol i'r mesur hwn - mae'r canlyniadau'n debygol os aiff y projectau yn eu blaen yn unol i'r bwriad

Adran 4 Hyrwyddo addasrwydd i weithio a datblygu

Mesur/Meini prawf	1	2	3	4
	Hwyluso mynediad	Hyrwyddo addasrwydd	Ehangur cyfleoedd i ddysgu	Datblygur gallu i addasu a sgiliau ar gyfer byw a gweithio
1 Defnyddio llai o adnoddau nad ydnt yn adnewyddadwy	-	-	+	+/-
2 Defnyddio adnoddau adnewyddadwy ar gyfer adfywio	-	+/-	+	+/-
3 Defnyddio a rheoli sylweddau a gwastraff peryglus/ syn llygru er lles yr amgylchedd	AMH	AMH	+	+
4 Gwarchod a chyfoethogi Statws Bywyd Gwyllt, Cynefinoedd a Thirluniau	-	AMH	+	+/-
5 Cynnal a gwella adnoddau pridd a dwr	AMH	AMH	+	+
6 Cynnal a gwella adnoddau hanesyddol a Diwylliannol	AMH	AMH	+	+

7 Cynnal a gwella Ansawdd yr Amgylchedd Lleol	-	+	+	+/-
8 Gwarchod yr atmosffer Bydol a Rhanbarthol	-	+/-	+	+/-
9 Datblygu Ymwybyddiaeth or Amgylchedd, Addsyg a Hyfforddiant	+	+	++	+
10 Annog cyfleoeddir cyhoedd gyfrannu at Benderfyniadau ynghylch Datblygu	AMH	+	+	+

'-' Effaith negyddol, '+' Effaith gadarnhaol, '+/-' y naill neu'r llall, 'AMH' amherthnasol i'r mesur hwn - mae'r canlyniadau'n debygol os aiff y projectau yn eu blaen yn unol 'r bwriad

Adran 5 Datblygu Cefn a'r Defnydd Cynaliadwy o

Mesur/Meini prawf	1	2	3	4
	Newidiadau Amaethyddol	Coedwigaeth a Choetiroedd	Atgyfnerthu cymunedau cefn gwlad	Rheoli cefn gwlad
1 Defnyddio llai o adnoddau nad ydnt yn adnewyddadwy	AMH	+	AMH	+
2 Defnyddio adnoddau adnewyddadwy ar gyfer adfywio	AMH	+	AMH	+
3 Defnyddio a rheoli sylweddau a gwastraff peryglus/ syn llygru er lles yr amgylchedd	+	+/-	AMH	+
4 Gwarchod a chyfoethogi Statws Bywyd Gwyllt, Cynefinoedd a Thirluniau	+	+/-	+/-	+
5 Cynnal a gwella adnoddau pridd a dwr	+	+/-	AMH	+
6 Cynnal a gwella adnoddau hanesyddol a Diwylliannol	+	AMH	+	+
7 Cynnal a gwella Ansawdd yr Amgylchedd Lleol	+	+/-	+/-	+
8 Gwarchod yr atmosffer Bydol a Rhanbarthol	+/-	+	AMH	+/-
9 Datblygu Ymwybyddiaeth or Amgylchedd, Addsyg a Hyfforddiant	AMH	AMH	+	+
10 Annog cyfleoeddir cyhoedd gyfrannu at Benderfyniadau ynghylch Datblygu	AMH	-	+	+

'-' Effaith negyddol, '+' Effaith gadarnhaol, '+/-' y naill neu'r llall, 'AMH' amherthnasol i'r mesur hwn - mae'r canlyniadau'n debygol os aiff y projectau yn eu blaen yn unol 'r bwriad

SUT BYDD Y RHAGLEN YN CYFRANNU AT GYNALIADWYEDD

Gall unrhyw fuddsoddi a wneir gyda'r prif ddiben o gynyddu GDP yn yr ardal gael effaith negyddol ar gynaliadwyedd amgylcheddol oni chaiff ei weithredu'n ofalus. Mae nifer o ffyrdd o sicrhau bod y rhaglen yn taro cydbwysedd rhwng cynaliadwyedd economaidd, cymdeithasol ac amgylcheddol:-

- gellir gwr thbwyso mesurau a allai gael effaith negyddol net gan fesurau llesol. Ceir enghraifft o'r patrwm hwn yn y rhaglen e.e. bydd gwella'r isadeiledd trafnidiaeth yn rhwystro effeithiau amgylcheddol negyddol a allai ddeillio o gynydd mewn teithio o ganlyniad i lefelau uwch o gyflogaeth.
- gellir rhoi mecanweithiau ar waith i berswadio pob cynllun a phroject i gymryd y dewis mwyaf amgylcheddol gynaliadwy o fewn cyfyngiadau'r cynnig. Os bydd posibilrwydd o wrthdaro yn codi rhwng cynaliadwyedd economaidd, cymdeithasol ac amgylcheddol, yna bydd yn rhaid seilio'r penderfyniadau ar wybodaeth gadarn o'r holl opsiynau a'r effeithiau.
- gellir bwrw ymlaen phrojectau sy'n defnyddio offer a thechnegau modern yn lle rhai hen ffasiwn, a fydd yn eu hanfod yn well o ran cynaliadwyedd amgylcheddol. Mae'n debygol y ceir sawl enghraifft o hyn yn y rhaglen e.e. mesurau i wella isadeiledd ynni a mesurau i wella rheoli isadeiledd ar gyfer rheoli'r amgylchedd.
- mae'n rhaid i'r prosesau gweithredu ymgorffori mecanweithiau a fydd yn galluogi pobl i wneud penderfyniadau hyddysg yn ystod pob cam o ddatblygu'r cynllun neu'r project. Bydd hyn yn cynnwys defnyddio technegau priodol ar gyfer ; arfarnu cynaliadwyedd, arfarnu strategaeth amgylcheddol ac arfarnu effeithiau projectau unigol ar yr amgylchedd, yn l y gofyn.

O wneud y penderfyniadau cywir wrth gynllunio'r rhaglen a thrwy gael y projectau i weithredu'r penderfyniadau hynny, dylai'r rhaglen fod o fudd mawr i'r amgylchedd yn y Gorllewin a'r Cymoedd yn y tymor hir yn ogystal 'r tymor byr. Os gwneir y penderfyniadau cywir, bydd y rhaglen hefyd yn cyfrannu'n sylweddol at ddatrys problemau Cenedlaethol a Bydeang, megis newidiadau yn yr hinsawdd.

Dangosyddion Amgylcheddol ar gyfer Rhaglen Amcan 1 y Gorllewin a'r Cymoedd.

Yn l cam 5 o'r Arfarniad o'r Strategaeth Amgylcheddol, mae gofyn nodi dangosyddion ar gyfer datblygu amgylcheddol a chynaliadwy. Ceir dangosyddion dynodol yn nhabl 2.1 er y bydd yn rhaid adolygu a mireinio'r rhain yn y dyfodol. Penderfynwyd y byddai 24 dangosydd yn briodol i bennu effaith rhaglen Amcan 1 y Gorllewin a'r Cymoedd ar yr

amgylchedd ac maent i gyd wedi'u seilio ar wybodaeth a ddylai fod ar gael yn hawdd. Fodd bynnag, dylid gwer thfawrogi ei bod yn annhebygol y bydd tueddiadau'r dangosyddion hyn yn ymwneud mesurau'r rhaglen hon yn unig. Mae'r tabl yn nodi ffynhonnell y data a rhannau'r DRS sy'n berthnasol i bob dangosydd. Yng ngholofn olaf y tabl, nodir Cyfarwydddebau'r UE sy'n bwysig o ran yr amgylchedd ac sy'n berthnasol i'r dangosyddion arfaethedig. Seiliwyd y Dangosyddion ar "Integrating Sustainability: Guidance for Structural Fund Programmes (Ecotec), Dangosyddion Arfaethedig Asiantaeth yr Amgylchedd a 'Methods for Tracking the Environmental Performance of EU Structural Fund Programmes in Wales' (ERM ar Cyngor Cefn Gwlad Cymru).

Tabl A2.1 Dangosyddion Amgylcheddol ar gyfer

Dangosydd	Ffynhonell	Prethynas ag Amcan 1	Cyfarwydddebau UE perthnasol (detholedig)/ Deddfwriaeth y DU
1 Tir Diffaith	DETR/SG	A2M5	EA95
2 Ardal sydd wed'i warchod	CCC	A5M4	Cynefinoedd, Adar
3 Cyflwr yr adnoddau dwr	Cwmnioedd Dwr	A2M3, A2M5	EA 95, WRA 91
4 Statws rhywogaethau allweddol	CCC	A5M4	Cynefinoedd Adar Ffish
5 Cyflawni safonau ansawdd aer	Fforum Ansawdd Aer	A1, M2	Cyfyngiadau Ansawdd Aer IPPC etc.

	Cymru		
6 Cyflawni safonau ansawdd dwr Ewropeaidd	Asiantaeth yr Amgylchedd	A2M3	SWAD, Ymdrochi, SWAD Ffish, DS, Pysgod Cregyn
7 Cyflawni amcanion ecosystemau afonydd	Asiantaeth yr Amgylchedd	A2M3	SWAD, FFish, DS,
8 Asesiad o Ansawdd Cyffredinol Afonydd	Asiantaeth yr Amgylchedd	A2M3	SWAD, Ffish
9 Dull dosbarthu dwr aberoedd	Asiantaeth yr Amgylchedd	A2M3	Ymdrochi, DS, Cynefinoedd, Adar, Pysgod cregyn
10 Ardaloedd lle mae llwyth critigol yr asidedd mewn pridd a dwr dros y terfyn	UK Critical Loads Statistics	A1, A2M1	IPPC, Cyfyngiadau Ansawdd Aer, Llygredd Cerbydau
11 Poblogaeth Ddynol	Swyddfa Ystadegau Cenedlaethol	A3	Pob un
12 Defnyddio Ynni	Yr Adran Diwydinat a Masnach	A2M2, A4M4	IPPC, Ffatri Ymlosgi
13 Defnyddio dwr domestig	Water Industry UK		Cynefinoedd
14 Cludiant Teithwyr	DETR/SG	A2M1, A4M4	Ansawdd yr aer, Llygredd o gerbydau
15 Tai newydd ar dir sydd wedi'i ddatblygu	DETR/SG	A3	Cynefinoedd, Adar
16 Nifer y da byw	MAFF	A5M1	DS, Nitradau
17 Llwythi halogyddion a ollyngir i ddyfroedd mewnol	Asiantaeth yr Amgylchedd	A1, A2M3	IPPC, Cynefinoedd, SWAD, UWWTD
18 Llwythi halogyddion a ollyngir i'r m(tm)r	Asiantaeth yr Amgylchedd	A1, A2M3	IPPC, Cynefinoedd, UWWTD
19 Gollwng halogyddion i'r awyr	Asiantaeth yr Amgylchedd	A1, P2M1, P2M3	IPPC, Llygredd Cerbydau.
20 Gwastraff (hyd at lefel awdurdod lleol)	Asiantaeth yr Amgylchedd	A1, A2M3	Fframwaith Gwastraff, IPPC
21 Ystadegau gwaredu gwastraff (hyd at lefel awdurdod lleol)	Asiantaeth yr Amgylchedd	A1, P2M3	Fframwaith Gwastraff, IPPC
22 Gwastraff arbennig ar wastraff a gwybodaeth am waredu gwastraff	Asiantaeth yr Amgylchedd	A1, P2M3	Fframwaith Gwastraff, gwastraff peryglus
23 Gwybodaeth ar dueddiadau mewn rheoli gwastraff	DETR/SG	A1, A2M3	Tirlenwi a gwastraff, Dwr daear
24 Symiau a ailgylchir a thueddiadau ailgylchu	Asiantaeth yr Amgylchedd	A1, A2M3, A3, A4M4	Tirlenwi a gwastraff, IPPC
25 Achosion o lygru	Asiantaeth yr Amgylchedd	A1, A2M3	DS, Cynefinoedd, COMAH

Preface

This is the draft of the Single Programming Document (SPD) for West Wales and the Valleys presented for consultation. It constitutes the basis on which Structural Fund assistance to the area will be delivered from 2000-2006. Much work has been done by the regional partnerships for West Wales and the Valleys to prepare this draft but it is not yet a complete document. We do hope that it is sufficiently detailed to give a clear picture of what the programme hopes to achieve but acknowledge that it still contains gaps which must be filled before it is presented to the Assembly and then the European Commission.

Structure

The structure of the SPD is directed by EU guidelines, specifically those in the Vade Mecum; it thus differs from that of the National Development Strategy (NDS) in some ways. In so far as it is possible it does in all other important respects tally with the NDS, especially in policy priorities.

Monitoring and Evaluation

Chapter 5 will have to cover monitoring and evaluation. We have not been able to write this yet but we shall do so during the consultation period. There is also further work to be done on firming up the indicators to be used for evaluating success. Comments and Suggestions for these would be welcomed.

Financial Tables

The current draft of the SPD does not contain financial tables or suggest any financial allocations to particular sections or measures. We shall continue working on this but your views are particularly welcome on this issue.

Chapter 1 - Key features/profile of the area

Introduction

The West Wales and the Valleys Objective 1 area encompasses the northern, western and south western periphery of Wales, together with the former industrial valleys of South Wales. It is an extensive area comprising the unitary authorities of Anglesey, Blaenau Gwent, Bridgend, Caerphilly, Carmarthenshire, Ceredigion, Conwy, Denbighshire, Gwynedd, Merthyr Tydfil, Neath Port Talbot, Pembrokeshire, Rhondda Cynon Taff, Swansea and Torfaen. The area covers 1,312,900 hectares, (63.2% of the land mass of Wales) and has a population of 1,907,195 (1996 figures).

The diverse nature of the area, its economy its culture and its environment are some of its many attributes that make it unique. Unfortunately its remoteness also results in the region being disadvantaged and marginalised from many economic and social opportunities.

The area is characterised by:

Economic Characteristics:

- **Extremely low and declining GDP per head of population relative to the EC average** The region's GDP in 1996 was 73% of the EU average. Some parts of the region have a GDP value well below this figure - the Central Valleys figure is 64% of the EU average, that of Anglesey is 68% of the EU average.
- **unemployment, especially the long-term, at very high levels** in Parts of the region when compared to other parts of Wales and the UK.
- declining economic activity rates
- **high levels of social deprivation** with 82 of the 100 most deprived wards in Wales being in West Wales and the Valleys based on the Welsh Office Index of Socio-Economic Conditions.
- **an over-dependence on declining industries** in the most peripheral Parts of the region eg energy, defence, slate, and oil refining.
- **a region dominated by the crucial role of the agricultural industry** and currently blighted by falling farm incomes and the BSE crisis.
- relatively **few dynamic indigenous medium sized businesses with growth potential**. The economic structure of the West Coast is dominated by very small micro businesses with limited capacity or desire for growth; that of the Valleys is dominated by foreign owned manufacturing.
- **a region which is economically isolated** - West Wales and the Valleys suffers from poor internal and external communication routes with markets both in the rest of the UK and Europe. The area has no regional airport offering regular scheduled services, and good ferry communications with Ireland are degraded by infrequent rail services and a poor road network. Individual communities are isolated by poor public transport and by geographical barriers.

Social Characteristics:

- **strong cultural identity** with parts of the region having more than 54% of the population speaking Welsh

compared to a Welsh average of 20%. This cultural tradition presents opportunities for economic development.

- coupled with low wages and limited employment opportunities, the area faces **additional exclusion due to lack of goods and services** such as transport, health-education and other amenities which are in serious decline.
- **out-migration** - these problems have contributed to disillusion, low morale and social exclusion. These are manifested by a steady out-migration of young people in the search for work and opportunity, which only serves to undermine the sustainability of communities in West Wales and the Valleys
- within many large towns and urban areas there are **significant focal points of social and material deprivation** with high unemployment, overcrowding and large percentage of single parents.
- **social exclusion is further accentuated in the rural areas** due to isolation and inability to access a full range of opportunities, as well as the increasing problems due to the downturn in the agricultural sector.

Environmental Characteristics:

- **a rich environment at risk** - West Wales and the Valleys has a very high quality environment containing three National Parks, Snowdonia, Pembrokeshire Coast, and the Brecon Beacons. Yet it also includes large areas of environmental despoilment due to past heavy industrial activity. The decline of agriculture has led to moves towards larger farms which threatens the distinctive nature of the Welsh countryside.
- **the environment is a key attribute to the region** both for its own sake and as an economic asset in terms of tourism and inward investment.
- **the physical characteristics of the region are varied**, but agriculture still remains the predominant land use activity with the countryside representing a vital resource, both in economic and social terms.

Profile of the Area

2.1 TOPOGRAPHY

The boundaries of the area of West Wales and the Valleys are reflected in its physical geography. West Wales and the Valleys has mountainous borders with east Wales and is surrounded by the sea to the north, west and south west. The terrain is itself a combination of hills and mountains, with coastal plains in the Gower peninsula, southern Carmarthenshire, southern Pembrokeshire, the Llyn peninsula, the island of Anglesey and the fringe of the north Wales coast. The mountainous eastern border has played a considerable part in the economic isolation and cultural heritage of West Wales and the Valleys.

The mountains of Wales are drained by various river systems. An appreciation of the geology of West Wales and the Valleys is essential in reaching an understanding of the area's economic history.

2.2 DEMOGRAPHY, SOCIETY & CULTURE

2.2.1 Population Trends

[To be completed - to include an analysis of the changes in the population's age structure, migratory trends, birth and death rates.]

2.2.2 Social Deprivation and Poverty

The area suffers from high localised social deprivation. Eighty two of the 100 most deprived wards in Wales are in West Wales and the Valleys based on the Welsh Office Index of Socio-Economic Conditions. Of these 73 are in the Valleys. This combines with high unemployment and ill health that are consistently above Welsh and GB averages.

2.2.3 Health

Health in Wales in general is worse than in England, but health in many parts of West Wales and the Valleys is substantially worse than in the rest of Wales. Some of these communities experience an expectation of life of five years or less than in more advantaged parts of Wales, and an excess premature mortality rate that rose from 48% to 69% over the decade from 1981 to 1991. The health gap is not only measurable in terms of deaths, but also in terms of health - related quality of life and well-being.

People from the Valleys, for example, are known from the Welsh Health Survey in 1995 to experience significantly worse physical and mental health than other parts of Wales. They are also known, from a variety of sources, to experience very high levels of long-term illness, which in turn leads in many cases to withdrawal from the labour market, and a life of economic inactivity supported by benefits.

While a series of factors related to health services (such as availability, access, quality, and the perceptions of patients) have an influence on these health inequalities, of far greater importance are differences in the causes of ill health. These are thought to include a combination of relative socio-economic deprivation, occupational history, high unemployment, poor housing, polluted environment, high prevalence of unhealthy lifestyles, and poor access to healthy choices of food.

2.2.4 Community Based Voluntary Activity

There is a strong tradition of voluntary activity, mutuality, and self-help in the region. Over 11,000 voluntary and community organisations have been identified and classified in the West Wales and the Valleys working at the local authority or more local level - as well as larger organisations operating on a regional or national basis. Such organisations, reflecting the diversity of people and interests, are responding to social need and economic disadvantage. They represent a powerful resource in promoting social inclusion and restructuring economic and social well-being. However in rural areas sparsity of population makes the delivery of effective and comprehensive voluntary sector services harder to achieve than in densely populated urban areas.

2.2.5 Culture & Language

Language is a critical element that underpins the region's identity. Welsh is one of the most vibrant of the European Union's minority languages, however, there is still concern about its decline in parts of the region. According to the 1991 census, the number of Welsh speakers was 508,098 -18.7% of the population. However, the traditional strongholds of the language fall entirely within West Wales and the Valleys area with nearly 75% of the Welsh speaking population living in the region. Table 1 shows the proportion of Welsh speakers aged 3+ within the West Wales and the Valleys area. This demonstrates considerable variation between rural and industrial areas, and illustrates the link between the language and the farming communities which have traditionally been its stronghold. It is also evident that, in the main, the largest percentage of Welsh speakers is in the younger age group. Despite this, there is still cause for concern. The contraction of what has been traditionally regarded as strongholds of the language appears to be continuing as a result of a number of inter related socio-economic factors, including economic migration and a continuing lack of appropriate local opportunities. West Wales and the Valleys has an extremely rich cultural tradition through both the Welsh and English languages.

Table 1 - Proportion of Welsh Speakers in West Wales & the Valleys

County	Age Structure				Total
	3-15	16-44	45-64	65+	
Gwynedd	90.9	75.6	65.6	68.4	74.3
Anglesey	78.1	62.5	57.4	55.9	62.6
Ceredigion	76.8	57.8	53.9	62.7	60.9
Carmarthenshire	56.5	46.0	53.0	65.3	53.5
Conwy	45.6	35.7	30.2	34.2	35.8
Denbighshire	35.3	27.4	28.7	29.4	29.6
Pembrokeshire	28.3	15.7	20.0	22.2	20.4
Neath Port Talbot	21.7	14.1	19.5	26.0	19.1
Swansea	16.0	8.5	15.1	21.8	14.0
Bridgend	19.3	8.8	5.4	10.5	10.1
Rhondda Cynon Taff	17.0	8.1	4.6	10.9	9.5
Torfaen	29.2	3.8	3.3	3.1	8.3
Merthyr Tydfil 1	3.7	6.6	4.8	9.5	8.1
Caerphilly	17.4	6.1	3.3	4.5	7.4
Blaenau Gwent	22.6	3.4	2.7	2.6	6.4

Source: 1997 Welsh Household Interview Survey

2.3 ACCESSIBILITY

2.3.1 Road and Rail Links

A core road and rail transport infrastructure is largely in place, serving major towns and ports, but is constrained by the topography of West Wales and the Valleys. The importance of the mainline rail and road routes from east to west have been recognised by the European Commission by their designation as TENS routes in 1994. Intra-regional rail routes also exist in the Heart of Wales line running from Llanelli to Shrewsbury, and the Cambrian Line running from Shrewsbury to Pwllheli via Aberystwyth. A number of sub-regional transport strategies have been prepared identifying in some detail sub-regional priorities. However, the use of the rail routes is undermined by the level of services, often resulting in private travel to mainline stations. Routes between the north and south of the eligible area run largely outside the area, with the exception of the A487 along the western coast.

On an all Wales basis road traffic growth is expected to be of the order of 1% to 2% per annum, with cumulative growth of between 16% and 36% between 1996 and 2010, and between 32% and 71% between 1996 and 2025. These calculations are based on increases in economic activity and personal mobility, but do not include the effect of policy changes, such as traffic reduction initiatives. Indeed, in the most peripheral, rural and sparsely populated parts of West Wales and the Valleys car ownership is essential due to poor public transport alternatives.

The UK Government has just concluded a review of the trunk road programme in Wales in the context of the integrated transport strategy, which identified a new core network for Wales. Schemes identified by the review are being studied to assess their viability against criteria of environment, economy, safety and accessibility, together with integration.

2.3.2 Sea Ports

Wales has a number of sea ports, providing transport links with the Irish Republic and other trading nations, and are particularly important for oil, steel, fishing, agro-economy and leisure use. The West Wales and the Valleys area has four ferry ports which provide links to Ireland: Holyhead (to Dublin and Dun Laoghaire), Fishguard (to Rosslare), Pembroke

Dock (to Rosslare) and Swansea (to Cork). In addition, Milford Haven and Port Talbot provide deep berthing facilities. Holyhead, Fishguard, Milford Haven, Pembroke Dock and Swansea have been recognised by the European Commission as TENS seaports.

2.3.3 Air Links

West Wales and the Valleys has no airport with scheduled services, but does possess a number of civilian aerodromes, at Caernarfon, Aberporth Haverfordwest, Pembrey and Swansea which are important to the local economies and have the potential for expansion. The Royal Air Force bases on Anglesey, at Valley and Mona are keen to encourage the development of civil uses.

2.3.4 ICT Links

At present, although virtually the whole of Wales is covered by the BT network, and the south Wales coastal strip and Valleys have benefited from investment, some parts of rural Wales do not have ready access to higher bandwidth services and the more modern and useful applications such as ISDN2. Exploitation of the opportunities offered by new information and communication technologies is vital to the future economic and social prosperity of the region. There is little doubt that the adequacy of the telecommunications infrastructure in the region has been a major limiting factor uptake of the new technologies in recent years.

2.3.5 Energy Infrastructure

Parts of the region suffer from poor energy service infrastructure - in particular industrial gas supplies. Shortcomings in this area have had a clearly disadvantageous effect on the development of industry, especially in the more remote locations.

2.4 ECONOMY

2.4.1 Industrial Structure

The industrial structure of West Wales and the Valleys differs substantially between the former industrial valleys of South Wales and the more rural areas of western Wales. The industrial structure of the Valleys has a much higher proportion of employment in manufacturing than the Welsh or national averages. 32% of employees in the valleys work in manufacturing compared to 22% in Wales and 18% in Great Britain. 66% work in services compared to 71% in Wales and 76% in GB. There is a higher dependence on foreign manufacturing plants in the Valleys area with an increase of 62% between 1988 and 1996 compared to 46% in Wales. This means that the local economy is very sensitive to global fluctuations. There is a low concentration of SMEs in the Valleys together with low business formation and poor survival rates. The area has a low level of self employment at 9.2% compared with 14.7% for Wales. VAT registrations of small firms are just 15 to every 1,000 population compared to a Welsh average of over 25; this provides strong evidence of the lack of an entrepreneurial culture in this area.

In West Wales however the situation is rather different. Here manufacturing is of relatively less importance - accounting for only 9% of all employees in Ceredigion for instance. The public sector is of much greater importance - in Pembrokeshire 35% of all employees work in public administration, defence, education, health and social work; in Ceredigion the figure is 38%. In Neath Port Talbot in comparison the figure is just 24%.

2.4.2 Employment

In total some 564,100 people are employed in the West Wales and the Valleys area. Table 2 below shows the broad breakdown of this number:

Table 2

Sector	Persons	%
Agriculture & Fishing	1,900	0.3
Energy & Water	7,400	1.3
Manufacturing	126,800	22.5
Construction	23,900	4.2
Distribution, Hotels & Restaurants	117,800	20.9
Transport & Communications	21,100	3.7
Banking, Finance & Insurance etc	47,900	8.5
Public Administration, Education & Health	191,000	33.9
Other Services	26,300	4.7
TOTAL	564,100	100.0

These figures do not include self-employed people, which causes the number engaged in some sectors (notably agriculture and fishing - see sections 2.4.5 and 2.4.13) to be understated. However the importance of public administration, education and health, manufacturing and distribution, hotels and restaurants in employment terms in West Wales and the Valleys is clearly illustrated.

2.4.3 Unemployment

Unemployment in West Wales and the Valleys is highest in the Holyhead, Haverfordwest, South Pembrokeshire and Aberdare TTWAs, all of which have rates in excess of 10%. The remainder of north west Wales, together with the Valleys of south Wales and the Lampeter and Aberaeron TTWA in Ceredigion have unemployment rates of between 6% and 10%. Even these figures disguise particular blackspots, such as Milford Haven where male unemployment in April 1999 stood at 24.6%.

2.4.4 Gross Domestic Product & Earnings

The Gross Domestic Product of West Wales and the Valleys was estimated to be 73% of the EU average. However this figure disguises marked variations in performance with the area. GDP in the Central Valleys and Anglesey was as low as 64% and 68% respectively, whilst Bridgend and Neath Port Talbot (which is the centre of significant manufacturing operations and has seen considerable foreign inward investment) has a GDP of 87% of EU average. In Gwynedd, Conwy and Denbighshire, South West Wales and the Gwent Valleys GDP varies between 72% and 74% of the EU average (all 1996 figures).

2.4.5 Agriculture and Forestry

The agricultural sector is of vital importance in West Wales and the Valleys area. In 1996 there were 28,000 agricultural holdings in Wales and total labour employed was around 64,000. The recent decline of the agricultural sector has made life increasingly difficult for many of the rural population. The sector as a whole has been declining for many years, but a combination of recent negative developments have created extreme hardship within the industry. These can be summarised as:

- high value of sterling against other currencies
- the export ban on British beef
- increased beef imports which have depressed domestic prices
- decreasing lamb and cattle prices
- decreasing milk prices and increasing collection costs

- a significant reduction in subsidies under the Common Agricultural Policy

As a direct result of these developments, employment has declined with more farms/businesses being run on a part-time basis. In addition to employment decline, the average age of individuals working within the industry is increasing. This continual trend (over the last 15 years) has created a sector with a much older workforce than other occupational sectors. It is increasingly hard to foresee how agriculture can attract a young workforce (over the short and long term) whilst the existing operating conditions exist.

Both the agricultural and woodland sectors in the area concerned make vital contributions to the economy, environment and vitality of rural communities. Traditional operational methods are declining because of changing trends such as increased globalisation of the economy. To combat this new sustainable employment opportunities must be created, taking advantage of the man made and natural features of the rural environment.

2.4.6 Tourism

Tourism is an important element of the economic fabric of West Wales and the Valleys, and provides a key source of income and employment, particularly in coastal and rural areas. It also offers an alternative source of income in areas which have been subject to major restructuring. The industry provides a large number of jobs, and is both attractive and accessible to young people and women. However, employment is subject to seasonality and low pay levels, which mitigate against tourism as a choice of career except for the very few. Tourism visitor expenditure represents an estimated 10% of the GDP of West Wales and the Valleys. In some areas of west Wales this rises to over 20%. (Source: Wales Tourist Board). Employment in tourist related industries in West Wales and the Valleys is around 8% of all employment. Again, in west Wales this rises to over 20%. (Source: NOMIS/Labour Force Survey) Tourism spending in the region supports directly and indirectly some 60,000 jobs. Nevertheless, the tourism industry itself is undergoing structural change which is likely to continue into the future.

Although there are moves to encourage the shift to growth markets like short stay domestic visitors much of the industry (resorts in particular) still cater for traditional family, main holiday markets which are in decline. Business related tourism and day visitor tourism is becoming more important, which can help to reduce seasonality. Overseas holiday makers to the region are in the main sightseeing tourists looking for heritage, cultural tradition and landscape. Tourism is vital to the economy of West Wales and the Valleys. It helps to support the environment, communities and culture of the region. It provides support for local services and facilities which, without tourism patronage, would not be viable; and it boosts the image of the region creating a positive and distinctive

2.4.7 Steel and Tinplate

Neath, Port Talbot, Swansea and Llanelli has been a major centre of the steel industry for most of the twentieth century, and has been an important producer of iron, steel tinplate and coated steels. However over the years the industry has contracted, with the closure of a number of works and the rationalisation of the workforce at other plants. Initially, workforce rationalisation was in response to high capital investment, but latterly commercial pressures as a result of the strength of sterling and competition from overseas steel suppliers have seen reductions in output.

2.4.8 Oil and Petrochemicals

The oil refining industry is represented by Texaco and Elf Oil along the Milford Haven waterway and BP at Llandarcy and Baglan, together with oil storage at the former Gulf refinery at Milford Haven which is now operated by Petroplus. Texaco and Elf Oil together employ 800 people. However, the oil industry is suffering from worldwide rationalisation due to over-capacity.

2.4.9 Coal

Prior to 1979 there were 42 pitheads (38 managed pits including merged pitheads) in the south Wales valleys. In the following fifteen years all these pitheads closed, although both Betws and Tower collieries re-opened following employee and management led buy-outs. Total job losses were around 27,000 but this figure does not take into account British Coal

employees in opencast, non-mining and non-industrial operations, or those employed in small private licensed mines.

2.4.10 Manufacturing

Manufacturing accounts for 22.5% of employment in the West Wales and the Valleys area, in line with the Welsh average. The Objective 1 area contains almost 60% of Welsh manufacturing employment. However, this hides a wide variation amongst the constituent unitary authority areas ranging from 5.3% in Conwy to 42.9% in Blaenau Gwent. In parts of the area employment in manufacturing is much higher than the UK average.

In terms of geographical location, with the exception of Anglesey, the highest proportions of manufacturing employment are found in the south Wales valleys, where the proportions range from 24.6% in Merthyr Tydfil to 42.9% in Blaenau Gwent. In contrast in the remainder of the region the proportions are much less and range from 5.3% in Conwy to 14.2% in Carmarthenshire.

The most significant types of manufacturing (in terms of employee numbers) are the manufacture of transport equipment, metal manufacture and fabrication, optical and electrical equipment and the manufacture of timber, rubber and plastic. Together these industries employ over 82,000 people in West Wales and the Valleys, which equals 64% of all manufacturing employment in the area.

There has been a decline in manufacturing over the past fifteen years which has hidden trends within the sector. The recent Future Skills Wales Survey has noted the impact of foreign direct investment in terms of manufacturing employment which has had the effect of increasing the electronic, automotive and optical industries while the more traditional metal and engineering industries have been in decline. On an all Wales basis the level of manufacturing jobs is likely to continue to decline, but at a much lower rate than is the case in the rest of the UK.

2.4.11 Defence

The defence industry has been historically important in West Wales and the Valleys, in particular in south west Wales. However, the ending of the Cold War and subsequent Defence Reviews have led to numerous job losses as bases have closed or been downgraded. Since 1991 closures have taken place at RNAD Milford Haven, RNAD Trecwn, RAF Brawdy and NAVAC Brawdy. Nevertheless defence establishments are still present in West Wales and the Valleys and they make an important contribution to employment, particularly in rural areas where job opportunities are few.

2.4.12 Sea Fishing

It is estimated that there are about 1,000 full time and about 300 part time fishermen in Wales which, together with a further 840 onshore workers in Wales, gives a total of some 2,140 people directly engaged in the industry. West Wales and the Valleys has two main fishing ports (Milford Haven and Holyhead) and various smaller harbours.

2.5 ENVIRONMENT

2.5.1 Current Environmental Status

An environmental appraisal of the West Wales and the Valleys area is contained in Appendix 1. The appraisal contains two elements, firstly an over view of the environmental capital of each part of the eligible area, and secondly key local environmental and pollution problems derived from the Local Environment Action Plans (LEAPS) prepared by the Environment Agency Wales.

There are, however certain environmental problems and issues which apply to large parts of the eligible area or indeed the whole area, namely:

- climate change

- air quality
- freshwater quality
- coastal water quality
- landscape quality
- waste
- habitats and wildlife

Further details are contained in Appendix 1

2.5.2 Environmental Strategy

The appropriate responses to the issues identified in Appendix 1 on the current environmental status of Wales are set out here. They are based on 'A Working Environment for Wales' produced by the Environment Agency Wales and 'The Living Environment of Wales' produced jointly by the Countryside Council for Wales and the Forestry Commission. Nine key objectives are identified:

- **Saving energy by development of a sustainable energy strategy**
- **Promote integrated transport**
- **Promote efficient use of natural resources**
- **Support sustainable land use**
- **Protect and enhance biodiversity**
- **Promote environmental education, community involvement and partnership schemes**
- **Develop monitoring programmes to establish links between community health and environmental quality**
- **Improve infrastructure to support sustainable development and protect vulnerable communities**
- **Complete the remedy of the environmental damage caused by the industrial legacy**

2.5.3 Environmental Impact Evaluation of the Objective 1 Programme

The environmental assessment procedures that will be applied to the projects within the Objective 1 programme will form a Strategic Environmental Appraisal (SEA). This will act as support to planners and decision makers, providing them with the relevant environmental information on the positive and negative implications of plans and programmes. Each SEA stage is meant to facilitate integration of economic, social and environmental objectives.

The overall aim of the SEA is to measure the extent to which the measures suggested in the programme meet the objectives of the Environmental Strategy. It should be used to steer the programme in a positive direction in terms of its environmental effects. There should be a tangible overall benefit.

2.5.4 Environmental Monitoring and Evaluation Procedures

Environmental monitoring and evaluation of the Objective 1 programme for West Wales and the Valleys will be undertaken by the appropriate authorities set out in Section 2.5.5. Monitoring of the environmental consequences of the programme will be undertaken against baseline data appropriate to each priority and measure. Environmental indicators which will become available in 1999 are set out in Section 2.5.2.

2.5.5 Legal and Administrative Framework

Environmental protection and monitoring functions in Wales are delegated to the Environment Agency Wales, the Countryside Council for Wales, and local authorities. For woodlands responsibility lies with the Forestry Commission.

2.6 EQUAL OPPORTUNITIES

The 1997 Amsterdam Treaty expanded the scope of EU Equal Opportunities policy, implementing a new employment strategy in which equality is a fundamental component, and extending the principles to include measures to combat discrimination based on racial or ethnic origin, religion or belief, disability, age or sexual orientation. The Objective 1 programme for West Wales and the Valleys adopts the above all-embracing approach to combating inequality, also including issues of language as appropriate to the unique bi-lingual nature of the region compared to other parts of the UK.

Inequality results in the creation of barriers, both structural and attitudinal, which limit ability to participate in socio-economic activity. It is one of the major causes of low participation rates and thus of low GDP. In West Wales and the Valleys economic activity rates for women, ethnic minorities and people with disabilities are lower than the national average. The position of women and the disabled in the conventional labour market is replicated in the field of enterprise, where they are under-represented as entrepreneurs, when compared to ethnic minorities.

Gender segregation, both vertical and horizontal, is more marked in the regional labour market than in the UK as a whole, with women being concentrated in a narrow band of occupational sectors and in mainly low-paid, low-status work. In addition, Wales has one of the lowest levels of childcare provision in the EU, with rural West Wales and the Valleys being particularly disadvantaged in this respect.

Measures to remove barriers to employment, education, training and increase the earnings potential for those groups currently under-represented are vital if economic regeneration strategies are to succeed and be sustainable in the long term.

SWOT Analysis

The following is not a comprehensive list and purely focuses on key features that will influence and support the strategy.

3.1 BUSINESS DEVELOPMENT AND ENTERPRISE

Strengths

- Existence of further and higher education colleges
- Competitive wage rates
- A supportive public sector
- An available and enterprising workforce and SME sector
- A pleasant environment
- A Regional Technology Plan in existence
- An enterprising social economy

Weaknesses

- Imbalanced industrial structure
- Concentration of economic activity in low value added sectors.
- Research infrastructure and opportunities inadequately used by SMEs.
- A narrow economic base
- Low level of entrepreneurship by SMEs
- Legacy of industrial decline.
- Low level of inward investment interest, particularly in West Wales
- Low rate of R&D
- Access to finance to assist SMEs to grow
- High failure rates of SMEs
- The low social status of the entrepreneur
- Low level of skills in the workforce
- Over-dependence on a narrow economic base and the public sector
- Welsh speakers are under represented as entrepreneurs

Opportunities

- Possible "overheating" in the economies of the southeast and northeast of Wales.
- Fostering enterprise activity and development amongst Welsh speakers
- The redirection of policies and finance to the more depressed parts
- Review of State Aid map.
- Exploitation of growing overseas and domestic markets.
- Fostering the development of growth business sectors.
- To create an enterprising and competitive workforce
- Establishing a greater culture of entrepreneurship
- Creating a culture of innovation and technology
- Nurturing the skills and talents of its people
- To develop the role of HE
- Promoting services in the lower valleys

- Economic development opportunities near urban centres
- Potential of ICT for teleworking

Threats

- Further decline of traditional industries
- Public sector financial constraints
- Review of Regional Aid map..
- Increased competition from other low wage economies and markets.
- Low labour costs attract low skilled and 'branch plant' employment.
- Manufacturing sector vulnerable to cyclical economic downturns.

3.2 CREATING A COMPETITIVE ENVIRONMENT

Strengths

- Strategic location in relation to Ireland
- Designation of Trans-European Networks.
- Good arterial links in the north and south
- Access to Manchester and Cardiff airports
- Extensive rail infrastructure in the eastern parts of the region.
- Progressive local authority policies of investment in public transport.

Weaknesses

- Actual and perceived peripherality of the area to wider markets
- Poor transport infrastructure -particularly road, rail and air
- Insufficient ICT infrastructure and under-utilisation by SMEs.
- Poor service infrastructure including gas, water, etc.
- Lack of serviced major investment sites/premises.
- Poor access to ports and regional airports by both road and rail.
- Poor north - south links

Opportunities

- Improving access to regional gateways, strategic routes and TENs

- To overcome existing barriers and reduce inequalities
- Improving the energy infrastructure / renewable energy
- Contributing to achieving Agenda 21 objectives
- Encouraging the growth of environmentally focused industries
- Developing an integrated transportation system
- Development/redevelopment of key industrial sites.
- Upgrading of rail links, airport infrastructure, and port facilities.
- Investment in public transport infrastructure.
- Emerging integrated transport policy and local transport plans.
- Extension in the use of rail freight
- Enhancing links with Ireland.
- Developing the ICT network
- Energy development for industrial growth

Threats

- Further national use of fiscal measures to control car use
- Deterioration of public transport system.
- Deterioration of highways network.
- Prospect of lower levels of investment in highways network.
- Increasing congestion.
- Concentration of jobs, training, services etc in centres of population

3.3 COMMUNITY REGENERATION

Strengths

- Generally low crime rates in rural Wales.
- Good health service.
- Small communities/social cohesion.
- Positive track record of partnership approach.
- Strong tradition of community.
- Considerable enterprise energy channelled into voluntary sector activity

Weaknesses

- Isolation and marginalisation of communities.
- Lack of social cohesion in some communities
- High levels of poor health and sickness
- exclusion from many basic services especially for many disadvantaged groups
- high dependency on state benefits.
- Acute concentration of disadvantage in certain wards.
- Fragile funding base for community groups, lack of asset bases and long term income.
- Support structures for community action insufficient to meet needs
- Lack of understanding of importance and potential of community development by public sector

Opportunities

- Opportunity for future development to be carried out in accordance with principles of sustainable development
- Of creating 'better communities'
- Increasing participation in community regeneration.
- Resurgence of interest in local culture.
- Opportunity to enhance the urban and rural environment
- Of joint working and partnerships
- Promoting and developing capacity building in communities
- Overcoming social exclusion
- Holistic approach to community development
- Build upon opportunities for increasing participation by volunteers

Threats

- Isolation - problems of distressed areas cannot be resolved in isolation.
- Little prospect of major private sector investment in the built environment .
- Lack of adequate community/public transport
- Poor perception of disadvantaged communities
- The gap between excluded communities and more prosperous areas is widening.

3.4 PROMOTING EMPLOYABILITY AND THE DEVELOPMENT OF A LEARNING SOCIETY

Strengths

- Generally high standard of basic education in the population.
- Adaptable labour force.
- Strong traditional skills base.
- Range and volume of existing training and education providers.
- Strong focus on manufacturing training via Action Planning Initiative.
- Breadth and volume of further education and training provision.
- Growing self-employment sector.
- High levels of school leavers continue into full time education.

Weaknesses

- Lack of quality job opportunities.
- Generally high unemployment, with above average youth and long term unemployment, early school leavers and low educational achievement.
- Low economic activity rates.
- Low pay
- Comparatively low level skilled workforce.
- Lack of childcare facilities.
- Failure to make learning and skills acquisition more accessible to all.
- High levels of disaffected youth.
- People in deprived areas often exhibit low self-esteem and despair.
- Many disadvantaged groups are excluded from opportunities
- Out-migration of graduates

Opportunities

- To raise education and skill levels
- Of developing bi-lingual opportunities
- To encourage wider participation especially from the socially excluded
- Ensuring equal access to employment and learning

- Improved ability to match skills with opportunities
- To raise personal ambitions through Lifelong Learning and the New Deal.
- Provide a multi-sectoral area based approach to confront concentration of socio-economic problems.

Threats

- Population movement
- Loss of cultural identity
- Widening of the gap between the excluded and the prosperous
- Traditional structures of communities may weaken
- Little prospect of private sector investment
- Level of investment in basic services

3.5 RURAL DEVELOPMENT AND SUSTAINABLE USE OF NATURAL RESOURCES

Strengths

- High quality environment
- Cultural identity
- Wealth of natural resources
- Strong community spirit
- A willing workforce

Weaknesses

- Long term decline in farm incomes
- Over-dependence on a declining agricultural sector
- Narrow and vulnerable economic base
- Low agricultural incomes
- High degree of dependence on subsidies
- Ageing farming population
- Low levels of private sector investment
- Poor provision of rural services

- Outward migration of young people
- Low level of skills
- Lack of quality products and niche marketing
- Fragmented rural development policies

Opportunities

- Potential to add value to local produce in Wales
- To managing agricultural changes
- Developing business support opportunities for the farmer
- Potential for increased organic production
- Renewable energy opportunities
- Achieving an integrated approach to rural development
- To develop sustainable communities
- To help Welsh agriculture and land use become more sustainable environmentally and ecologically
- To develop and promote the cultural and linguistic opportunities
- Creating business support opportunities for the farmer
- Landscape management
- Agroforestry and aquaculture initiatives
- Potential for diversification
- Potential to build Wales' green, natural and healthy image
- CAP reform - as an opportunity to move towards a more sustainable type of agriculture
- Fishing quota restrictions and the reform of the Common Fisheries Policy in 2002 - as an opportunity to rebuild fish stocks

Threats

- Decline in all agricultural sectors.
- CAP reform - as a threat towards farm incomes
- Decline of the Welsh language
- Erosion of the countryside
- Migration and loss of young people
- Imported agricultural / fishing / timber produce

- Impact of over-exploitative fishing on the environment.
 - Continued ageing of the farming population
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Chapter 2 - Previous use of structural funds

Lessons learnt from previous use of structural funds

Since 1988 the European Union has made a financial contribution to initiatives undertaken by its partners in West Wales and the Valleys through regional development programmes and other measures supported by the Structural Funds. These include;

- Objective 2 industrial South Wales programme
- Objective 5b Rural Wales programme
- Objective 3
- Objective 4
- Community Initiatives - Interreg, Leader Konver
- Objective 5a measures

This means that the forthcoming Objective 1 programme follows on from considerable experience with other structural funds programmes. It is therefore important that the new programme and its implementation build on the lessons learnt from this experience.

The strategy process and the SPD

The SPD is primarily a strategy document and considers where we are now, where we want to be and how we get there. The following have been identified in evaluation documents as issues which could be improved while undertaking this strategy process:

Programme objectives

The programme objectives should set the framework for the strategy however this has not always been the case. They need to be clear and link to the findings of the analyses undertaken in Chapter 1 of the SPD. Far-reaching changes on a global scale mean that objectives have to be robust enough to endure the length of the programme.

Target setting

The interim assessments of previous programmes highlight the fact that there is a need for clear targets that are linked at programme, priority and measure level with baseline data to justify and monitor the progress of these targets.

Targets set under previous programmes have also suffered from definitional problems such as private sector contributions, jobs safeguarded etc. These have been open to different interpretations and although this does not mean that they are inappropriate, it does demonstrate the need for clear guidelines for such targets. Physical output indicators and impact indicators are also not consistently used and have had a tendency to overlap.

The coverage of targets has in the past been focused on economic benefit and not taking consideration of other issues such as environmental and community dimensions, equal opportunities, skill levels and the impact of training.

Synergy, linkages and partnership

An important issue raised in the evaluation documents is the role of programme management in the synergies and linkages of bids. A high proportion of bids are stand-alone and this is seen as a weakness. Packages of action using multiple funds have more opportunity for a partnership approach. Where this approach has been taken, it is usually as a result of local development and action plans being created by multiple partners.

The dissemination of information regarding projects is also seen as an inhibitor to effective synergy. Local action plans and local fora are means of disseminating this information, which could create synergy as more organisations become aware of the types of projects where they could work together.

Another barrier to synergy is the fact that bidding, appraisal and monitoring are undertaken on a project by project basis.

The partnership approach in Wales has been perceived to be successful with all sectors being involved in the development of programmes and their implementation.

Applications, appraisal and monitoring

Many applications overstate their forecast outputs with little explanation of how they were arrived at which can affect the success of the project and the manner in which it is scored for VFM, cost per job etc.

In the same fashion some monitoring returns also exaggerate their outputs and should be subject to a basic check to see that the outputs can be justified.

The question of synergy addressed above could also be aided through a pro-forma at a pre-application stage by identifying similar projects, providing opportunities for partners to talk to each other before submitting full bids.

Spatial Priorities

Whilst a competitive bidding system promotes innovation in the use of limited resources, there could be opportunities in targeting resources toward disadvantaged areas to maximise their impact.

Areas that suffer high levels of unemployment, outward migration etc. could be targeted directly if it was felt that a high impact could be achieved in this manner.

Private and voluntary sector involvement

Private sector involvement has been limited in programmes. This may be related to unclear guidance on private sector involvement which may have hindered this. Global grants have been suggested as a means of increasing private sector participation.

The voluntary sector, especially the smaller community and voluntary organisations, has difficulty in accessing the resources and information to make applications. Again, the use of global grants may facilitate the participation of these organisations.

The complexity of applications, the length of time before a project can commence, lack of match funding and the delays in payments have all been raised as issues that hinder the involvement of small and large organisations.

There may also be a place for increased awareness raising and dissemination through new channels such as the Internet.

Overlap between training measures

Issues were raised regarding the overlap in various funding regimes and the lack of strategic analysis of skills needs to guide project selection. Comments were also made that some HRD projects should demonstrate better value added.

Conclusion

This chapter identifies the main issues that are repeated across evaluation documents. Further detailed analysis is required and will be supplemented by the imminent commissioning of ex-ante evaluations on the existing European programmes in Wales. Recent work on economic indicators undertaken by the regional economic fora also provide a steer for future baselines and there is an urgency to prepare data which is co-terminus with the West Wales and Valleys areas.

Chapter 3 - Developing the vision

This programme is driven by a clear vision for the future development of West Wales and the Valleys as an outward looking dynamic and confident European region widely recognised as a leader in key economic sectors and instrumental in raising the profile of Wales as a confident neighbour and partner in Europe. The economy of the region will utilise this programme to become more integrated and to develop stronger external links based on a clear image of the distinctive nature of West Wales and the Valleys. In an increasingly global economy business must compete by exploiting capabilities which its competitors cannot easily match or imitate. These distinctive capabilities will not be in the main in raw materials, basic products or the cheap labour of the past. We must strive to attain the knowledge, skills and creativity, which help create high productivity business processes and high value goods and services. This process will help our remaining traditional industries, especially farming, to diversify, adapt and prosper.

At the very heart of our vision lies the need to put development of the people of West Wales and the Valleys first. Developing the skills and attitudes to allow the region to compete as a modern advanced economy and to develop an entrepreneurial spirit in all sectors of the economy and society is critical to over coming the twin challenges of deprivation and peripherality which characterise much of the region. These programmes will do so in a way which is sensitive to both the environmental and social fabric of the region. The distinct social cohesion of the region has proved a strength in times of stress and it must also be utilised at a time of opportunity. In the context of this region, uniquely in the UK but common to many other parts of Europe, opportunities must be provided for full bi-lingual participation within an open and receptive cultural framework.

This vision will be realised by developing policies and programmes under 5 main themes. The principles in these programmes are reflected in the National Development Strategy which informs all economic development spending from both UK and European Union sources in Wales.

These themes are:

The need to develop a high quality, job-creating, innovative and knowledge-driven economy; The economy of the region must be able to compete on quality, exploiting the potential of new technologies to develop new industries and improve the competitiveness of existing ones. There must be a major focus on the development of new enterprises and support for particular growth sectors.

a skilled, enterprising and adaptable workforce; The programme's success depends above all on the ability of the people of the region to develop the skills and attitudes required to manage and reap the rewards from the processes of economic change. All parts of the region have traditionally placed a high premium on educational attainment. This has been partly eroded in parts of the Valleys; the programme needs to utilise and revive that tradition to help develop skills, confidence and ambition, especially among young people.

vibrant, resourceful and enterprising communities; Both rural and urban communities in West Wales and the Valleys have suffered a range of problems as a result of economic deprivation. A key element of the programme must involve empowering communities to lead their own local development and build alliances with other bodies on their terms to regenerate their areas. The traditions of self-help which are widely prevalent in the region must be drawn upon to drive this part of the programme.

an equitable and responsible society which aspires to fill equality of opportunity of access to education, training and jobs for all its members; The region has traditionally been seen as one whose culture valued both social solidarity and acquiring greater access to learning. However this view did not always extend to all members of society and there are particular groups who have not been able to access the opportunities available to the majority. The programme must promote equal access to education, training and employment to all. Where necessary specific measures must be taken to help people with disabilities, women and ethnic minorities to access services according to their particular needs.

spreading prosperity across all parts of West Wales and the Valleys both urban and rural; - positive change for our

land based industries It is vital that the benefits of the programme are spread equitably across the region. Peripherality has been a major factor in economic decline for too long. The economic development and continued viability of much of rural Wales will require support for diversity and modernisation of traditional land based industries, especially farming. We must also take steps to preserve the high quality environment in much of rural Wales and take steps to tackle the environmental problems that inhibit both economic and community development in former industrial areas.

Our vision is underpinned by the four themes which cut across the programme;

Sustainability - which requires the progressive integration of the economic, social and environmental issues in pursuit of development that is economically efficient, socially acceptable and responsible and environmentally sound. It also requires that interventions made in both communities and the economy contain mechanisms to allow them to continue after the programme period ends.

Equal Opportunities - promoting equality of opportunity requires the breaking down of barriers both structural and attitudinal which limit the ability of the individual to participate in socio economic activity. This approach needs to tackle barriers based on gender, ethnicity, disability, language and culture. Specific measures will be needed to break down barriers affecting particular groups.

Social Inclusion - we want to provide opportunities for all to participate fully in socio economic activity. Particular individuals and communities face a series of problems usually caused, directly or indirectly by economic deprivation. All programmes need to be geared to the needs of those facing social inclusion; these are the people who have most suffered - both individually and collectively from the region falling economically behind and a range of particular initiatives will be necessary to combat social exclusion.

Information society - The development of a Knowledge-Driven Economy and the exploitation of the opportunities afforded by the Information Society are vital to the region's future prosperity. ICT has the potential to eliminate the costs traditionally associated with distance, reducing the effects of peripherality and opening up important new opportunities for economic development and social inclusion. It can also play a major role in developing the skills and enhancing the adaptability and employability of the workforce. The use of the technology will contribute significantly to issues of sustainability and environmental improvement. Realisation of this potential is essential if the area is to stand any chance of reducing the gap with the economies of the core regions of Europe.

To meet this vision we have identified five key topics:

- Business Development and Enterprise;
- A Competitive Environment;
- Community Regeneration;
- Promoting Employability and a Learning Society;
- Rural Development and Sustainable Use of Natural Resources

Within each of these sections we have identified a range of Measures aimed at maximising the impact of the Structural Funds.

Throughout we recognise the value and strength of enduring partnership. This programme has been developed through an extensive partnership process that has drawn upon not only the skills and expertise of partners across the region but also their hopes and aspirations for its success. These partnerships have involved the private sector, all areas of the public sector the voluntary sector and community groups. These partnerships are not just for developing the programme but will endure and develop throughout its implementation and beyond.

Chapter 4 - Priorities and measures

Section 1 - Business Development & Enterprise

Description and Rationale

The strategic objectives set for the west Wales and the Valleys area can be achieved through structuring the programme around the central themes of supporting businesses and developing people and communities in the region. The overall strategy is one of partnership for increasing prosperity across the whole of Wales and builds upon the foundations established by recent policy documents in Wales. In particular it develops the approach set out in "Pathway to Prosperity: a new economic agenda for Wales" published in July 1998.

The Programme Strategy recognises the key role that sustainable business development plays in creating jobs, enhancing competitiveness and generating more wealth across the region. The bedrock of sustainable business development is the promotion and proactive support of entrepreneurship and innovation, leading to a strong and internationally competitive business sector. The strategy also recognises the role of foreign direct investment and the opportunities this provides for the creation of strong supply chain links, as well as the significant contribution to raising GDP.

The overarching framework and the activities created and funded under this Section are intended to be robust in order to endure beyond the lifetime of the Structural Fund Programme. However, the framework will not exclude the possibility of one-off, innovative, single projects that have the potential of making a significant impact on the birth and survival rates of businesses in both the private sector and the broader social economy. Similarly, there should be scope for supporting key thematic sectors with potential for growth.

A reference to State Aids will be inserted once the Welsh Office/NAW consultancy study is complete

Objectives

This priority has 3 main targets to be achieved by 2006:

- to increase the birth rate of micro companies.
- to increase the survival rate of SMEs.
- to create more new high-growth ventures each year

In order to achieve the targets and resultant output, the following mutually reinforcing measures provide a means of ensuring an integrated and coherent focus to the specific programmes to be supported in the Section.

The measures are:

Measure 1

Financial support for the establishment of new ventures and the development of existing businesses

Measure 2

Support to encourage and develop entrepreneurship

Measure 3

Support to encourage and develop innovation and R&D

Measure 4

Improving skills levels within businesses

Measure 5

Support for the creation and development of business opportunities in the social economy

Measure 6

Support for the information society

Measure 7

Development of key growth sectors

Measure 1: Financial support for the establishment of new ventures and the development of existing businesses

Description and Rationale

The essential factor in establishing or growing a business is the quality and commitment of the people involved. However, more can be achieved by such individuals, and more quickly, given an appropriately supportive environment. Such support can come in different guises, but the most basic of these is finance.

Overall, the funds created would be promoted so as to demonstrate the region's willingness to support start-up ventures, encourage the growth of indigenous SMEs and to attract new SMEs to the area. Funds should be established, wherever possible, on an evergreen basis, having no pre-determined life-span, and capable therefore of continuing, without further public support into perpetuity. Emphasis will also be placed on building on and improving existing domestic programmes with Business Connect for example taking a lead strategic role.

This measure seeks to ensure that Welsh SMEs with the ability and drive to grow and be successful, including community-based businesses, have access to appropriate finance from the earliest stages of a business idea through to the expansion of a

viable business. Specifically it addresses:

- Lack of access to investment capital.
- Lack of access to a comprehensive and targeted broad range of grants and loans
- Specific needs of SMEs in rural areas
- Inability to expand beyond initial scale of business. Institutional equity capital is limited in the region with available funds invested in larger amounts and generally into larger companies than envisaged under this Measure
- Support for innovative enterprises or projects which may not become profitable in the period for which loan finance is normally available. Development of new ventures / SMEs and development of sources of venture capital for high risk projects needs special attention in Wales
- Incomplete and inexperienced management teams. Historically projects have not been funded in the region because of venture capitalist concerns over the quality of the management teams within the local businesses
- High failure rates
- Size of investment does not justify commercial due diligence
- Market entry costs
- Lack of acceptable exit routes for investors
- Many of the SMEs in the region have traditionally used overdraft finance which is not a satisfactory vehicle for growth

Business development must be sustainable and where possible protect or enhance the natural environment and heritage of the region, while using these features to promote adding value. Incentives to promote environmental management will be built into assistance packages where appropriate.

Objectives

- to improve the survival rate of businesses
- to provide capital to investment funds (whether providing loan or equity) operating where market failure exists, including but not limited to high growth and technology based opportunities
- to support the matching of private investors, whether institutional or business angels
- to encourage corporate venturing
- to encourage the establishment of new ventures within the context of further and higher education
- to subsidise due diligence costs and management costs of the funds
- support to increase competitiveness through export activity

Scope

- support for an additional supply of finance, grants, loans and venture capital to Welsh SMEs with at least 50% being provided by the private sector. This support to be available to expand the activities of existing funds and/or to establish new ones

- support for the provision of support services aimed at increasing deal flow for the new funds and subsidising the due diligence costs that would otherwise be recharged to SMEs (As a contribution to the full costs of managing funds, including: Fund preparatory work in bringing together the funds; Staffing, accommodation and operating costs of the fund managers; and promotion of the fund to the regional SME communities)
- support for the private sector for new investment
- broadest possible range of grants, loans and financial support including entrepreneurship funds and know how funds.
- support to direct appropriate firms seeking investment to locate into the region
- assistance to improve the marketing through research, consultancy support, information and planning on new market opportunities, provision of common marketing services and help for joint ventures with other businesses

Outputs and Impact

This measure will aim to deliver :

Outputs

- Number of jobs created or safeguarded over the period to 2006
- Numbers of SMEs supported under the schemes

Impact

- Investments placed in SMEs in the region
- Indirect investment levered in
- Stimulate an additional private sector business investment

The following indicators will be monitored:

- New marketing schemes
- Increased number of new SMEs and improved survival rate
- Numbers of SMEs involved in export activity
- Improved marketing and business planning
- Value of additional export activity from firms in the programme area.

Measure 2: Support to Encourage and Develop Entrepreneurship

Description and rationale

Entrepreneurship should be promoted and co-ordinated through a focused and integrated approach which will stimulate demand, drawing on the combined efforts and talents of all the stakeholders involved in business development, and including actors from the private, public and voluntary sectors. Whilst many of the priorities regarding entrepreneurship are

intertwined with business and skill development, there remains a need to build a more entrepreneurial culture in Wales.

It is therefore proposed that a number of specific activities are undertaken to establish a greater culture of entrepreneurship within the region. These should aim at raising the profile of entrepreneurship at all levels of society in Wales and the measure addresses the need to promote and develop entrepreneurship as an important element in building a successful economy in the region. The aim is also to encourage groups under-represented as entrepreneurs e.g. Welsh Speakers, the disabled and women.

This measure will aim to increase the business birth rate and accessing business support for new and existing SMEs, via the Business Connect Wales network, which is expected to take a lead role. The measure will also build upon and improve existing domestic programmes.

The Entrepreneurship Action Plan for Wales will seek to provide the framework for the development of a focused package of integrated activities. However, this measure recognises that the creation of an entrepreneurial culture starts from the earliest stages of education. This measure will seek to encourage interest in entrepreneurship through curriculum development and education and business partnership initiatives.

This culture must also permeate businesses across all sectors in the region, both large and small. In the quest to encourage and support entrepreneurship the following issues have to be taken into account :

- a proportion of the target beneficiaries do not generally access the traditional business support framework
- the quality of support has to be high to appeal to the target recipient
- support is often mentor-based with close links to other assistance, including capital investment, innovation and skills development
- new businesses created need to be 'nurtured' for a period of up to two years.

Objectives

- to change attitudes towards and promote entrepreneurial behaviour, of all stake holders at all levels and especially amongst young people to cope with change and to maximise economic potential
- broaden the National Curriculum to ensure that entrepreneurial experience are and entitlement for all children and young people
- to provide a diverse range of on-going quality pre-start and start-up support which will promote equality of access for all sectors and which will promote business birth rate and increase the quality of business start-ups and survival
- to provide proactive support for developing entrepreneurial behaviour amongst existing businesses, to increase competitiveness, develop self-awareness, self confidence and self-belief
- to increase the level of co-operation among businesses and other stakeholders at a local, national and international level

Scope

- support for the establishment of a number of high profile initiatives, in partnership with the private sector, that encourage an holistic approach to the development of entrepreneurship and which will result in a change in attitude and behaviour
- support for the targeting of potential entrepreneurs that can be assisted to establish and grow new ventures
- support for the promotion of a strong brand image to differentiate from traditional business support mechanisms

- support for schemes to provide role models/mentors which involve experienced entrepreneurs, with a successful track record,
- support to establish and maintain a wide network of growth businesses and referral agents
- support for measures to raise the profile, status and understanding of entrepreneurship among learners in formal education
- promote the creative use of media to support all aspects of entrepreneurship
- promote benchmarking and best practice through training and mentoring
- promote the development of appropriate funding structures for MBO /MBI and for groups such as the economically inactive and women wishing to start a business

Outputs and Impact

This measure will aim to deliver :

Outputs

- support for growing numbers of entrepreneurs each year resulting in the creation of:
- new high-growth businesses over the period
- high quality sustainable jobs

Impact

- changes in attitudes towards entrepreneurship within Wales, especially in the educational sector
- an increase in pre-start activities, including those targeted at specific groups
- the creation of a public/private partnership whereby upwards of 30% financial support is obtained from the private sector

The following indicators will be monitored:

- an increase in levels of entrepreneurial behaviour in businesses in Wales
- an increase in the number of schools participating in entrepreneurship activities
- a target that by 2006, all FE and HE students will have attended an awareness event in entrepreneurship
- increase in business start-ups, to include an increase amongst women, Welsh speakers and other specific groups
- an increase in growth-orientated SMEs and the creation of new jobs
- an increase in jobs in higher value added sectors.

Measure 3: Support to encourage and develop Innovation & R and D

Description and Rationale

In the medium to long term, sustained competitiveness by regions in the global economy will depend on technological or innovation-based strengths. These include the ability to develop new products, to access successfully new markets, to apply new technology, to incorporate best practice in the management of enterprises and to develop skill levels across the full spectrum of the labour force.

Successful regions will be those that adopt a strategic approach to innovation and technology transfer and R & D and integrate the abilities of the public sector expertise with the needs of innovative growing firms. Expertise of managers of SMEs in how to manage the introduction of new technology and innovation needs to be developed.

This priority should build upon existing domestic programmes such as the Regional Technology Plan, which has the aim of improving the innovation and technology performance of the Welsh economy.

Objective

The overall aim is to create a culture which encourages and values innovation and thereby supports the growth and increased competitiveness of businesses in Wales through the introduction and application of new technologies, development of new products and processes and access to new markets.

In particular to:-

- to create and grow more indigenous technology based businesses thereby creating value added jobs
- to ensure SMEs access and implement global innovation and technologies
- to develop the value added service sector
- to develop technologies for sustainability
- to create incubator and innovation centres and Science parks facilities to encourage the growth of technology based companies
- to provide a comprehensive innovation and technology support infrastructure for business
- embed a culture of innovation through high profile new programmes and awareness raising activities
- increase competitiveness through improved linkages between the academic base (HE & FE Sector) and businesses and provide incentives for academic institutions to collaborate with industry

Scope

- development of supply chains and networks building on the success of various sectoral and regional networks including supplier associations, technology fora, innovation networks and export fora
- increase collaboration between major international companies inward investors, indigenous companies and research institutions
- promote sectoral clusters. To facilitate clusters in international growth market sectors such as environmental goods and services, multimedia, cultural industries, biotechnology, food, optoelectronics and new emerging areas
- formation of new technology based businesses including spin offs from large companies and academic institutions.
- Increase the level of science, engineering and technology graduate employment in SMEs including support for more

flexible schemes to complement existing programmes

- Support and advice to enable organisations in Wales access funding for innovation, R&TD including UK Government and European sources including SMART Wales, SPUR and the EC's Fifth Framework programme
- high quality business and innovation support. Continue to support and further develop, WILO, Business Connect, Innovation & Technology Counsellors network, Know-How Wales into an integrated all Wales Innovation and Technology Partnership
- provide support to SMEs to access technical expertise and contract research building on the successful HELP Wales, Technology Collaboration and Implementation in programmes
- develop new approaches to meet the differing innovation and technology requirements of the higher value added service sector
- develop an improved physical infrastructure of incubator and innovation centres, science parks and research resource facilities
- support the enhancement of regional research facilities especially promoting interdisciplinary research and the delivery of resources to scientists working on new technologies
- develop a Technology Transfer and Implementation programme to support companies in the identification, acquisition and exploitation of the world's best R&D, new technologies and innovation techniques
- education and training for innovation and technology. Development of innovation management programmes for Welsh SMEs
- establish a mentoring programme for technology based businesses
- develop a programme of market intelligence and exporting assistance to enable technology based organisations to trade internationally
- develop and implement technologies for sustainability including energy efficiency, renewables, waste minimisation, recycling and new environmental technologies

Outputs

- new technology based businesses created
- More SMEs supported in the introduction/implementation of new technologies
- R&TD expenditure in Wales, as a percentage of GDP, to increase by 2006
- new products/processes under development
- increase in turnover from new products/processes
- new linkages formed between HE/FE and businesses in Wales
- new sectoral/technology clusters supported
- new linkages between SMEs and large firms
- more businesses supported in gaining access to new markets
- an increase in science, engineering and technology graduates employed by SMEs

- more businesses adopting environmentally friendly technologies

(Impacts to be added)

Measure 4: Improving Skill Levels within Businesses

Description and Rationale

This measure seeks to increase the productivity, skills levels and adaptability of the workforce and in particular enhance management development. As the Pathways to Prosperity document suggests, the future of the Welsh economy (and that of its enterprises) lies in the skills and talents of its people. However, the level of skills in the workforce continues to lag behind competitor countries. In particular, there needs to be greater coherence between Wales' education and training providers, and a greater emphasis on the needs of employers and the aspirations of the individual.

In particular, education and training should be more focused to deliver the skills needed by the Welsh economy and be reflective of the needs of smaller firms. Currently, the formality of publicly supported training results in a neglect of informal provision that is usually crucial in smaller firms. Training must also be sympathetic with owners' definitions of training needs, which will mean that training strategies should be closely linked to the needs of the firm. Employers must be encouraged to recognise the potential in all their staff regardless of gender, ethnicity or disability. In particular, emphasis must be placed on building upon demand driven solutions, and it is crucial to gauge the views of owners and managers on training, especially in devising solutions to meet small firm needs.

Objectives

- to assist the protection and creation of jobs by ensuring all employees have the skills required for their future development
- to improve business performance and increase competitiveness through having fully and appropriately skilled managers and employees.
- to ensure that the development of management skills and information technology skills are a priority among businesses in the region
- to encourage and assist firms to develop their own training strategy
- to provide relevant, tailored training delivered in a flexible and innovative manner
- to affirm the importance of national benchmarking and internationally recognised management qualifications
- to provide specific skills training in marketing, particularly internationalisation and exporting, which is seen as vital to improving the competitiveness of firms within the region

Scope

- carry out initiatives which seek to change employer attitudes in key aspects of HRD: e.g. management development; and work organisation;
- develop programmes which improve management competence in the workforce and address the shortage of higher level graduate and management skills for SMEs;
- upgrade the capacity of SMEs to utilise ICT to compete and grow eg basic IT skills, harness IT skills in key

specialist sectors, etc

- develop programmes to provide training that will attract knowledge based industries
- develop actions to tackle gender imbalance towards men in advanced ICT and support occupations
- develop programmes to foster the use of Welsh language/bi/lingual materials and ICT applications
- carry out initiatives to increase innovation in Wales through the involvement of artists in the creative processes in business
- develop programmes in the areas of education and training for small business ownership; entrepreneurial education; continuing small business education; small business awareness education
- develop programmes which offer skills support for the development of potential women entrepreneurs
- Provide support for employer-led training initiatives that upgrade workplace skills
- Provide support for programmes equipping new workers with essential workplace skills (eg Modern Apprenticeships)
- develop programmes which address the management training needs of businesses, especially in the areas of marketing and internationalisation
- develop programmes which address the issues of Environmental Management Systems, Waste Minimisation, Energy Efficiency and Green Transport Plans

Outputs

This measure will aim to deliver :

- new programmes for Management Development (in the region by FE/HE etc.)
- more Welsh SMEs recruit graduate level staff; higher levels of Welsh SMEs workforce are at graduate level;
- local, regional, or sectoral strategies to foster entrepreneurship supported;
- role models identified and involved in strategies.
- people secure vocational skills qualifications

(Impacts to be added)

Measure 5: Support for the creation and development of businesses in the Social Economy

Rationale and description

The social economy is the third economic sector - alongside the public and private sectors - and a growing contributor to the development of the economy. Rooted in mutuality, not-for-profit organisations in the social economy combine economic activities with a social or ethical purpose. They contribute directly to employment and economic growth, and provide services of social or environmental significance.

The defining characteristics of social economy organisations include:

- Developing people as well as the business, fostering self-reliance and self confidence, and developing skills and abilities;
- creating valuable services that may not be provided by private companies or not affordable by public sector ;
- turning energy and concern of community into action and resources, and creating community-owned assets;
- keeping economic activity local and channels benefits to local community, and increasing chance of long term success by securing community support;
- open membership (to employees / community), and democratic accountability to members;
- profit belongs to members (employees or community) - profits may be distributed for social purposes.

This sector is important in economic terms because active promotion of and participation in its activities can lead to a higher skills base, new employment opportunities, and improved and more local services. Social economy organisations can be businesses in their own right; they are also vehicles for community development, and in turn new enterprises can be created as a result of community development. Social economy organisations are key players in marginalised communities, and are small but significant SMEs in their own right. They are often best placed to be direct providers of a range of services, involving local people in providing local solutions.

The growth of the social economy will be strongly supported. There is a need to recognise and raise awareness about the contribution that social economy organisations are making to local communities; to stimulate and encourage their creation and expansion; and to increase their access to advice, financial assistance and institutions; and to connect their activities with mainstream agendas.

Objectives

- To develop new businesses within the social economy;
- To encourage sustainable growth in employment and income among businesses within the social economy
- To provide business advice for social economy organisations that increase employment or provide economic benefits;
- To provide access to risk/venture capital, loan guarantees, start-up grants, pump-priming and funding for organisational infrastructure.

Scope

- Undertake social audits to identify potential for social economy developments;
- enable new community businesses and enterprises to be established;
- help existing organisations to expand and to improve efficiency and effectiveness;
- provide new services to meet community and social needs;
- meet the training and development needs of people involved in social economy organisations;
- provide economic activity for people who are disadvantaged or excluded, and people in rural or isolated communities;

- enable social economy organisations to purchase or acquire and maintain property, land, equipment or other assets that generate income, reduce overheads, increase sustainability, contribute to the achievement of their social objects;
- encourage social economy enterprises to co-operate among themselves in order to improve the quality or variety of services they are able to offer, or the efficiency or effectiveness with which they are provided.

Outputs

The following output indicators will be monitored during the programme:

increase in new social economy organisations employing paid and unpaid staff established in the region;

expansion of existing social economy organisations in the region;

increase in turnover of social economy organisations in the region;

Number of local people gaining employment;

Suggested measures of impact are:

- Better access to local services;
- Increased opportunities for employment;
- Resources and assets acquired, or transferred to social economy groups by other partners (e.g. contracts, assets, training);
- Wealth generated by social economy groups, and wealth retained within the community;
- New jobs created;
- Additional safeguarded jobs;
- New value added;
- Additional value added safeguarded;
- The creation and expansion of services which are not being provided by other sectors.
- increased survival of social economy organisations measured by lower failure rate.

Measure 6: Support for the Information Society

Description and Rationale

The Information Society (or Knowledge-Driven Economy) is an environment where the information and communication technologies are exploited to achieve greater economic and social prosperity. The development of a Knowledge-Driven Economy and the exploitation of the opportunities afforded by the Information Society are vital to the region's future prosperity.

Achieving a significant step-change in the take-up and exploitation of the new technologies can only be achieved by introducing programmes and initiatives which address the distinct areas of demand side measures to encourage the use of ICTs and supply side measures to ensure that the region has the capabilities to meet and support the increased demand.

Stimulating the demand for ICTs is only one element of the transition to an Information Society. The capacity to satisfy that increased demand via a strong indigenous supply side industry is also vital. There are three key drivers in improving the strength of the supply side - an effective existing supply industry, access to capital, and access to skills. Access to a supply of skilled ICT professionals is an essential element in a virtuous circle where skills attract investment that stimulates growth, which in turn attracts more skilled professionals. Attempts to increase the number of ICT professionals in the region will need to focus on encouraging and supporting women who are under-represented in the profession.

Objectives

- to encourage and exploit the opportunities offered by ICTs for indigenous industries
- to create clusters of ICT capabilities.
- to develop the overall institutional capabilities and mechanisms needed to derive maximum advantage from the opportunities available.
- to enhance awareness-raising activities amongst SMEs, roll-out known best practices; and build effective business information networks
- to enhance institutional capabilities to handle large-scale ICT-related initiatives and programmes.
- to develop the Welsh multimedia industry and encourage the development of local content.
- to stimulate demand by building local exemplars to demonstrate the benefits of the ICTs.

Scope

- Initiation of major programmes, including e-commerce, of support for SMEs, based upon pro-active, in-house, advice aimed at helping them implement a range of technologies and applications which will improve competitiveness and employment opportunities.
- Implementation of training programmes aimed at increasing the pool of business/ICT advisers.
- Development of ICT expertise and support networks amongst SMEs.
- Provision of "ICT Toolkits" to help SMEs adopt and exploit the technologies.
- Implementation of projects designed to roll-out best practices in electronic trading/electronic commerce/ electronic document interchange.
- Co-ordinating the delivery of ICT training in order to ensure that training is tailored to the needs of SMEs - in terms of content, affordability and accessibility.
- Introduction of sector-specific support networks and ICT initiatives, e.g. for the food, tourism and agricultural sectors, etc.
- Programmes aimed at encouraging large companies and public sector organisations to collaborate and develop partnerships with the smaller firms in their supply chain and encourage them to adopt best practice with regard to ICT usage, e.g. via procurement /tendering strategies.
- Initiatives and programmes which stimulate networking and collaboration between ICT/multimedia supply industries, and the development of clusters (virtual and real).

Outputs

- Number of ICT/Multimedia supply/ support companies created
- Number of people with formal ICT-related qualifications/accreditation
- Number of remote workers
- Number of Welsh Internet sites
- Number of households with home computers and Internet access
- Number of community organisations with ICT facilities
- Percentage of local government services made available electronically
- Increase in number of people receiving training via electronic distance-learning techniques.
- Number of Welsh companies using more advanced ICT applications such as e-commerce, EDI, etc
- Number of companies participating in formal ICT / business support programmes
- Percentage of Welsh content in programming in film, television and multimedia
- Number of companies participating in ICT training programmes
- Number of accredited ICT/Business Advisers
- Number of indigenous multimedia companies

(Impacts to be added)

Measure 7: Development of Key Growth Sectors

Description and Rationale

The economy of the region is largely dominated by the public sector and a range of industries that are either in decline or are largely characterised by low productivity and low wages. There is a need to attract, secure and support industries in the region which provide higher wage, high value employment that contributes to raising GDP and promotes higher levels of exports. The whole range of business support will be available to as broad a cross section of the business community as possible, including the retail and service sectors. However there should be an additional emphasis on some key sectors. These key sectors will not in general be "picked" by the public sector, but be supported on the basis of solid research and clear evidence that they are growing forces within the region. This measure will seek to fund activities specific to the needs of growing industries not covered under other measures.

Both the Vade Mecum and regional and sectoral assessments have identified Arts and Culture and Tourism as Potential growth sectors and their potential is reflected in this measure. Agri-Foods are also identified as a critical growth sector and its specific importance for the rural economy is reflected in its coverage in Section 5.

The key growth sectors will include

Cultural Industries

The arts and cultural industries, in both Welsh and English represent a significant and growing sector of the Welsh economy: When the effect of the capital city is removed, it is also well distributed throughout Wales. The industries are key elements in stimulating creativity, innovation and knowledge - skills vital to economic development growth. Their importance is rated by the facts that:

- one in forty people in Wales is engaged in the industry and it contributes over 1.1 billion per year into the economy;
- the global market for cultural goods is expanding;
- the sector is characterised by indigenous businesses

The sector is important in economic terms because active promotion of and participation in the arts and cultural activities can lead to a higher skills base, new employment opportunities, improved quality of life and a sharper competitive edge. Through these agents West Wales and the Valleys can be recognised as an innovative, creative, distinctive and confident region Attractive to sponsors, investors, partners and tourists.

The existence of a strong cultural sector, as is demonstrated in other bilingual regions e.g. Catalonia, Quebec, enhances regional competitiveness by:

adding a distinctiveness to local products and services that make them easily identifiable in a competitive market; contributing to the identification and recognition of West Wales and the Valleys as an intelligent region with an emphasis on knowledge based industries; stimulating exports, Cultural events and products also attract high-profile attention and enhance the impact of trade missions and export promotions, attracting cultural tourism and contributing to other niches in the tourist market and contributing to the attractiveness of the region for location of businesses or for partnerships with other regions.

Moreover a strong cultural sector breeds confidence, which in turn breeds more confidence. Confidence leads to the ability to venture.

Media Industries

A number of independent film makers, particularly specialist film producers, are located in the region. Support is needed to help these industries grow as well as to attract new businesses.

The advent of new technologies gives enormous opportunities for the cultural industries in terms of content provision in a variety of delivery platforms and for development of the technology in educational tools, marketing etc. There are already businesses established in the region but support for expansion through, access to finance and business support, developing networks and creative "supply chains", and export and marketing support, will allow the industry to develop at a rate necessary to keep up with the rapid changes in the industry globally.

Tourism

In many parts of rural Wales tourism is the leading source of employment and economic wealth; the economic development of many peripheral areas is strongly linked with the performance of the industry. This strength is based on the presence of some valuable tourism assets and there is a strong tourism tradition, based mainly on the quality of the coastal and rural environments. The history and culture of Wales, is also a source of visitor interest as is the wide range of attractions and events in West Wales and the Valleys. Outside the main urban centres, the backbone of the tourism sector is the small family run business offering good value-for-money accommodation. In many parts of west Wales the industry is a major employer in areas where many other sectors face serious decline.

The industry, however, faces considerable problems in adjusting to change Seasonality is a persistent problem and the tourism product both in physical and in service/quality terms do not adequately meet the needs of target markets. These factors contribute to the downward pressures on the returns of small tourism operators, which reduces resources available for marketing, product investment and training

There is a need to improve the competitiveness of the tourism industry in West Wales and the Valleys. This can be achieved through investment in new and improved facilities and improvements in the quality of the product (both physical and human resources) to meet the needs of target markets. Such investment should help to sustain local communities, culture and the environment of West Wales and Valleys. Investment also needs to be made to raise the profile of the region as a major tourist destination and help it adjust to changing market circumstances.

In addition to the key growth sectors already identified, others with potential include;

Environmental Goods and Services

The WCMD market for environmental good and services is growing rapidly as a result of increasing environmental legislation, public, awareness of environmental issues and recognition by industry of the commercial benefits arising from environmental best practice,

Welsh companies are not always able to make the most of such opportunities. There is considerable scope for new companies to be formed in this sector, and for existing companies to diversity into the provision of environmental goods and services:

Other Areas with Potential, on which further research is required include:

- Less traditional agricultural sectors e.g. horticulture, speciality foods, aquaculture and land fisheries, shellfish, alternative crops, biomass rare and native breeds, etc.
- Medical Technology
- Renewable Energies
- Financial Services

Objectives

- To strengthen growing sectors in growth areas within the West Wales and the Valleys region
- To raise awareness of the potential of these sectors and their products within and outside the region
- To encourage sustainable growth of the sector
- To increase the sector capital in West Wales and the Valleys
- To develop the skills base and training capacity of targeted sectors within the region,
- To promote links between the sector and the region's educational establishments

Scope

The use of Operational Aid will be an important factor in promoting growth sectors

- To provide an expansion of sector and sub-sector specific advice and mentoring
- To support sector specific marketing, promotional activities and product branding
- To research the growth potential et targeted sectors and provide information on best practice internationally and within the UK

- To provide support for start-up grants and loans to assist entrants into the sector
- To develop networks and supply chains within the sector
- To establish links between the sector and Universities and Colleges to facilitate Research and Development Opportunities
- To provide bespoke facilities and premises where required.
- To increase links with educational bodies to raise awareness of training needs and future career options in the sector
- To support specific, required vocational and business skills training
- To support schemes encouraging the sector to make best use of ICT for raising productivity, developing skills and marketing and sales promotion
- Encouraging of trading, exporting and marketing fora across the sector
- Supporting the establishment of centres of excellence

Outputs

- number of existing firms involved with sectoral action,
- number of potential start-ups accessing advisory activities.
- number of SMEs receiving support.
- number of new products produced in the region
- number of trainees with skills required by the sector

Impact

- jobs created in the sector
 - increased output in the sector
 - increased research and development in the sector
 - growth of suppliers to the sector
 - increase in earnings in sector
 - Growth in value of exports from the region
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Section 2 - Developing a Competitive

Description and rationale

The aim of this Section is to overcome the barriers to economic prosperity and quality of life associated with accessibility, transport, energy, environmental management infrastructure, telecommunications and provision of sites, premises and improvements to the built environment. All people and enterprises in the West Wales & the Valleys area must be given the opportunity of playing a full part in the economic, political and cultural life in the area with easier access to the UK, European and global markets. All measures will aim to achieve Local Agenda 21 objectives. This priority will also need to take into consideration TENs projects.

The section strategy is to overcome these barriers in the most sustainable way practicable contributing to the overarching aims of :

- Increasing economic activity rates by getting more people to jobs
- Increasing the productivity and added value of people in work by creating better quality jobs, goods and services and enhancing adaptability and skills levels
- Reducing inequalities between people and communities within Wales, and between Wales and the rest of Europe.

The Priority Measures aim to address the following key areas

Accessibility and Transport: improving networks & systems by developing improved competitiveness, efficiency, modal balance, accessibility and sustainability;

Energy: improving networks, efficiency and use of renewable resources;

Environmental management infrastructure: facilitation of sustainable economic development.

Telecommunications: accessibility to and provision of an efficient telecommunications infrastructure.

Provision of sites, premises and improvements to the built environment.

The Competitive Environment Section aims to support sustainable economic development, accessibility & competitiveness at a strategic & local level through:

Policy Objectives

To improve access to regional gateways, strategic routes & TENs in order to combat peripherality and bring West Wales & the Valleys closer to markets in the UK, rest of Europe and wider global economy.

To support sustainable economic & community development, through specific local schemes and initiatives.

To upgrade & improve the energy infrastructure, through strengthening the distribution systems, to secure a sufficient, diverse and reliable supply of energy, at competitive prices, and facilitate the connection of new indigenous generation plant.

To increase the availability, affordability and public awareness of advanced telecommunications infrastructure services.

To improve the environmental management infrastructure of the area to involve the private sector and major Utilities providers in the supply of a network of strategic development across the programme area on a partnership basis.

To enhance the competitiveness of urban centres, market towns and villages by improvements to the built environment

The measures are:

Measure 1

Accessibility and Transport

Measure 2

Energy Infrastructure

Measure 3

Environmental Management Infrastructure

Measure 4

Telecommunications

Measure 5

Provision of sites and premises

Measure 1: Accessibility and Transport

Description and Rationale

The transport network in the region has shortcomings that limit its capacity and intermodality. These limitations affect the free movement of people and goods and are a constraint on personal and economic development. Many of those not currently active in the labour market do not have access to a car and have difficulty accessing training, employment facilities, public services and leisure amenities. To support their full participation in the economic, political and social life of the greater community, affordable, good quality, reliable and timely public and community transport services are a necessary prerequisite.

The aim of this Measure is to develop an efficient, integrated transportation system that will facilitate the movement of people and goods in a sustainable manner.

To maximise use of limited resources, any schemes supported under this Measure must be able to demonstrate adequately the economic benefits to the region in terms of reducing peripherality and inaccessibility problems within the region.

Objectives

- To improve access to and facilities for intermodal transfer for people and goods.
- To make best use of existing rail network by overcoming capacity, gauge and speed line constraints.
- To extend and enhance rail services to improve accessibility.
- To develop core routes in the region to improve competitive situation and reduce peripherality.
- To extend and upgrade the railway network and encourage integrated timetabling
- To develop airport infrastructure and the development of local and national air services
- To improve traffic management
- To make maximum utilisation of freight facilities
- To make best use and extend life of the existing highway network, including overcoming capacity constraints and making appropriate provision for buses, bicycles and pedestrians.
- To extend and enhance highway network to complete core routes, provide access to development areas and sub regional links to the core network.
- To improve the transport network to support community regeneration and enhance safety.
- To support healthy life styles and the development of sustainable green tourism through quiet roads, improving and developing cycle, footpath and other non-motorised networks.
- To establish and promote integrated and comprehensive information and ticketing which is readily accessible for all transport modes.
- Enhancement of community environment through local schemes.
- Extend transport links to improve access to key employment centres.

Scope

- selective enhancement and extensions to existing rail network e.g. to achieve & implement High Speed TENs status for the North Wales and South Wales railway lines
- improvement of multi-modal access to & modal interchange at railway & bus stations, ports, airports, town & village centres
- improvement to existing stations, in particular to develop rail stations in rural areas as hubs of economic activity
- improve capacity for intermodal freight handling facilities at ports
- provision of railfreight terminals on rail to generate economic modes
- improve sub-regional access to core road networks
- provision of access to employment sites
- relief roads to support economic regeneration and reduce community severance and improve local health and safety conditions

- encourage & promote the development of green commuter plans & sustainable local travel choices
- develop & implement community transport & related awareness raising schemes
- promotion of the use of public transport

Outputs and Impacts

Outputs

- Reduced transportation costs for business through the reduction of delays
- Increase in the stock of useable development land
- Increased freight tonnage by short sea shipping and rail

Impact

- Increased economic development at sea and air port location reflecting improved freight facilities and access
- Attraction of business
- Increased access for valley and rural communities through enhanced public transport and community transport provision
- Improved competitiveness through improvement of the land bridge to Ireland, and reliable journey times
- Contribute to attractiveness of Wales for business development and inward investment
- Increase access to economic centres by physically or economically isolated communities or groups.
- Contribute to the achievement of local Agenda 21 objectives
- Support community development and enhance health and quality of life
- Improved efficiency of freight movements, contributing to competitiveness and the reduction of pollution

Measure 2: Energy infrastructure

Description and rationale

Access to a strong energy infrastructure, which provides cost-effective and efficient supplies of heat and power to industrial, business and domestic customers, is essential for sustainable economic development.

The strategy for energy supply will go hand in hand with the strategy for energy efficiency and conservation to ensure that energy needs are met in the most cost effective and sustainable ways. Fuel efficiency and local generating capacity will help reduce energy poverty.

Objectives

- To improve the efficiency of generation, transmission and use of energy - without threatening the integrity of the landscape
- To strengthen the transmission system, enabling local connections for embedded electricity generation and supporting effective distribution to development sites.
- To promote resource efficiency with wider use of re-cycling and re-use
- To improve the transport of oil, coal, gas and energy distribution network
- To develop new generating capacity, including local solutions, renewable energy, Combined Heat and Power, energy parks and district heating schemes.

Scope

Energy generation

- Feasibility studies
- Demonstration projects i.e. off shore wind farms, clean coal stations
- Renewable energy projects, local and community-led projects and enabling Measures for larger scale schemes (e.g. hydro, tidal stream, biofuels, wind, solar).
- Appraisal of all renewable energy resources of the area and a strategic plan to exploit the renewable resources
- Reduction in energy by conventional means
- Combined Heat and Power projects
- Energy Parks
- Emission abatement for fossil fuel stations
- Waste to energy schemes

Transmission

- Extending mains gas network
- Removing gas capacity constraints
- Extending and strengthening the electricity network
- Removing electricity supply constraints
- Increasing reliability of the electricity supply network
- Management systems
- Service of energy to strategic sites and energy parks/clusters

Efficiency and conservation

- Feasibility studies and energy audits

- Energy efficiency and conservation schemes for domestic and business sectors
- District heating
- Energy storage

Impact

- Improved quality and availability of supply to meet current and future energy demands, encouraging investment and expansion.
- Creation of opportunities for community-based generation schemes to provide local heat and power and link into the distribution network.
- More efficient use of energy, avoiding waste and securing savings, adding to competitiveness and creating new job opportunities whilst reducing pollution and greenhouse gas emissions.
- New types of employment and enhancement of the environment through renewable energy projects.

(Outputs to be added)

Measure 3: Environmental Management Infrastructure

Description and rationale

There is a need to facilitate the sustainable economic development of parts of West Wales & the Valleys blighted with derelict land and minewater pollution through selective reclamation and remediation works. In addition the contribution to sustainable development by encouraging the growth of environmentally focused industries involved in the better management of waste and water would increase the efficiency of industry and reduce dependency on land filling of waste.

Objectives

- To reclaim derelict land for employment use & remediation of mines to limit pollution. To provide adequate water to enable appropriate business and tourism development
- To secure more efficient collection and use of water for industry, agriculture and householders, ensuring water transmissions systems are water tight
- To develop better management of waste through reuse, recycling and energy recovery
- To generate new business and net additional jobs created in waste management and pollution control
- To ensure environmental improvements within companies together with a strategy for waste, energy and water management for businesses

Scope

- Reclamation of derelict land and brownfield sites for productive afteruse
- Development of local re-cycling industries based around new waste treatment plants (Such activities would use

recovered metals, plastics, and paper and compost-from-waste materials. Energy from waste facility could also serve these industries. Re-cycling is very low in Wales with a very high reliance on landfill sites.)

- Remediation of abandoned mines. The designated area suffers from the effects of over a hundred abandoned mines, (coal, metal and slate) which cause serious river pollution and in some cases aesthetic and odour problems.
- More efficient collection and use of water particularly for agriculture by helping farmers and others to install water storage facilities thus reducing over-abstraction of rivers and groundwater.
- Waste to energy facilities. Recovering waste, that is unsuitable for re-use or re-cycling, as a fuel to provide local cheap power.

Impact

- Increased quantities of reclaimed land available for development
- contributions to achievement of local Agenda 21 priorities
- Reduced pollution and waste production
- Increased opportunities for new businesses in waste management
- Improved landscape and habitats
- More viable agriculture through more reliable water supplies

(Outputs to be added)

Measure 4: Telecommunications

Description and rationale

Today's society is becoming more and more dependent on the effective management and transmission of information. Digital technologies provide the nerve system of new economies driven by huge and continuing advances in our ability to collect, store, retrieve, analyze and communicate vast quantities of information in a short time. Access to these networks will be affected by a wide range of factors including income and geography. Provision will need in some cases to be encouraged by public sector support to ensure that every business, household and training facility in the region has good access to the international ICT super-highway. The use of satellite technology is particularly viable in rural areas.

Objectives

- enhancing the performance of existing commercial activities
- increasing the independence and competitiveness of SMEs by giving better access to business services and larger markets
- stimulating the growth of new businesses
- Facilitating the development of learning and skills development and home-based work

Scope

- To install leading edge technology within the telecommunications network to provide two-way broadband communications
- To facilitate the implementation of a very high speed Internet backbone in the rural and more inaccessible areas
- To increase the availability of public access points/kiosks served by high-bandwidth connections
- To improve the coverage of mobile & digital telecommunications services
- To develop early access throughout the regions to third generation mobile telecommunication services
- To facilitate the adoption of common communication standards
- To enhance customer ICT equipment and local networks
- To design, develop and promote zones with advanced telecommunications infrastructure and related technologies i.e.'Digital Zones'

Outputs

- Number of additional users of telecommunications services
- Coverage of high technology infrastructure
- Coverage of public access points

(Impacts to be added)

Measure 5: Provision of sites, premises and improvements to the built environment

Description and rationale

The supply of sites and premises for business is limited both in quantity and quality. This is a barrier to broadening the economic base and bringing job opportunities to the area. New sites must provide full disabled access and improve access to women by providing childcare facilities as an integral part of development. There is a need for a wide spectrum of sites and premises. While the supply is limited across the range, there is a particular shortage in the following areas:

For large strategic sites, major investment and for high quality sites and premises so crucial to encouraging a more diverse range of businesses, especially for firms in some of the newer industries and the service sector which bring higher income levels. In Parts of the area a poor urban environment provides a further disincentive for investment.

The low levels of economic activity and business formation that come with a low GDP, are reflected in the average market values for land and property which are significantly below those in other areas of the United Kingdom. As a result, there is little incentive for private sector investment in the physical fabric of the area. This is demonstrated by the extremely limited private investment to bring forward new sites and premises, through to the lack of subsequent reinvestment to maintain and modernise much of the older property. The viability of many urban centres and market towns and villages is affected by the poor quality of their built environment.

This has been exacerbated by the legacy of industrial and agricultural decline which has left many derelict sites and redundant buildings which can not be immediately adapted to modern uses. These bring constraints to redevelopment such as removing or converting redundant buildings, overcoming poor ground conditions, or eliminating waste material left from a former use. Equally, the topography of the area, limited or no road access to some areas, and a poor service infrastructure

including an insufficient ICT provision, is another barrier to development.

Whether for green or brownfield sites, the costs of overcoming these constraints and / or providing the appropriate infrastructure to the site - is usually greater than the market value.

However, these sites and centres offer the potential for the development of substantial and attractive locations for new and expanding businesses. As a result of the problems set out above, the direct provision of sites, premises and urban renewal has predominantly been undertaken by the public sector, often with the help of ERDF. While there has been some movement towards public private sector partnerships in recent years, this has been slow and remains at a low level. In other cases, private sector investment has only been viable with support from grants such as Urban Investment and Industrial Improvement grants. Within the programme it is intended that the private sector play a full partnership role, alongside the major Utilities providers and the public sector in establishing a network of key strategic sites throughout the area.

Objectives

to provide a wide range of serviced sites and premises to support the formation and development of local businesses and attract new investment to the area;

to increase and widen the range of employment opportunities and remove barriers that inhibit start up companies and employment opportunities;

to encourage the creation and survival of new businesses through the provision of start up or 'incubator' units accompanied by appropriate business support mechanisms;

to assess the future and potential demands and opportunities for land reclamation and the balance between brownfield and greenfield sites, encouraging R&D into reclamation techniques

to improve the business environment in urban centres and market towns and villages

Scope

to facilitate site development by upgrading the infrastructure including access, utilities, services, telecommunications networks and environmental improvements; ensuring buildings enforce standards on access for disabled

to convert redundant buildings and upgrade existing premises to meet needs of modern businesses, including support for incorporation of energy conservation Measures in existing and new premises, of particular importance in rural areas

by providing larger sites for major investment, and high quality sites and business premises;

to provide assistance to encourage the private sector provision of new sites and premises, and upgrading existing property.

to provide a co-ordinated programme of renewal in urban centres and market towns and villages

Outputs

- new business premises created
- numbers of premises converted for business use
- numbers of existing premises upgraded/ including provision of energy saving Measures
- hectares of new sites serviced for development

- provision of crche facilities
- access provided to new sites
- existing sites landscaped and upgraded
- net additional jobs
- occupancy rates - initial and after 3 years
- number of firms starting up or relocating to the area

Impact

- private sector investment generated
-
-

Section 3 - Community Regeneration

Description and Rationale

Community regeneration is the process of renewing the social, economic, environmental and cultural vitality of an area. Its aim is to create "better communities" - communities where people want to live, work and play, where there is access to economic opportunity and reward, a pleasant and safe environment and active and inclusive social community networks.

A number of complementary measures are required to achieve this. There is a need to build the capacity of people and groups and to develop their skills and abilities, to support community led initiatives, to enable groups to organise and work together, and to enable agencies to work in partnership in new ways that will genuinely empower communities. Community regeneration activities must demonstrate that all sections and cultures within the community are actively engaged in planning and decision making processes thus ensuring that the programme draws on the broadest range of expertise and experience to meet diversity of need. All projects must also show how they contribute to achievement of equality target indicators.

The regeneration of communities which face economic and social deprivation is central to wider economic development. The active involvement of people in these communities brings fundamental benefits, and can effect positive change in very difficult circumstances. Active community participation can serve to strengthen social cohesion, develop community networks and build the ability of a community to be enterprising, to find local solutions to local needs and issues, and to adapt to change. It can also improve the perceptions of where people live, and develop a sense of belonging and involvement. In many cases regeneration initiatives must include physical regeneration to improve the fabric of an area and activities that break down barriers and encourage the integration of marginalised groups in community life. A major cause of excluding people from mainstream economic and social activity are the very high levels of poor health and sickness which are characteristics of the more deprived areas and communities. Action to promote rehabilitation, healthier lifestyles and access to worthwhile employment must be encouraged.

Community regeneration must also include specific steps to assist those facing social exclusion. Throughout the West Wales and the Valleys area there are significant areas and focal points of deprivation, and there are families and communities who are even more marginalised because of their specific culture or ethnic origin. Social exclusion is further accentuated in isolated communities due to the inability to access a full range of opportunities. It is important that strategies are developed with a clear focus on the particular needs of the individuals and families in the groups and the places most affected. These will include women (mostly lone parents, and their children, or older women), people from the ethnic minority communities, long term sick people, people with disabilities, and young people.

Objectives

- To build the capacity of people and communities to participate in community activities, and to contribute to and benefit from regeneration;
- to develop the capacity of all relevant agencies - public and private - to achieve and sustain effective joint working with each other and with local communities in partnership, and to implement regeneration strategies agreed through community partnerships;
- to establish and extend community organisations that contribute to economic, social, environmental and cultural regeneration and improvement, and provide those who take part in their activities with opportunities to develop skills and improve their employability;

- to take positive action to promote health
- to take positive action to promote social inclusion.
- to promote the sustainability of the Welsh language and culture
- Possible outputs and Measures of impact

Suggested outputs are:

- Economic, social, environmental and cultural initiatives led by local communities or by local partnerships;
- value added by non public funds and volunteer time contributed;
- number of excluded people and groups involved in decisions about their community and services;
- number of community health promotion initiatives
- number of initiatives directly benefiting socially excluded people and groups;
- improvements to living environments and to services.

Suggested measures of impact are:

- Community satisfaction - confidence and pride in the communities;
- improved economic, social and environmental conditions in communities.
- better economic, social and environmental conditions for the groups and the places most affected by social exclusion;
- integration of people into working, public and community life;
- improvements in levels of long term sickness levels
- greater access to appropriate services and amenities for socially excluded groups and places.

Measure 1: Community participation and partnership

Description and rationale

A "bottom-up" community approach is the key to economic, social and environmental regeneration and renewal. People in communities can develop their own responses to the needs that they identify and, working as equal partners with other agencies and local businesses, can make a real contribution to the design and implementation of regeneration strategies and projects, and to their long-term sustainability. The fruits of those strategies -whether they are physical and environmental improvements, new buildings, services or facilities, or improved business facilities - are better used, better cared for and better maintained.

This measure will firstly build the capacity of individuals and groups to enable them to make the fullest contribution to regeneration; and develop the capacity of all relevant agencies and interests - public and private - to achieve and sustain effective joint working with each other and with local communities in partnership. Secondly, this measure will support the implementation of regeneration strategies agreed through local community partnerships. The make-up of community partnerships will reflect the local area, and the different organisations and businesses that serve it, but will need to involve representatives of the community and community groups as central members. The strategies that partnerships agree will aim to include the contributions of all agencies and interests, and could involve a mix of community-led, voluntary sector, public sector and business developments.

Objectives

- To equip people and community organisations with the skills, confidence and back-up resources to establish, develop and sustain genuine and equal partnerships with the agencies that work in their areas;
- to equip agencies to work with communities and with partnerships in new ways that place the community at the centre of regeneration and renewal;
- to establish services and implement regeneration strategies agreed through community partnerships.

Scope

This Measure will support actions that:

- Improve the skills and confidence of people and groups (particularly those who are disadvantaged or excluded, and those in isolated communities) to increase their employability and their ability to participate in and benefit from regeneration;
- stimulate, establish and maintain partnerships involving public and/or private sector agencies and local communities in developing community plans and strategies;
- provide training and support to all new partnerships established to enable community groups to participate fully, and to enable all partners to develop the capacity to work together effectively;
- enable people to participate in identifying needs and priorities within their community, and how these should be addressed;
- improve the community's access to services provided by all sectors, and introduce new and integrated ways of delivering such services;
- establish services and facilities that are identified as priorities by community partnerships;
- carry out improvements to the built environment of communities identified as prioritised by community partnerships;
- demonstrate other ways to achieve the objectives for the measure.

Outputs and measures of impact

Suggested outputs for this Measure are:

- Increase in numbers of residents/service users involved in planning strategies, partnerships and community initiatives;
- increase in number of social audits undertaken;
- increase in number of inter-agency partnerships/regeneration initiatives;
- increase in numbers of community led initiatives;
- increase in numbers of participants in community led initiatives.

Suggested measures of impact are:

- Increased community involvement in regeneration;
- increase in public services' ability to involve residents and service users in decision making;
- more effective and inclusive partnerships;
- increase in voluntary sector support to the community;
- increase in resources and services established by community organisations, or transferred to community ownership and management;
- better and more integrated or appropriate services.

Indicators to be monitored

- numbers of residents and community groups involved;
- number and range of other agencies involved;
- capacity building strategies implemented;
- regeneration strategies agreed and implemented;
- actions to tackle deprivation / poverty / crime and to improve communities.

Measure 2: Community led initiatives

Description and rationale

The creation of confident and self-sufficient communities is a precondition for innovative and enterprising activity. Community organisations enable people to participate in organising local services and activities that directly address local needs, and provide those who take part in their activities with opportunities to develop skills and improve their employability.

Community led initiatives are an essential ingredient of community regeneration in their own right, and can also provide a foundation for enterprise that combines economic and social objectives. They can develop the skills of individuals, and generate jobs or economic benefits, especially in disadvantaged and isolated communities.

This measure will aim to increase participation in community life and activities, help to establish and expand community led initiatives and to maximise their contribution to economic, social, environmental and cultural regeneration.

Objectives

- To equip people with the skills, confidence and abilities to initiate, extend and take part in community organisations and activities;
- to support the establishment or expansion of community-led initiatives that contribute to economic, social, environmental or cultural regeneration and renewal;
- to provide opportunities for people involved in community organisations to acquire skills and abilities that will increase their employability through personal development, training, supported employment and other intermediate labour market activities;
- to provide access to start-up grants, pump-priming funding, loans, funding for organisational infrastructure, and

grants to acquire revenue-generating community owned assets to underpin sustainable community services.

Scope

This measure could support actions that:

- Enable people (particularly people who are disadvantaged or excluded, and people in isolated communities) to participate in and contribute to the work of community organisations that address local needs;
- strengthen the capacity of local groups and organisations to develop and manage their own work and services, and to work as partners with other agencies;
- establish or expand community-led services and facilities, including mental health, that contribute to regeneration and renewal, and provide economic, social, environmental or cultural benefits;
- provide training and personal development activities to raise the skills of people who are unemployed, seeking different or better jobs, or wish to return to the labour market (particularly people who are disadvantaged or excluded, and in rural or isolated communities);
- create safe environments by reducing crime, fear of crime, violent and anti-social behaviour ;
- provide improvements to the fabric of an area;
- demonstrate other ways to achieve the objectives for the measure.

Outputs and measures of impact

Suggested outputs for this measure are:

- Number of community led initiatives established or extended;
- Number of services, facilities or improvements achieved;
- Number of opportunities offered for work (paid and unpaid), training or education or other meaningful activity;
- number of opportunities for work (paid and unpaid), training or education or other meaningful activity taken up;
- number and value of community owned revenue generating assets acquired.

Suggested measures of impact are:

- New enterprises or groups established;
- increase in employment;
- increase in economic activity;
- increase in more appropriate and accessible services and facilities.

Indicators to be monitored

- Residents and community groups benefiting from capacity building assistance;
- community groups establishing and managing new services, activities and facilities;
- intermediate labour market initiatives being implemented.

Measure 3: Pathways to social inclusion

Rationale

Positive action is necessary to target groups and communities that experience social exclusion to increase participation in community life. People should be able to maximise the benefits they derive from regeneration and renewal, by the reduction of crime and the fear of crime, and to improve their access to education, housing, health, social services, leisure and other services and amenities. Cultural and recreational projects have a particular role to play in improving the perception of where people live and developing a sense of belonging and involvement as well as encouraging self-reliance.

Objectives

- To provide people facing social exclusion with opportunities for social re-engagement and participation in mainstream economic, social, and environmental activities;
- to provide people who experience social exclusion with opportunities to acquire skills and abilities that will increase their employability through personal development, informal learning, and training;
- to improve people's living conditions and environment;
- to increase community safety;
- to remove attitudinal barriers to participation by marginalised groups;
- to increase the diversity of people in employment and training through arts and cultural and recreational initiatives;
- to encourage uptake of healthy lifestyles, to access information and the capacity to use that information effectively;
- to improve access to health and social care, self help and other services.

Scope

This Measure will support actions that:

- Increase participation in community and self-help activities;
- provide opportunities for learning and training, and for personal, social and career development;
- provide information, advice, counselling, advocacy and representation;
- improve access to mainstream education for young people, housing, health, social services and other services for people who are excluded, and introduce new and integrated ways of delivering services;
- provide youth crime diversion and youth development opportunities;
- support participatory cultural and recreational projects that have innovative ways of engaging marginalised groups;
- to support local and personal initiatives which support healthy lifestyles and allow people to cope with life pressures;
- youth-friendly advice and support services such as contraceptive services, drug and alcohol advice, delivered through a variety of non-traditional approaches, especially in isolated areas where access to traditional services is

difficult.

- establish or strengthen centres of excellence throughout the region to extend attainment and develop community pride and improve regional profile

Outputs and measures of impact

Suggested outputs for this Measure are:

- Numbers given advice and assistance;
- numbers of socially excluded groups/service users involved in partnerships, service planning and community initiatives;
- number of initiatives that involve or benefit socially excluded groups;
- number participating in and using services and amenities;
- reduced crime and fear of crime;
- increased skill levels and social networking within the community (Measured by social audit);
- increased community organisational activity;
- number of trainees from marginalised groups;
- number of participants in arts, cultural and recreational activities from disadvantaged groups;

Suggested Measures of impact are:

- Increased and wider community involvement in regeneration;
- increase in ability of service providers in all sectors to involve socially excluded groups and to provide relevant services;
- increased community safety.

Impact to be monitored

Social inclusion strategies implemented

Section 4 - Promoting Employability and the Development of a Learning Society

Rationale

The relative levels of poverty that afflict much of West Wales and the Valleys are in part due to high levels of economic inactivity and the failure to develop a range of higher level and generic skills among many of those in the workforce. Economic inactivity is often a result of a wide range of problems which are experienced by excluded groups in society. Furthermore many more people (including a disproportionate number of women and ethnic minorities) are trapped in low paid employment which offers no realistic opportunity or prospect for career development. This is often a consequence of the fact that for too many people opportunities for skills development and career advancement stall at 16 or later. In order to help generate good quality jobs, encourage entrepreneurship and raise incomes and GDP levels, one of the key development needs for the economy of West Wales and the Valleys is to raise education and skills levels and to develop widespread opportunities for on-going learning at all necessary levels. This will require specific targeted measures to help women, the disabled and ethnic minorities to overcome barriers to participation in the labour market and accessing learning opportunities.

Objectives

This Section will encourage increased and wider access to participation in higher quality education, training and employment by actions which:

- Re-integrate long term economically inactive people into the labour market
- Prevent long term unemployment among disadvantaged groups including ethnic minorities, the disabled and educational underachievers living in areas of enduring high unemployment
- Support the transition of young people from full time education to the labour market
- Support the integration of returnees to the labour market
- Develop adaptability and employability in the workforce by raising the level of skills
- Support the transition of low-skilled, low paid workers into better employment prospects
- Improve access to learning opportunities.
- Support the development of skills that will underpin higher levels of economic performance.
- Promote the access of women to employment and educational opportunities

To achieve this four Measures are proposed:

Measure 1:

Measure 2:

Promoting employability

Measure 3:

Improving access to learning

Measure 4:

Promoting adaptability and skills for life and work.

Measure 1: Easing the access of women into the labour market

Description and Rationale

Ensuring equal access to employment and learning for women is fundamental to tackling poverty and inequality in the region. Women often face multiple barriers to their participation in the workforce. Their ability to develop skills throughout life is often hindered by attitudinal barriers and lack of support structures, including childcare. Women with disabilities and from many ethnic minority groups face additional, if similar, hurdles.

The establishment of good quality childcare facilities, which are accessible and affordable, is an essential element in the Strategy to create the economic infrastructure necessary to support a diverse and job-creation economy. Lack of existing facilities present an effective barrier to securing equality of opportunity and increased economic activity at different levels within the economy. At the individual level, the inadequacy of childcare facilities limits participation in training and education and, ultimately, is a serious barrier to securing employment and economic independence. The resulting impact on activity rates is, in turn, reflected in the region's low GDP levels.

Attitudinal barriers prevent women from accessing the full range of available job and training opportunities, too often leaving them "ghettoised" in low wage part time employment which restricts earnings potential and them making a full participation in wider economic life.

Objectives

- To increase the level, accessibility, affordability and range of provision of childcare facilities in the community and at the workplace.
- To improve access to training, education and employment opportunities.
- To assist employers in the recruitment, training and retention of staff.
- To improve regional competitiveness through a more efficient labour market.
- To reduce social exclusion.
- To promote family-friendly employment.

- To reduce job segregation

Scope

- Measures to challenge attitudes among employers and educators about the role of women in the workforce
- Measures to promote the involvement of women in non-traditional jobs, especially in ICT-related sectors.
- Provide comprehensive information, advice and guidance, geared to the needs of women, including those from ethnic minorities, about job and learning opportunities.
- Provision of new and enhanced childcare facilities within the community and at the workplace.
- The establishment of childcare facilities within new and redeveloped sites.
- Short and medium term revenue support to provide affordable and accessible childcare.
- Support for out of school childcare initiatives.
- Support for public/private/voluntary sector and community-based childcare initiatives.

Childcare businesses will be able to access the full range of training and business support measures for enterprises within the social economy and mainstream SME sector listed in Section 1.

Outputs

- Increased number of childcare places
- Increased range of childcare provision
- Increased number of employers providing childcare facilities
- Increased activity rates
- Increased participation rates in education, training and/or work by parents or carers with young children
- Increased recruitment of women into non-traditional jobs
- Higher levels of skills attainment among non-graduate women
- Increased numbers of women securing formal qualifications in ICT and related skills areas

(Impacts to be added)

Measure 2: Promoting Employability

Description and rationale

To improve the rates of participation in the labour market, and to provide employers with a skilled workforce, more attention needs to be given to equipping people with good employability skills, in particular those groups within society who face long term exclusion from both employment and learning opportunities. For some, such as the severely disabled and people with problems of substance dependency, these periods of exclusion may become permanent without targeted support. For others,

exclusion may follow continued low attainment in formal education.

Objectives

To provide everyone who is an actual or potential member of the labour force with the necessary skills and attributes which will enable them to participate fully in the economy. In so doing it must be recognised that different groups of people often have particular needs, and provision must be designed to ensure open access to employment, learning and training. Activity under this measure should be delivered as close as possible to the beneficiaries' communities and through methods of delivery tailored to their needs.

Scope

- Enhancements of Welfare to Work programmes (including New Deal and Employment Zones) for young people; long-term unemployed and other socially excluded groups (including the Over 50s; Lone Parents and Disabled People;
- Measures to promote job retention such as provision of advisory and support services, mentoring and on-going training.
- Training grants for the long term unemployed to increase their suitability to employers.
- Development of services for client groups not covered by Welfare to Work
- Development of innovative job search support measures
- Operation of job trials, supported employment schemes, and targeted wage subsidy schemes
- Enhancement of financial support for job-seekers needing to engage in learning to secure employment (e.g. Career development loans, Individual Learning Accounts and Personal Job Accounts)
- Provide enhanced access to information, advice and guidance services
- Extend and supplement the Work Based Learning for Adults programme
- Actions to overcome barriers to employment and training e.g. transport, subsistence, technology, disability specific provisions, child and dependent care, assistance with interviews
- Creation of the option of sheltered and supported employment for people who require specific support;
- Intermediate labour market opportunities for people on incapacity benefit to build confidence and acquire work experience.
- Innovative actions in schools, colleges and the community to raise participation and achievement in education and training for young people who are at risk of underachievement or disengagement. This may apply to young people of any age who are deemed at risk.
- Actions to help young people make the transition from school to further education, training and work.
- Schemes to raise awareness of barriers to employment among the public and private sectors
- Research into barriers preventing different groups accessing training and advice services

Outputs

- Number of additional people moving into permanent employment
- Number of additional people moving into further education and training
- Number of additional private companies offering placements and work experience
- Number of disabled people seeking work and advice
- Number of people from ethnic minorities seeking work, advice, further education and training opportunities.
- Number of information and advice sessions with individuals from the target groups provided in the full range of desired languages
- Number of guidance sessions with individuals from the target groups
- Number of people supported by mentor / advocates
- numbers of enrolments onto a recorded learning experience that does not result in a formal accreditation
- numbers accessing learning resulting in formal accreditation
- numbers of work opportunities provided;
- number entering work
- Numbers of disabled people moving into training

(Impacts to be added)

Measure 3: Widening Access to Learning

Description and rationale

the development of a sustainable culture of lifelong learning is a key element in the social and economic transformation of West Wales and the Valleys. It is essential to both economic and personal empowerment and development. For many people such a development requires a change in their attitudes to learning and personal aspirations and motivation. A range of initiatives is important to support people making the early steps in this process.

Objectives

To promote the importance of learning to individuals and groups; provide programmes that will enable them to develop the core skills and confidence to become effective learners. These actions must support the acquisition of both basic skills (numeracy and literacy) and generic skills (such as communication) that employers increasingly require. They must also involve measures that promote attitudinal change among both individuals and employers which support lifelong learning as an essential social and economic good.

To widen the accessibility of learning opportunities for all groups and individuals, particularly those who have faced exclusion from learning in the past, and to ensure that learning is delivered flexibly and cost effectively through:

- informal and formal learning in the community,
- remote and distance learning including ICT facilitated learning

- work based learning;

To develop greater collaboration and more effective partnerships between education, training, guidance, the voluntary and business sectors.

To ensure information about learning opportunities is available in the language of choice to increase its accessibility.

Scope

Actions under this Measure will support the quality and diversity of education and training systems, broaden access to the acquisition and upgrading of skills, and extend and broaden existing opportunities.

- Development of information, advice and guidance support systems which facilitate improved access to learning e.g. ICT based systems, distance learning, outreach and community based learning, learning resource centres and libraries, Ufi, Digital College, Learning Direct, Open University
- Actions to increase the opportunities for accreditation and recognition of skills of the workforce as a pathway to further learning (e.g. Credit based framework for qualifications)
- Capacity building for partnerships that deliver local lifelong learning plans;
- Support for the upgrading of learning/training facilities **including** colleges, universities and adult education centres to improve and extend access to learning
- Support to develop neighbourhood and community learning centres and resources to extend access beyond traditional locations
- Support for initiatives that target learning opportunities within disadvantaged communities
- Providing young workers with time off to study or train
- Research into the most effective ways of improving access to learning especially among groups with low take up rates of learning opportunities
- Design and implementation of family and culturally friendly access policies and systems including transport and childcare provision and access issues associated with disability.
- Research on barriers to learning progression especially for groups who do not participate in training and educational opportunities in large numbers including young men, the disabled and members of ethnic minority groups.
- Development of a flexible credit-based framework for qualifications to enable better access at all levels.
- Community based learning programmes, e.g. Family learning activities
- Support work and activities that promote the Welsh language
- Developing language capability -including ESOL and support for Welsh medium and bilingual programmes
- Measures to support pathways to higher education through non-conventional routes.
- Development of core ICT skills for providers and learners
- Support for work-based learning partnerships (e.g. Union Learning Fund)
- Marketing the concept of Wales as a Learning country

- Research into and dissemination of best practice on a national, European and international level
- Provision to support basic, key and generic skills for individuals with identified needs
- Provision of information, advice and guidance on all aspects of learning and career development
- Training of staff involved in the delivery of Career development support, education and training
- Staff development for those engaged in teaching basic literacy and numeracy skills

Outputs to be monitored

- number of projects resulting from research and new approaches
- new networks of facilities established for the support of individuals in the target groups
- number of open or distance learning products developed
- people learning through distance learning programmes
- local lifelong learning plans developed
- individuals delivering guidance gaining certificated new skills / knowledge
- individuals teaching basic skills gaining certificated new skills
- increase in the number of people with qualifications in line with national targets
- development of a single credit based qualification framework by 2005
- people gaining improved basic and key employment skills;
- people entering HE via FE route
- people with improved ICT skills
- additional trainers teaching basic skills (Impacts to be added)

Measure 4: Developing adaptability and skills for life and work

Description and rationale

One of the core aims of the lifelong learning strategy in Wales is to promote the development of skills which will raise levels of economic prosperity. These must include higher level generic skills as well as specific work-related skills identified by particular industries, whereby individuals are increasingly able to take advantage of opportunities provided by their enhanced skills. Delivery arrangements should take account of the particular needs of women and people with disabilities.

Objectives

To increase, develop and support lifelong learning initiatives in communities and workplaces, promote higher level skills and adaptability in the workplace and for those about to enter it.

Scope

Actions funded under this measure will include;

- Information, advice and guidance for learners to encourage them to stay in the programme area
- Innovative action to improve the co-ordination quality and effectiveness of and access to post 16 learning
- Schemes, joint projects and facilities for sharing more effectively education and training.
- Actions to secure companies' investment in workforce learning including the promotion of IiP
- Support for development of higher level ICT skills
- Development of higher level language skills, including both foreign languages and Welsh.
- Support for the development of management, supervisory and advanced technician skills

Outputs

- numbers of learners who stay in programme area
 - increase in numbers of people accessing post-16 learning
 - Increase of IiP in SMEs;
 - numbers of people gaining certificated higher level ICT skills
 - numbers of people developing professional level skills
 - increase in people undertaking work based study with employer support
 - increase in number of people who speak a second language confidently
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Section 5 - Rural Development and Sustainable use of Natural Resources

Introduction

The issues facing our rural communities are many and varied. In general, the rural area has a weak and exposed social and economic structure, with a commonality of problems that have increasingly disadvantaged the area. The issues facing rural areas include:

- an over dependence on a declining agricultural sector
- a narrow and vulnerable economic base
- an over dependence on a small number of large employers
- service sector dominated economy
- economic isolation
- seasonal nature of tourism
- poor communications systems
- low population density
- poor provision of rural services
- low waged economy and low productivity due in part to labour-intensive "make-up" of industry
- Outward migration of young people

However, rural areas are also characterised by high quality environment, an attractive natural landscape and a unique cultural identity. The Objective 1 area has many protected (designated) areas and sites reflecting the wealth of attractive landscapes and wildlife habitats as well as ancient monuments, buildings etc. The area has a wealth of natural resource and there is considerable potential to promote sustainable use of renewable natural resources to create job opportunities and improve the socio-economic conditions for the inhabitants of the area.

The strategic objectives set out for Wales Objective 1 area require that effective development should be integrated encompassing economic, social and environmental issues to promote development which is sustainable and brings long term and lasting benefit to rural areas. Such development should encourage community involvement and seek to empower local people to secure their own futures in rural areas. Innovation and the sharing of new ideas between different sectors and communities should be promoted.

There is consensus that the objective is to combine a healthy well-managed environment with economic productivity and viability within a vibrant self-confident society, within which, individuals and communities can achieve their ambitions and express their cultural and social aspirations.

This section of the SPD has to be implemented in tandem with a complex mosaic of domestic and European policies

including the Common Agricultural Policy, the all-Wales rural development plan (including the EAGGF accompanying measures) and the NDS. In the rural context it is vital to recognise the separation between economic, community and environmental interests are artificial and must be minimised. Previous experience and all good practice points to the need for an integrated approach in delivering these measures.

Objectives

The aim is to create areas which are sustainable in terms of:-

- **people** in that not only the age balance allows natural regeneration, but that also young people want to, and are able to stay, or return, and that all people have an equal opportunity to participate creatively;
- **competitiveness** in that the range of economic action by companies, individuals, groups, communities, and organisations allows equality of competition with less rural areas;
- **environment** in that conserving, enhancing and managing the built and natural resources are integral and creative elements in the design and delivery of all policy areas;
- **society/culture** in that the particular nature of social, cultural and linguistic life in rural Wales can not only be maintained but also developed as a positive force in its own right.

Achieving sustainability will mean:-

- earnings on a par with Wales average (which itself will be nearer to UK average);
- increase in GDP and employment opportunities;
- population balance in terms of age. Dependency ratio and birth rate on a par with Wales;
- net improvements to the quantity and quality of natural habitats in Wales;
- improved resource efficiency, leading to fewer pollution problems.

Impacts

- increase in participation and activity rates generally and particularly of underachieving groups;
- total number of jobs within farming families (including on and off farm agriculture and non-agricultural activities);
- jobs in specialist ICT services and in specialised tele-working;
- GDP/number of jobs in value-adding sectors in (manufacturing, service, food, tourism, forestry, retail);
- an increase in public sector jobs and local purchasing by the public sector ;
- promotion of resource efficiency;

Outputs

- an increase in activity in value-adding sectors and better integration between these and existing sectors (e.g. agri-food, tourism and retail)
- entrepreneurial behaviour viewed as high status by a majority of people, an increase in population directly involved with some form of entrepreneurial expression - own business, community enterprise, local/region direct investment,

new development as employees etc.;

- a significant proportion of population involved in some form of voluntary/community based activity in terms of investment, training, sectors initiative, enterprise, service delivery;
- a new perception of rural life as positive, vibrant, outward-looking, confident, enterprising;
- Welsh agri-food products developed a strong theme around quality, sustainability, organic issues which had enabled penetration of higher value markets world-wide;
- agriculture perceived as high-status with positive image;
- meaningful integration and increase in high quality/value adding activity in tourism, forestry and environmental sectors;
- infrastructure and basis of charging puts rural areas on equal footing with non rural areas in terms of ITC; Increased uptake of ICT for training, job creation and expansion for new ways of working.
- an increase in entrepreneurial retail businesses;
- provision of rural services of equal standard with no cost penalty in terms of community facilities, recreational facilities, housing, childcare, retail/post office, school, and transport. The provision of these facilities is an important element in stemming outward migration.
- a majority of communities directly involved in public or private sector partnerships for the delivery of rural services;
- an increasing proportion of population involved in direct investment in rural economic action;
- reduced barriers and improved skills levels, local provision of a wide-range of training opportunities
- energy use within local communities including support for small scale community renewable energy schemes, energy conservation, bio-mass, composting;
- high quality farmland, forestry and freshwater habitats, supporting and enhancing the associated bio-diversity;
- enhanced opportunities for people to gain access to, interpret and understand the countryside as a living environment.

Measures

In order to achieve the impact and outputs, referred to above, the following mutually reinforcing measures provide a means of ensuring an integrated and coherent focus to the specific programmes to be supported under this Priority. The measures are:-

Measure 1:

Managing Agricultural Change

Measure 2:

Forestry and Woodland development

Measure 3:

Economic Participation, People and Community Development

Measure 4:

Countryside Management

Measure 1: Managing Agricultural Change

Description and Rationale

As the most rural of all sectors, agriculture merits particular attention, and a theme for action. The well documented changes in the industry over the last decade and the various predictions of the nature of the sector over the next decade and beyond merely highlight the need for a clear comprehensive strategy delivered by an all encompassing framework. (Details could be included here to the changes which been taking place within Objective 1 areas, or could be annexed).

Agriculture in the Objective 1 area:-

- **is under intense pressure economically.** Average net farm incomes have fallen sharply in recent years to very low levels, to the extent that they are lower than the average value of the direct subsidies that farms receive. Dependence on direct subsidies is forecast to increase following the Agenda 2000 CAP reform. Farm incomes are likely to continue to be under particular. Value-adding processing of agricultural produce is limited;
- **has a central role to play in conserving the environment and bio-diversity.** Agriculture is fundamental to creating and maintaining the exceptional fabric of the countryside in the Objective 1 area, but the post-war emphasis on land improvement, coupled with increasing farm specialisation, have impacted on landscape diversity, as well as on habitats and species. In particular, within the Less Favoured Areas, there has been a sharp increase in sheep numbers since the 1970s, and a concomitant shift away from cattle and arable productions;
- **is still extremely important to maintaining the social fabric and character of communities in the rural parts of the Objective 1 area.** In the industrial valleys of South Wales, agriculture accounts for just one per cent of total employment, but the percentages in Ceredigion, Pembrokeshire, Carmarthenshire and North West Wales are 21%, 17%, 13% and 10% respectively. Commercial pressures are creating a trend towards fewer, larger, fully-viable farm holdings, and more smaller, part-time holdings. This has serious implications, not only for the social fabric of rural communities, but also for their character. Rural communities in the Objective 1 area represent the heartland of the Welsh language, and farming families are the backbone of the language in those areas. A drastic change in farm structure could undermine the future of the Welsh language in those communities where it is the normal everyday first language.

Objectives

Sustainability is the central policy concept for the future of Welsh agriculture in the Objective 1 area. The objectives will be to:-

- help agriculture and land-based industries become more sustainable economically, with the emphasis on premium, branded products with and environmentally-positive image, and much greater value-added processing of primary produce in rural Wales;

- help Welsh agriculture and land-use become more sustainable environmentally and ecologically;
- guard against extreme changes in the farming structure, so that agriculture continues to make a contribution to sustaining the social fabric and traditional character of rural communities; and
- help farming to adapt, by ensuring that effective training research and development, technology transfer, information and advisory services are available to farmers to help them adopt best agricultural practice, manage their businesses more effectively and take sensible commercial decisions on how to develop or diversify, and by ensuring that information, advisory and counselling services are available to farming families more generally to help them take informed decisions about their future

Scope

The following priorities have been identified:-

The Development of value-added Agri-food supply chains

Agriculture in the Objective 1 area will not be viable if it seeks to compete by producing basic commodities. The aim is to link agriculture more effectively to markets, by developing premium, branded products, which can command premium prices, and with much greater value being added through food processing. This will improve farmers' margins and create additional jobs in the processing sector.

General measures will include:-

- pro-active account management of food processing companies to help them target markets and expand;
- grants for marketing and processing projects to support this;
- support for co-operative initiatives by farmers to help them gain a greater stake in processing and marketing their produce; and
- development of designated centres of excellence to provide expert support for food processing companies on product development.

Within this context, the main specific priorities within the Objective 1 area include:-

- the development of markets both in and outside of Wales;
- added-value meat processing - adding value to the lamb forequarter and other less marketable cuts is a high priority within this;
- development of niche markets in the catering and hospitality sector, to complement sales to retail multiples;
- support for product innovation and development
- development of high value-added dairy processing in Wales;
- development of organic production in all agricultural sectors;
- creation of centres of excellence in food product development.

The development of value-added supply chains must also be pursued in other less traditional sectors to reduce over-reliance on lamb, beef and dairy. The following sectors have potential:-

- horticulture;
- speciality/fine foods - this can also help support tourism;

- aqua-culture of sea fish where world markets are growing rapidly;
- development of inland fisheries;
- sustainable harvesting of shellfish;
- alternative crops (fibre e.g. flax-hemp, protein crops, pharmaceuticals);
- bio-mass (including willow and short- rotation coppice);

Further work will be done to analyse the likely investment costs and potential economic/environmental benefits of these sectors, so that informed decisions can be taken on which offer the greatest potential.

Effective Services to Help Farming Adapt

For most farming families in the Objective 1 area, farming is first and foremost a traditional way of life. Business planning and analysis of production costs exist to some degree in the dairy sector, but are rare in the livestock sector. If farming and farming families are to adapt successfully a much more business like and enterprising approach is needed. Farming families will need help to :

- develop the business and IT skills to manage and develop their business successfully, and to diversify;
- adopt best practice, environmentally-sensitive farming techniques;
- take informed decisions about their future, and the career option facing farming members.

The following priorities are identified to meet these needs in the Objective 1 area:-

1. An all-Wales network of **demonstration farms** will be established, with strong representation in all Parts of the Objective 1 area. A substantial number of demonstration farms already exist, associated with research establishments, further education colleges, local authorities and Objective 5b projects, but currently there is no co-ordination between them. The aim will be to:-

- draw these farms into an all-Wales network, with the support of their sponsor organisations, to enable more effective dissemination of best practice on agricultural production and management;
- identify additional, ordinary, working farms which will, with the input of advice from network sponsor organisations, act as further demonstration farms to highlight good practice in their localities;
- use an intensive programme of farm visits, backed up by use of publicity materials, to disseminate best practice

2. **Research and development projects** will be supported where they have a direct relevance to helping Welsh farming adapt and diversify. Results from this and relevant research and development elsewhere in the UK will be disseminated through the all-Wales network of demonstration farms and other suitable farms.

3. **Standards** will be specified for the effectiveness and coverage of business skills/IT skills, training, information and advisory services for farmers and their families, and service provision will be assessed against these standards.

4. Support will be provided for provision of business skills training, information and advisory services in all areas to be brought up to the specified standards, and for these services to be accessible through Business Connect.

5. Farmers and their families who need them should have access to **counselling services**.

In the Objective 1 area, the priority needs that training, information and advisory services will focus on include:-

- business and IT skills, both general skills and best management practice related to the type of production (dairy, beef etc.);

- grassland management;
- organic and environmentally-friendly modes of production;
- ways of combining timber production and grazing by livestock to improve returns;
- safe disposal of sheep dip and protection of watercourse;
- business succession planning/retirement options/career options for family members;
- efficient resource use (such as water and energy) including promotion of the Codes of Good Agricultural Practice.

The four accompanying measures, funded under the EAGGF Guarantee section, will also play a crucial part in meeting the Objective of a sustainable agriculture:-

- area-based compensatory allowances for farming in less favoured areas of Wales (the great majority of the Objective 1 area) will help social and cultural sustainability, and also contribute to environmental sustainability;
- Tir Gofal and similar future schemes will address environmental sustainability, and also contribute to social and economic sustainability; maximising the business opportunities for farming families and supply services arising from all environmental measures
- early retirement to prepare younger farmers to take full responsibility for managing and developing units from which sides families retire
- Agri-forestry

Other income generation

Priorities here will include identification of other sources of income through diversification:-

- linking and integrating new activities within other sectors including forestry, tourism and environmental (including a full range of new product development, advice, training etc.);
- research and development of pilot projects/demonstration projects, etc.;
- new approaches to business ideas generation and development, identifying and promoting business opportunities, linking with businesses outside agriculture, etc.;
- proactive existing skills assessment and marketing (and further skills development within relevant contexts) via fully developed skills brokerage;
- developing further action to broaden career aspirations and horizons, and new mechanisms for linking with employers;
- full range of business support advice, information and training;
- promoting entrepreneurship;
- promoting the agri-rural and urban link.

Agricultural Suppliers

Establish a long-term network programme with firms currently primarily supplying the agriculture industry itself. These specific sectors will need to adjust to the considerable changes within the industry. This element will include a comprehensive range of business development actions:-

- Opportunities development and diversification
- Networking actions
- Marketing
- Product/service development
- Training and information

Outputs to be monitored

- arm businesses involved in value adding activities;
- farm businesses involved in new farming techniques;
- farm businesses involved in pluriactivity;
- agricultural supply businesses diversified;
- area of land supporting Bio-diversity Action Plan habitat or species that is under positive management.

Impact

- numbers of jobs supported in farm based families;
- number of holdings supported;
- numbers of jobs created off farm in value added activity
- numbers of jobs in agricultural supply businesses created/supported
- more positive image of agriculture and related activities proportional increase in investment.

Measure 2: Forestry and Woodland Development

Description and Rationale

Forests and woods cover 12% of the land area of Wales and the forest industries support approximately 4,500 jobs. The industry in Wales processes 2,000,000 tonnes of wood yet the total annual cut is 1,200,000 tonnes (of which 30% is hardwood).

Forestry is under severe economic pressure. Its future is inextricably linked to world markets. In the last two years timber prices have fallen by over 30% and are unlikely to recover in the short term. All Parts of the industry are affected (grower, contractor, haulier, sawmiller and processor). Maintenance and management of woodlands are adversely affected and this in turn will have a detrimental affect on conservation, environment and bio-diversity.

Much current woodland reflects outdated policy put in place in the earlier half of the Century and priorities have since changed New policies must therefore restructure woodlands and wood based industries to include a broader range of species. The recovery of native woodlands needs to encouraged along with the development of new markets and products, assisting businesses to adapt and adding value much nearer to rural communities.

Objectives

- To develop and expand the hardwood and softwood sectors meeting demand for certifiable, sustainable timber and timber products and engendering a culture of wood use in society
- To support local "added value" businesses, the larger processing mills and their supply chains
- To promote sustainable woodland management and create significant new woodland to provide long term economic and environmental outputs.
- To encourage greater co-ordination and networking within the industry.

Scope

- development of 'added value' woodland businesses near to woodlands and rural communities; local processing, branding and associated marketing activity
- development of supply chains and mutually beneficial collaborative working
- modernisation of the forest harvesting equipment base with emphasis on machinery rings and shared facilities
- development of recreation, access, tourism, environmental interpretation and community use of woodland
- development of 'centres of excellence' -both products and woodland management techniques;
- development of wood and wood residues for renewable energy;
- training in forest industry related skills courses including on-site and on the job training.
- Improving business and transferable skills including business start ups, marketing, wildlife management and countryside interpretation skills;
- encourage research and development into new products and methods of 'technology transfer';
- encourage new woodlands, improved woodland management and species choice to ensure maintenance of bio-diversity in woodlands
- improved networking between all Parts of the industry and the raising of professional standard

Output to be monitored

- value added to local product
- supply chains initiatives developed
- training sessions arranged for the industry
- areas of woodlands brought into positive management;
- areas of new woodlands
- new businesses established;

- new jobs created and safeguarded.

Impact

- Improvement of air quality and greenhouse gases by action of woodlands to filter air pollutants
- increased access and recreation outputs in woodlands

Measure 3: Strengthening rural communities

Description and Rationale

The growth of sustainable communities is an integral part of promoting rural development. The recent dramatic loss of employment, population and income continues to place rural communities under intense pressure. A measure supporting local initiatives will empower communities and assist them in producing innovative actions which provide improved services and infrastructure. This will contribute to the economic prosperity of the area. The particular combination of factors such as the premium on transport, lower population density, poor services and peripherality make this measure essential for a sustainable rural economy.

Objective

To increase confidence, participation and skills of people in rural communities for the benefit of the sustainable development within the area. Maximising the potential contribution of people in rural areas to increasing GDP, jobs and earnings by creating a more entrepreneurial and dynamic culture. This will help to strengthen rural communities by encouraging local people to co-operate with a range of local agencies thereby enhancing the quality of life within those communities by providing improved services.

Scope

A range of actions including:-

- promoting entrepreneurship within a range of situations targeting economically inactive groups(e.g. women, Welsh speakers, disabled people, disaffected youth)
- targeting the self-employed with initiatives to increase their incomes;
- creating mechanisms to enable direct investment in local economic development action including inward investment
- linking the process of community regeneration with opportunities arising from general changes in rural areas e.g. the decline in rural services
- support for vital rural services, including post offices, shops, pubs, community facilities and services, transport;
- reduced barriers and improved skills levels, local provision of a wide-range of training opportunities
- energy use within local communities including support for small scale community renewable energy schemes, energy conservation , bio-mass, composting;
- establishing tracking systems to measure outward migration and to encourage new approaches towards involving young people in changing the patterns of leaving/returning and living/working in rural areas

- support for community led actions, including economic, social and environmental issues.
- Village renewal schemes

Outputs

- numbers of economically inactive population involved in entrepreneurial action;
- people involved in community action;
- increasing direct investment in rural economic action;;
- number of community projects assisted.
- jobs created/safeguarded
- private sector investment levered;
- rural services delivered effectively by community / public / private sector partnerships;
- young people stay in/return to rural areas.

(Impacts to be added)

Measure 4: Countryside Management

Description and Rationale

The natural environment is one of the area's major assets and has a major impact on the perceived quality of life for native, consumer, tourist and investor. Therefore protection and enhancement of the environment are important in terms of securing long-term sustainability and supporting economic development. West Wales and the Valleys has a valuable wildlife resource of species and habitats, varied and attractive landscapes and a network of paths commons and National Parks for quiet recreation and enjoyment of the countryside. Over 60% of the Welsh coastal waters are subject to European conservation designations, and the coast supports internationally important populations of seabirds.

It will be appropriate to ensure therefore that those working in the countryside have access to resources to allow them to promote environmentally sustainable management of land where this sustains and creates local jobs.

However there are still many pressures on the natural environment affecting the quality of air, water and bio-diversity in the countryside and coast. Reversing these pressures in ways which contribute to the economy of the area is a key challenge.

Objectives

- To conserve and enhance the countryside and secure a permanent increase in the health or bio-diversity of the environment;
- to provide new employment opportunities in the natural environment;
- to encourage a greater degree of integration in land use ;
- to develop appropriate recreational opportunities and facilities in both rural and urban areas for the benefit of all.

- To reduce and manage sustainably waste generated in the countryside and coast
- to achieve the integrated management of Wales' coastal zone that enhances the value of the coast to visitors and local people, promotes the sustainable use of the coast's resources for economic, environmental, and social benefit and to enhance the quality of the coastal environment and the wildlife it supports

Scope

This should involve incentives to:-

- Promote the sustainable recreational use of the coast and countryside, including environmental education and interpretation, and visitor and traffic management initiatives
- Manage areas of priority habitat for flora and fauna under the UK's Bio-Diversity Action Plans, including coastal and freshwater wetlands, coastal heathlands and uplands
- Sustainable management of other habitats. eg. coastal habitats, rivers, semi natural woodlands, species-rich grasslands and rhos pastures
- Sensitive management of farmland of value to wildlife
- Priority species-specific or site specific actions
- Restoration and management of traditional and/or locally distinctive landscape, historical and archaeological features
- promote new and improved opportunities for gaining access to the countryside, for the benefit of local people and visitors to Wales, and for disabled people
- stimulate the farming of rare native breeds to help maintain genetic diversity;
- promote urban and semi-urban wildlife and country parks and sites in the urban parts of the West Wales and the Valleys area
- maintain the biological and geographical integrity of rivers, lakes and streams, reduce eutrophication (e.g. Llyn Tegid) and acidification and promote catchment management including restoration of natural rainfall run-off characteristics;
- add value to existing environmentally orientated schemes such as Tir Gofal, the Organic Aid Scheme, and ensure more active use of existing codes of Good Agricultural Practice
- provide training and good practice dissemination in farm habitat management, landscape and environmentally friendly food labelling schemes.
- reduce farm costs by reducing resource intensity farming especially energy use, pesticide use and the reduction of farm waste
- research, prepare and implement integrated coastal zone management plans for the West Wales and the Valleys seaboard areas
- promote sustainable methods of harvesting fish and other coastal and estuaries species

Sensitive flood defence works, including managed retreat, as part of wider action to promote sustainable shoreline management plans

Outputs

- jobs created in environmental and heritage management
- jobs created in green tourism related activity
- hectares brought under environmentally sustainable management per annum
- km of new access routes \ areas
- number of rural and urban sites managed for their heritage (natural, landscape and cultural)
- number of individuals enterprises receiving advice on environmental management
- number of individuals enterprises adopting more environmentally friendly practices
- number of rare native breeds and number of animals supported
- new jobs created in waste management and pollution control
- Increase in species-based index of biodiversity in Wales
- Increase in habitat based index of biodiversity
- Increase in index of fresh water quality in Wales
- (Impacts to be added)

Appendix 1 - Environmental Status

Current Environmental Status

An environmental appraisal of the West Wales and the Valleys area is contained in Appendix 1 to this document. The appraisal contains two elements, firstly an overview of the environmental capital of each part of the eligible area, and secondly key local environmental and pollution problems derived from the Local Environment Action Plans (LEAPS) prepared by the Environment Agency Wales. There are, however certain environmental problems and issues which apply to large parts of the eligible area or indeed the whole area, and these are detailed below. This in part summarises State of the Environment reports prepared by the Environment Agency Wales, and the Countryside Council for Wales and Forestry Commission. The appraisal below identifies key environmental pressures within the West Wales and the Valleys area under seven headings, and provides a framework to identify the environmental actions that will be required to tackle these issues. The inclusion of these actions within this Single Programme Document will meet the European Commission's requirement for "environmental protection requirements". Appendix 3 lists the national and international wildlife designations, together with other designations, to be found within the West Wales and the Valleys area.

Key environmental pressures in the West Wales and the Valleys are as follows:

Climate Change

Climate change leading to direct impacts on habitats and species, and the loss of some species. Sea level rise is likely to cause a net loss of some habitats such as intertidal sand, and gains in others such as saltmarsh (through managed retreat), but overall changes are likely to be damaging.

Air Quality

Acidification is still a major threat to plants and animals and their habitats, including freshwaters. Acid inputs (sulphur dioxide, ammonia and nitrogen oxides) are predicted to cause further damage to sensitive sites. Evidence suggests that nitrate is leaching into surface waters from nitrogen saturated soils. Concentrations of ground-level ozone, primarily from motor vehicle pollution, regularly breach levels set for the protection of the natural environment and for human health. Ozone concentrations increase with altitude, threatening upland habitats already stressed by factors such as acidification. In urban areas, high levels of particulates and nitrogen oxide are damaging to people's health, and contributing to a poor urban environment.

Freshwater Quality

The discharge and leaching of nutrients (mainly from sewage and agricultural fertiliser run-off) into many lakes and rivers poses a significant risk of artificial nutrient enrichment, causing depletion of oxygen in water and the development of algal blooms. Sewage and trade effluent, and combined sewer overflows, continue to pollute freshwaters. Organophosphates and synthetic pyrethroids used in sheep dips have been shown to be capable of eliminating invertebrates in rivers and streams. Some 150 discharges from abandoned coal mines are polluting streams and rivers with iron. The effects of rising levels of water use cause concern. There are cases where abstractions are harming the water environment. Certain rivers have seen a serious decline in migratory fish stocks. The perceived decline in salmon catches, taken with sub-optimal spawning in some

years, emphasises the need for improved salmon management if angling opportunities are to continue to provide substantial support to the local tourism industry.

Coastal Water Quality

Marine pollution is a major threat to the coastal environment. High concentrations of organochlorine pesticides have been found in porpoise and dolphin tissue in Cardigan Bay. Concentrations of nutrient and algae in the Irish Sea suggest enhanced nutrient enrichment arising from sewage, agricultural runoff and industrial discharges. There are discharges of untreated sewage by Dwr Cymru Welsh Water to the coastal waters of the area leading to poor aesthetic water quality. Good bathing water quality is of paramount importance to the tourism industry since a significant proportion of tourist recreational activities in West Wales and the Valleys are water based. There have been serious spillages from the Liverpool Bay oil and gas platforms. Overfishing, and other fishing practices, continues to damage fish stocks.

Landscape Quality

Development pressures, including urbanisation, threaten landscapes, in the form of more widespread noise and lights from settlements and roads, overhead lines and masts. Open cast coal mining permanently modifies large tracts of landscape. Contamination of land from past industrial development can cause unacceptable risks. Standard approaches to road and building design erodes rural character. Riverine and wetland habitats have been degraded and lost through land drainage, floodplain development, agricultural impacts, and the spread of invasive non-native plant species, particularly Japanese knotweed.

Waste

About 5-million tonnes of controlled waste is disposed of in landfills in Wales. Of the non-controlled wastes, 4 million tonnes of agricultural waste, and 5,5 million tonnes of mine and quarry waste are produced in Wales each year. The construction of landfill sites alters landscapes and generates odours, dust and noise. Unlicensed disposal of waste and flytipping disfigure the landscape.

Habitats and Wildlife

In many areas the landscape has been damaged and is still being threatened by agricultural changes such as the removal of traditional field boundaries, large-scale grassland improvement and by ecological overgrazing by sheep, which damages habitats for wildlife. Many bogs have been degraded, particularly the blanket bogs of mid and south Wales. The condition of woodland is often unfavourable due to over-grazing by domestic stock or wild deer, and infestation with dense rhododendron. Many coastal habitats are degraded, due to development and recreational pressures, and in some cases (e.g. sand-dunes) due to a lack of grazing. Notable losses of biodiversity include:

- Massive declines in farmland birds such as lapwings, which have declined by 73% in the last 11 years.
- Black grouse population halved in fifteen years and range contracted.
- Turtle dove and corncrake virtually extinct in Wales.
- Corn buntings now confined to circa 15 pairs around the Dee.
- Bitterns extinct as breeding species.
- Otters have declined (but are making a comeback).

- Red squirrels are limited to perhaps two areas of Wales (once widespread).
- Brown hares have declined.
- Several butterfly species have declined (eg. pearl bordered and marsh fritillaries).
- Various plants have also been lost or are or at risk.
- Invertebrates such as the shrill carderbee and hornet robber fly (both priority BAP species) are at risk.

Environmental Strategy

The appropriate responses to the issues identified in the section on the current environmental status of Wales are set out here. They are based on 'A Working Environment for Wales' produced by the Environment Agency Wales and 'The Living Environment of Wales' produced jointly by the Countryside Council for Wales and the Forestry Commission. Nine key objectives are identified:

Saving energy by development of a sustainable energy strategy

- Improve urban and rural air quality
- Counter climate change
- Promote the use of renewable energy resources

Promote integrated transport

- Improve urban and rural air quality
- Counter climate change
- Service social and economic needs
- Avoid damaging effects of further major road schemes

Promote efficient use of natural resources

- Minimise waste by using less and by reusing and recycling materials
- Reduce water usage thereby avoiding the damaging effects of increased abstraction and new water supply schemes.
- Ensure that fish stocks are maintained at self-sustainable levels by controlling exploitation

Support sustainable land use

- Protect greenfield sites
- Support brownfield development
- Discourage floodplain development that exacerbates flooding problems
- Adopt good agricultural and forestry practice to address existing problems (eg pollution by sheep dip chemicals, eutrophication, soil erosion and vegetation damage from overgrazing)
- Incorporate sustainable drainage systems to prevent pollution from surface runoff from urban and industrial areas

Protect and enhance biodiversity

- A high level of protection for designated conservation areas
- The improvement of degraded habitats
- Conservation of important species and habitats

Promote environmental education, community involvement and partnership schemes

- Improve the public's understanding of environmental issues and promote society's sense of value of the environment
- Achieve a broad consensus on environmental management by seeking the views of the public, interest groups and major stakeholders.

Develop monitoring programmes to establish links between community health and environmental quality

- Address gaps in knowledge by targeting monitoring on the basis of risks to the environment and human health

Improve infrastructure to support sustainable development and protect vulnerable communities

- Treat discharges from abandoned mines
- Improve the standard of Combined Sewer Overflows
- Upgrades in the quality of specific discharges for the improvement of some coastal waters and river reaches
- Maintain and improve flood defences

Complete the remedy of the environmental damage caused by the industrial legacy

- Restoration of remaining derelict and contaminated land

Environmental Impact Evaluation of the West Wales and the Valleys Programme

The environmental assessment procedures that will be applied to the projects within the West Wales and the Valleys programme will form a Strategic Environmental Appraisal (SEA). This will act as support to planners and decision makers, providing them with the relevant environmental information on the positive and negative implications of plans and programmes. Each SEA stage is meant to facilitate integration of economic, social and environmental objectives.

SEA Stage	Description
1. Assessment of the environmental situation - developing a baseline	To identify and present information on the state of the Environment and natural resources of the region, and on the positive and negative interactions between these and the main development sectors which are being funded through the structural funds
2. Objectives targets and priorities	To identify environmental and sustainable development objectives, targets and priorities which the member states and regions should achieve through development plans and programmes funded by the structural funds
3. Draft development	To ensure that environmental priorities and objectives are fully integrated in the draft plan or programme which define the development objectives and priorities for assisted regions, the types of initiatives which could be funded, the main alternatives for reaching the development objectives of a

Proposal (plan/programme) and identification of alternatives	region, and a financial plan
4. Environmental assessment of the draft proposal	To assess the environmental implications of the development priorities within plans or programmes and the degree of environmental integration in their objectives, priorities targets and indicators. To examine to what extent the strategy set out in the document will contribute to or hinder sustainable development in the region. To review the draft document in terms of its conformity with relevant regional, national and EU policies and legislation
5. Environmental indicators	To identify environmental and sustainable development indicators intended to quantify and simplify information in a manner that promotes understanding of the interaction between the environment and key sectoral issues to both decision makers and the public. They are intended to use quantified information to help identify and explain changes over time.
6. Integrating the results of the assessment into the final decision on plans and programmes	To assist in the development of the final version of the plan or programme, taking into account the findings of the evaluation.

The environmental indicators to be used are detailed below

Indicator	Source	Relationship to Strategy	Applicable EC directive
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(Above table to be populated from appropriate indicators from "Sustainability Counts" [12 headline indicators, 140 new indicators and 39 Agency indicators]. Also consider those listed in ECOTEC report).

The overall aim of the SEA is to measure the extent to which the measures suggested in the programme meet the objectives of the Environmental Strategy. It should be used to steer the programme in a positive direction in terms of its environmental effects. There should be a tangible overall benefit.

Environmental Monitoring and Evaluation Procedures

Environmental monitoring and evaluation of the West Wales and the Valleys programme for West Wales and the Valleys will be undertaken by the appropriate authorities set out in Section 2.5.5. Monitoring of the environmental consequences of the programme will be undertaken against baseline data appropriate to each priority and measure. Environmental indicators which will become available in 1999 are set out in Section 2.5.3.

Legal and Administrative Framework

Environmental protection and monitoring functions in Wales are delegated to the Environment Agency Wales, the Countryside Council for Wales, and local authorities. For woodlands responsibility lies with the Forestry Commission.

The Environment Agency Wales' principle aim is to protect and enhance the environment as a whole, in order to help attain the objective of sustainable development. Its functions cover the management and regulation of waste, contaminated land, industrial processes, and the management of the water environment (water quality, water resources, flood defence, freshwater fisheries, conservation, recreation and navigation). The Agency develops integrated strategies and action plans for these functions and ensures that regular monitoring and reporting is undertaken. Delivery of these responsibilities at a local level is achieved through Local Environment Agency Plans (LEAPs), and by working in partnership with other organisations. The agency also seeks to support and advise on waste reduction and minimisation. The Environment Agency Wales'

responsibilities as a statutory consultee include statutory impact assessments and statements, all development plans including minerals and waste, air quality management plans, certain types of development and planning applications.

The Countryside Council for Wales (CCW) is the Welsh national wildlife conservation authority. It gives advice to Government on a wide range of matters which affect the countryside. These include threats to the environment, the impacts of developments and changes in land use, the funding of National Park authorities, international matters and new legislation. The CCW advises on the declaration of Marine Nature Reserves, land for protection under EC Directives and land designated by local authorities as Heritage Coasts and Local Nature Reserves. The CCW can also designate several categories of land to protect and conserve its wildlife or landscape. These include National Nature Reserves (NNR) and Sites of Special Scientific Interest (SSSI) as well as National Parks and Areas of Outstanding Natural Beauty (which have to be confirmed by the Welsh National Assembly). CCW also issues licenses for activities which may disturb legally protected species, and manages NNRs and assists landowners maintain the value of privately owned SSSIs. The CCW undertakes biological and geological research in order to monitor change or intervene to the benefit of the environment. Intervention work is often undertaken through partnership arrangements with local authorities, or the farming community, for instance through the Tir Cymen and Tir Gofal agri-environmental schemes and the Hedgerow Renovation Scheme.

Local authorities have statutory environmental responsibilities relating to local air pollution control, refuse collection and disposal, and monitoring drinking water quality. Together with the National Park Authorities, they also exercise the important statutory planning function and have responsibilities for local traffic management. They are required to identify and remediate contaminated land, and have a key role in promoting local sustainable development initiatives through Agenda 21. In addition, local authorities are encouraged to promote waste minimisation and recycling.

The Forestry Commission is the Government Department responsible for advising ministers on forestry policy and for implementing that policy. Its principle mission is to "protect and expand forests and woodlands and to increase their value to society and the environment". It advises on forestry policies and implements the Government's policies through its grant schemes, regulatory functions and research, and through its management of the national forest estate. Forests and woodlands occupy around 13% of the land area of Wales, approximately half of which is managed by the Forestry Commission's agency, Forest Enterprise. It sets standards for the sustainable management of forests and provides advice and guidance on managing the forest environment. Through its grant aid it supports new planting and sustainable management of existing forests. It supports a broad range of forestry initiatives to increase the benefits from private and publicly owned forests.

In addition, certain voluntary organisations undertake a variety of administrative roles in connection with the environment.

Appendix 2 - Preliminary Ex Ante Environmental Appraisal

For Consultation

This preliminary appraisal is a "forward look" which consists of a matrix of Programme Measures against sustainability criteria, together with a commentary on the key points identified via the matrix. The sustainability criteria are those identified in the report produced for the European Commission DGX1 (Environment Nuclear Safety and Protection) which was entitled "A Handbook on Environmental Assessment of Regional Development Plans and EU Structural Funds Programmes" (August 1998). There are linkages between these sustainability criteria and the nine key objectives of the environmental strategy presented within this document.

We would welcome in particular comment on

- **the development of the linkages between these sustainability criteria and the social, environmental and economic strategic objectives of this document. Are these the most appropriate sustainability criteria?**
- **the anticipated impacts of the individual Measures and the section "Contribution of the Programme to Sustainability".**

The impacts identified in the matrix are considered to be those that, on balance, and with appropriate influence on individual projects, are likely to arise from each measure. This is clearly a high-level consideration and individual examples of possible projects within each measure will have a different environmental sustainability potential. Every attempt will need to be taken to influence projects to ensure that within the constraints of the proposal they are as environmentally sustainable as possible. At the project assessment stage, projects that inherently environmentally unsustainable should not be allowed to proceed, although clearly each decision must be made on a broad (i.e. not just financial) cost-benefit basis.

The matrix and commentary are supplemented by the following :

1. A separate assessment against a standard set of environmental impact criteria including a consideration of the compatibility of the proposed measures with environmental legislation (**see below - additional explanatory text to be added**).
2. An assessment of the contribution of the programme to sustainability (**see below - this will be developed further in the future**).

The following are the main points arising from consideration of the matrix of measures versus sustainability criteria:-

SECTION 1 BUSINESS DEVELOPMENT & ENTERPRISE

Measure 1 : Financial support for the establishment of new ventures and the development of existing businesses

On balance, the establishment of new ventures and development of existing businesses is likely to require the use of non-renewable resources and this will have a negative effect on the environment. However, there are a number of sustainability criteria where this measure could lead to either positive or negative effects and it will be necessary at the project assessment stage to ensure that support is given to the more sustainable businesses and that they pursue all available means to minimise

their adverse environmental impact. Some of the negative effects of this measure could be eliminated if Priority 2 Measure 1 (Accessibility and Transport) is successfully implemented.

Measure 2 : Support to develop and encourage entrepreneurship

This measure has little relevance to environmental sustainability, although there may be some scope to ensure that entrepreneurs are made aware of the importance of environmental issues and the benefits of involving the public in decisions about development. There is also a possibility of developing entrepreneurship in eco-industries and environmentally friendly businesses under this measure

Measure 3 : Support to encourage and develop innovation and R&D

There is considerable potential to ensure that the innovation and R&D promoted by this measure takes account of principles of environmental sustainability and considers ideas which are beneficial to the environment. In the area of wildlife, habitats and landscape and maintenance and improvement of historic and cultural resources it could have a positive or negative effect.

Measure 4 : Improving skills levels within businesses

This measure has the potential to contribute to environmental sustainability if efforts are made to ensure that the skills acquired include familiarity with Environmental Management Systems and other mechanisms for optimising the performance of industries with regard to the environment.

Measure 5 : Support for the creation and development of business opportunities in the social economy

This measure will not directly impact on environmental sustainability, but there may be scope to take measures that are advantageous to the environment at the periphery of this measure, for instance, via educational opportunities.

Measure 6 : Support for the information Society

Support to the Information Society will provide benefits to the environmental sustainability of the Objective 1 programme in numerous ways and provides a strong counterbalance to some of the measures which could have a net negative effect looking at the Business Development Priority as a whole.

Measure 7 : Development of Key Growth Sectors

This measure should provide many positive opportunities to promote the environment, for example, by linking beneficial sustainable behaviour to cultural industries. One important key growth sector in the Objective 1 area is tourism. Tourism inevitably has some negative effects on the environment by increasing the population of an area with the commensurate use of vehicles, generation of waste etc. However, there are opportunities to educate tourists in sustainability issues and to influence the people to protect the environment that they have come to enjoy, which gives some weight to the other side of the environmental sustainability equation.

SECTION 2 DEVELOPING A COMPETITIVE ENVIRONMENT

Measure 1 : Accessibility and Transport

This measure has the potential for numerous environmentally beneficial effects as long as the projects which are supported are influenced to ensure that they pursue integrated public transport solutions and discourage the use of private vehicles. Green Transport Plans should be integrated with the solutions which are supported to ensure that commuters are provided with a system which they will use. Strategic Environmental Appraisal (SEA) should be used when considering options.

Measure 2 : Energy infrastructure

This measure must be carefully implemented to ensure that the energy infrastructure, which might develop from its implementation, uses the most environmentally sustainable of the energy alternatives, this should include SEA. The main

benefit arises from the replacement of older inefficient and dirty technologies by renewables or cleaner and more efficient equipment, together with the opportunity to use state-of-the-art pollution control technologies.

Measure 3 : Environmental Management Infrastructure

This measure has a central role to play within the entire Objective 1 Programme in ensuring that the expertise and techniques are widely available to ensure that all decisions are taken with an informed view of their environmental sustainability implications. This should ensure that decisions are taken with a proper balance between economic, social and environmental sustainability.

Measure 4 : Telecommunications

This measure has the potential to improve the environmental benefits of all other measures by reducing the need to travel e.g. by use of videoconferencing.

Measure 5 : Provision of sites and premises

There is potential for this measure to have a net negative effect unless mechanisms are put in place to require the use of 'brown field' sites wherever possible and strongly discourage the use of 'green field' land. The Objective 1 area has many locations which can be re-used to the benefit of society. The use of 'green field' sites should be discouraged and 'brownfield' development supported as the mechanism for achieving economic and social benefits.

SECTION 3 COMMUNITY REGENERATION

Measure 1 : Community participation and Partnership

This measure should have a net positive effect as stronger communities are likely to care more about their environment as a result of their ownership of it. However, it is important that mechanisms are put in place to ensure that projects funded under this measure properly consider environmental sustainability and grasp environmental opportunities.

Measure 2 : Community led initiatives

This measure has considerable potential for net positive environmental effects as long as projects are influenced towards achieving the correct balance between economic, social and environmental sustainability.

Measure 3 : Pathway to social inclusion

Greater social inclusion should increase the proportion of society who make environmentally responsible decisions and this measure is therefore likely to have a beneficial effect.

SECTION 4 PROMOTING SOCIAL INCLUSION AND LIFELONG LEARNING

Measure 1 : Easing the access of women into the labour market

This measure could have a net negative effect e.g. by increased impacts from travel. Increased levels of employment will lead to greater impacts on the environment, unless other measures deliver mitigation of such effects e.g. more sustainable transport modes.

Measure 2 : Promoting employability

This measure could have a net negative effect e.g. by increased impacts from travel. However, greater social inclusion should increase the proportion of society who make environmentally responsible decisions and this measure is therefore likely to

have a beneficial effect as long as Priority 2 measures are delivered in an environmentally sustainable fashion.

Measure 3 : Widening access to learning

This measure has the potential to provide key environmental sustainability improvements in the long term if the key messages are woven into all training which is provided to change peoples attitudes so that we treat our environment more responsibly.

Measure 4 : Promoting adaptability and skills for life and work

This measure is potentially beneficial to environmental sustainability as long as the skills which are promoted include those of responsible global citizenship.

SECTION 5 RURAL DEVELOPMENT AND SUSTAINABLE USE OF NATURAL RESOURCES

Measure 1 : Managing agricultural change

If care is taken to incorporate environmental principles then this measure could have a net environmental benefit. Care must be taken to avoid conflict between agriculture and conservation interests and this must be taken into account at the project approval stage.

Measure 2 : Forestry and woodland development

Care must be taken with this measure so that decisions are taken which are beneficial in the long as well as the short term. Sustainable forestry management practices will need to be universally adopted for supported projects. Where significant monoculture forests are proposed care must be taken to ensure that they will not have a damaging effect on the environment eg by exacerbating the effects of 'acid rain'. The measure should include the planting of more broad-leaved woodland which will maximise the recreational biodiversity benefits. Waste minimisation will also be a key element of projects supported under this measure.

Measure 3 : Strengthening Rural Communities

This measure has the potential to have a net beneficial effect on the environment as long as the projects take proper account of the principles of environmental sustainability.

Measure 4 : Countryside management

This measure should have many important benefits in terms of the environment although care must be taken where there are possible conflicts between the various elements which are being managed.

Section 1 Business Development & Enterprise

Measure/Criteria	1	2	3	4	5	6	7
	Financial Support	Entrepreneurship	Innovation and R&D	Business Skills	Social Economy	Information Society	Key Growth Sectors
1 Minimise use of non-renewable resources	-	NA	+	+	+	+	+/-
2 Use renewable resources within	+/-	NA	+	+	+	+	+/-

capacity for
regeneration

3 Environmentally sound use and management of hazardous/ polluting substances and wastes	+/-	NA	+	+	NA	+	NA
4 Conserve and Enhance the Status of Wildlife, Habitats and Landscapes	+/-	NA	+/-	+	NA	+	+/-
5 Maintain and improve soils and water Resources	+/-	NA	NA	+	NA	NA	+/-
6 Maintain and improve historic and Cultural Resources	+/-	NA	+/-	+	NA	+	+/-
7 Maintain and improve Local Environmental Quality	-	NA	+	+/-	+/-	+	+/-
8 Protection of the Global and Regional Atmosphere	-	NA	+	+	+/-	+	+/-
9 Develop Environmental Awareness, Education and Training	NA	+/-	+	+	+	+	+
10 Promoting Public Participation in Decisions about Development	-	+/-	NA	+	NA	+	+/-

'-' Negative impact, '+' Positive impact, '+/-' May be either, 'NA' Criterion not applicable to this measure
- all are likely outcomes if projects influenced appropriately

Section 2 Developing a Competitive Environment

Measure/Criteria	1	2	3	4	5
	Accessibility & Transport	Energy infrastructure	Environmental Management Infra.	Telecommunications	Provision of Sites & Premises
1 Minimise use of non-renewable resources	+	+	+	+	-
2 Use renewable resources	+	+/-	+	+	+/-

within capacity for regeneration					
3 Environmentally sound use and management of hazardous/ polluting substances and wastes	+	+	+	+/-	NA
4 Conserve and Enhance the Status of Wildlife, Habitats and Landscapes	+	--	+	-	-
5 Maintain and improve soils and water Resources	+	+	+	NA	+/-
6 Maintain and improve historic and Cultural Resources	+	NA	+	=	NA
7 Maintain and improve Local Environmental Quality	+	+	+	+	-
8 Protection of the Global and Regional Atmosphere	+	+	+	+	-
9 Develop Environmental Awareness, Education and Training	NA	NA	+	NA	NA
10 Promoting Public Participation in Decisions about Development	NA	NA	+	NA	+/-

'-' Negative impact, '+' Positive impact, '+/-' May be either, 'NA' Criterion not applicable to this measure
- all are likely outcomes if projects influenced appropriately

Section 3 Community Regeneration

Measure/Criteria	1	2	3
	Community participation and partnership	Community led initiatives	Pathways to social inclusion
1 Minimise use of non-renewable resources	-	-	-
2 Use renewable resources within capacity for regeneration	+/-	+/-	+/-
3 Environmentally sound use and management of hazardous/ polluting substances and wastes	NA	NA	NA
4 Conserve and Enhance the Status of Wildlife, Habitats and Landscapes	+	+	NA
5 Maintain and improve soils and water Resources	NA	+/-	NA
6 Maintain and improve historic and Cultural	+	+	+

Resources

7 Maintain and improve Local Environmental Quality	+	+	+
8 Protection of the Global and Regional Atmosphere	+/-	+/-	+/-
9 Develop Environmental Awareness, Education and Training	+	+	+
10 Promoting Public Participation in Decisions about Development	+	+	+

'-' Negative impact, '+' Positive impact, '+/-' May be either, 'NA' Criterion not applicable to this measure
 - all are likely outcomes if projects influenced appropriately

Section 4 Promoting Employability and the

Measure/Criteria	1	2	3	4
	Access of women to labour market	Promoting employability	Widening access to learning	Promoting adaptability & skills for life & work
1 Minimise use of non-renewable resources	-	-	+	+/-
2 Use renewable resources within capacity for regeneration	-	+/-	+	+/-
3 Environmentally sound use and management of hazardous/ polluting substances and wastes	NA	NA	+	+
4 Conserve and Enhance the Status of Wildlife, Habitats and Landscapes	-	NA	+	+/-
5 Maintain and improve soils and water Resources	NA	NA	+	+
6 Maintain and improve historic and Cultural Resources	NA	+	+	+
7 Maintain and improve Local Environmental Quality	-	+	+	+/-
8 Protection of the Global and Regional Atmosphere	-	+/-	+	+/-
9 Develop Environmental Awareness, Education and Training	+	+	++	+
10 Promoting Public Participation in Decisions about Development	NA	+	+	+

'-' Negative impact, '+' Positive impact, '+/-' May be either, 'NA' Criterion not applicable to this measure
 - all are likely outcomes if projects influenced appropriately

Section 5 Rural Development and Sustainable Use

Measure/Criteria	1	2	3	4
	Agricultural change	Forestry and Woodland	Community development	Countryside management
1 Minimise use of non-renewable resources	NA	+	NA	+
2 Use renewable resources within capacity for regeneration	NA	+	NA	+
3 Environmentally sound use and management of hazardous/ polluting substances and wastes	+	+/-	NA	+
4 Conserve and Enhance the Status of Wildlife, Habitats and Landscapes	+	+/-	+/-	+
5 Maintain and improve soils and water Resources	+	+/-	NA	+
6 Maintain and improve historic and Cultural Resources	+	NA	+	+
7 Maintain and improve Local Environmental Quality	+	+/-	+/-	+
8 Protection of the Global and Regional Atmosphere	+/-	+	NA	+/-
9 Develop Environmental Awareness, Education and Training	NA	NA	+	+
10 Promoting Public Participation in Decisions about Development	NA	-	+	+

'-' Negative impact, '+' Positive impact, '+/-' May be either, 'NA' Criterion not applicable to this measure
 - all are likely outcomes if projects influenced appropriately

CONTRIBUTION OF THE PROGRAMME TO SUSTAINABILITY

Any investment that is made with the primary purpose of increasing the GDP of an area, will potentially have a negative effect on environmental sustainability unless it is carefully undertaken. There are a number of ways of ensuring that the programme achieves the correct balance between economic, social and environmental sustainability:-

- Measures that might have a net negative effect can be counterbalanced and outweighed by others which will be beneficial. The programme has examples of this approach e.g. where transport infrastructure improvements will prevent the potential environmental impacts of increased travel generated by higher levels of employment.
- Mechanisms can be put in place to influence every plan and project to take the most environmentally sustainable options available within the constraints of the proposal. Where there are potential conflicts between economic, social and environmental sustainability then decisions must be based on sound information on all options and impacts.
- Projects may be pursued which replace existing out-of-date equipment and techniques by modern state-of-the-art

equivalents, which will be inherently better from an environmental sustainability perspective. There are likely to be many examples of this in the programme e.g. the energy infrastructure and environmental management infrastructure measures.

- The implementation processes must incorporate mechanisms that enable informed decisions to be made at each level of plan and project development. This will include the use of appropriate techniques for ; sustainability appraisal, strategic environmental appraisal and the environmental impact appraisal of individual projects where necessary.

By making the correct decisions during the planning of the programme and following these through to the project level the programme should deliver significant benefits to the environment of West Wales and the Valleys in both short and long-term. If the correct decisions are made the programme will also make a significant contribution to the solution of National and Global problems, such as climate change.

Environmental Indicators for the West Wales and the Valleys Objective 1 Programme

Stage 5 of the Strategic Environmental Appraisal process requires the identification of indicators of environmental and sustainable development. Tentative indicators are provided in table A2.1, although these will need to be reviewed and refined in the future. Twenty four indicators have been selected as being relevant to determining the impact of the West Wales and the Valleys Objective 1 programme on the environment and all are based on information which should be readily available. It should be appreciated however that it is unlikely that trends in these indicators will be solely attributable to measures implemented as part of the programme. The table provides an indication of the source of the data and a high-level indication of the Parts of the SPD to which each indicator is relevant. The final column of the table identifies selected environmentally important EU Directives that are relevant to the proposed indicators. Indicators are based on 'Integrating Environmental Sustainability: Guidance for Structural Fund Programmes (Ecotec)', The Environment Agency's proposed Environmental Indicators and 'Methods for Tracking the Environmental Performance of EU Structural Fund Programmes in Wales' (ERM for CCW)

Table A2 Environmental Indicators for the West Wales and the Valleys Objective 1 Programme

Measure/Criteria	Source	Relationship to Objective 1	Applicable EU Directives Programme (selected)/ UK Legislation
1 Derelict Land	DETR/WO	P2M5	EA95
2 Area of land with protected status	CCW	P5M4	Habitats, Birds
3 State of water resources	Water companies	P2M3, P2M5	EA 95, WRA 91
4 Status of key species	CCW	P5M4	Habitats, Birds, FFish
5 Achievement of air quality standards	Welsh Air Quality Forum	P1, P2	Air Quality Limits, IPPC etc
6 Achievement of European water quality standards	Environment Agency	P2M3	Bathing, DS, Habitats, Birds, Shellfish
7 Achievement of river ecosystem objectives	Environment Agency	P2M3	SWAD, FFish, DS,
8 General River Quality Assessment	Environment Agency	P2M3	SWAD, FFish
9 Estuary water classification	Environment Agency	P2M3	Bathing, DS, Habitats, Birds, Shellfish

10 Area of exceedance of critical loads of acidity to soils and water	UK Critical Loads Network	P1, P2M1	IPPC, Air Quality Limits Vehicular Pollution
11 Human population	Office for National Statistics	P3	All
12 Energy Consumption	DTI	P2M2, P4M4	IPPC, Combustion Plant
13 Domestic water consumption	Water Industry UK		Habitats
14 Passenger Transport	DETR/WO	P2M1, P4M4	Air Quality, Vehicular Polln.
15 New homes on previously developed land	DETR/WO	P3	Habitats, birds
16 Livestock numbers	MAFF	P5M1	DS, Nitrates
17 Pollutant loads discharges into inland waters	Environment Agency	P1, P2M3	IPPC, Habitats, SWAD, UWWTD
18 Pollutant loads discharged into the sea	Environment Agency	P1, P2M3	IPPC, Habitats, UWWTD
19 Aerial emissions of pollutants	Environment Agency	P1, P2M1, P2M3	IPPC, Vehicular Polln.
20 Waste arisings (to Local Authority level)	Environment Agency	P1, P2M3	Waste Framework, IPPC
21 Waste disposal statistics (to Local Authority level)	Environment Agency	P1, P2M3	Waste Framework, IPPC
22 Special waste arisings and disposal information	Environment Agency	P1, P2M3	Waste Framework, Haz. waste
23 Information on trends in waste management	DETR/WO	P1, P2M3	Landfill & waste, Groundwater
24 Recycling volumes and trends	Environment Agency	P1, P2M3, P3, P4M4	Landfill & waste, IPPC
25 Pollution incidents	Environment Agency	P1, P2M3	DS, Habitats, COMAH

