

Denbighshire Town Centre Research

Business Survey Findings

December 2014

Denbighshire County Council

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Key Findings

Introduction:

Mott MacDonald was commissioned by Denbighshire County Council to undertake research with local businesses across Denbighshire to explore:

- Business experience and performance in Denbighshire
- The importance of issues such as accessibility, transport and parking to their business
- How Denbighshire is rated as a place to do business
- Any areas for improvement from a business perspective

The research was completed in October 2014 via an online survey (**Town Centre Business Survey 2014**), distributed to businesses listed on Denbighshire County Council's Business Directory and via other local business contacts and networks, including local area business groups and associations, Chambers of Commerce/Trade and Tourism, and individual local businesses

A total of 79 completed responses were received; with 77 of these from the Business Directory sample, thus representing a response rate of 26% for this group.

Supporting data derived from Denbighshire County Council's 2014 Business Survey (**DCC 2014 Business Survey**) is also incorporated into this report. This research adopted a mixed method approach, including an online survey, plus face-to-face and telephone interviews, and achieved a total of 502 responses.

Summary of key research findings:

Business performance

Town Centre Business Survey 2014

- An **increase in operating costs** was evident for businesses across Denbighshire, compared with the previous financial year (64%); a trend which was expected to continue into next year (56%)
- **Staffing levels** remained broadly consistent compared with last year (65%); and again looked set to remain so into next year (71%)

DCC 2014 Business Survey

- Respondents within the DCC 2014 Business Survey sample held a **positive view of their current and future business performance** - with over half rating this as '**stronger**' or '**much stronger**' than the previous year (Current: 56%; Next Year Projection: 62%)

Local Factors – importance

Town Centre Business Survey 2014

- **Car parking for customers/clients** was identified as either very important or important to three quarters of businesses who took part in the research (75%)
- The **promotion of the local area as both a visitor** (70%) and **business** (67%) destination was also seen as an important factor, with over two thirds highlighting this as very important or important to them

Local Factors – current performance

Town Centre Business Survey 2014

- The **promotion of Denbighshire as a business destination** was identified as the highest rated factor in terms of current performance (very good/good: 67%)

- Fewer respondents rated the current **promotion of their local area to visitors** as either good or very good (32%); highlighting a potential area for improvement in terms of the promotion of Denbighshire as a place to visit

DCC 2014 Business Survey

- **Transport infrastructure** was **not** seen as causing issues relating to customer and employee access, or the movement of goods and materials to and from local businesses, by the majority of the 2014 Business Survey sample (89%)

Encouraging visitors and doing business in Denbighshire

Town Centre Business Survey 2014

- A **reduction in the cost of car parking** was identified as the top rated feature in terms of both encouraging more visitors to Denbighshire (72%) and improving respondents' experience of doing business in the local area (48%)

- Within additional comments received relating to how respondents' experience of doing business in Denbighshire could be enhanced, **car parking** was highlighted as a key area for improvement.

DCC 2014 Business Survey

- Similarly, within additional comments received within the 2014 Business Survey, **car parking** was highlighted as a key issue – particularly in terms of **customer access to local businesses**

1 Introduction

1.1 Background and Context

Mott MacDonald was commissioned by Denbighshire County Council to undertake research with businesses across Denbighshire in order to understand:

- Business experience and performance in Denbighshire
- The importance of issues such as accessibility, transport and parking to their business
- How Denbighshire is rated as a place to do business
- Any areas for improvement from a business perspective

The approach adopted for this research and key emergent findings are outlined within this report.

1.2 Methodology

A questionnaire was designed by Mott MacDonald's Social and Market Research team (see Appendix A), which covered the following key topics:

- **Business information** - such as sector, size of business and the number of years trading overall and specifically in Denbighshire
- **Current and projected business performance** – in terms of key factors such as sales/turnover
- **The importance of, and current satisfaction with, key local factors for businesses in Denbighshire** – such as car parking, public transport and local business promotion and support
- **Factors which would encourage more people to visit local businesses in Denbighshire** – such as transport improvements and infrastructure, promotion of local area and enhanced facilities
- **Priorities for improvements to experience of doing business in Denbighshire** – based upon those factors which could encourage more people to visit the area

An online survey methodology was selected for this component of the research, as this approach was seen to offer convenience to local business owners, with a link to the online questionnaire issued to them via email which they were then able to complete online at any time which suited them during the research period, fitting this around their existing business commitments.

The survey was live from Monday 10th November to Monday 24th November 2014.

1.2.1 Sampling and Survey Distribution

The online survey link was administered via Denbighshire County Council's Business Directory, and via the Council's direct business contacts such as representatives of local business groups and associations, Chambers of Commerce/Trade and Tourism, and individual businesses, with local business contacts sent an email outlining the purpose of the research and a link to submit their response.

The survey was issued to a total of 294 businesses from the Business Directory, of which 77 participated in the research; representing a response rate of 26%.

A further 2 responses were received from other business contacts in the local area; therefore 79 responses were received in total to the survey.

1.2.2 Language

The survey was available to complete in both English and Welsh language; a breakdown of which is provided in Table 1.1 below:

Table 1.1: Response Breakdown - Language

Language	N.
English	78
Welsh	1

Base: 79

1.2.3 Denbighshire County Council 2014 Business Survey

The findings of Mott MacDonald's Town Centre Business survey (**Town Centre Business Survey 2014**) are presented in this report alongside relevant key findings from Denbighshire County Council's 2014 Business Survey (**DCC 2014 Business Survey**) – undertaken by the Denbighshire County Council's Economic Regeneration Team.

Comparable findings from this research will be presented and highlighted in the format outlined below:

Denbighshire County Council 2014 Business Survey Findings

The **DCC 2014 Business Survey** achieved a total of 502 responses using a mixed method approach. This was comprised of an online survey and initial round of face-to-face interviews conducted by the Council's Economic Regeneration Team, followed by telephone interviews undertaken by the BE Group, a business support service commissioned to provide support on this project.

The sample for this research was derived from the Council's own business network and additional business contacts in the local area supplied by the BE Group.

1.3 Report Structure

The following sections of this report are structured as follows

- **Business Profile** – A profile of the sector, size and location of those businesses which participated in the research
- **Main Findings** – Analysis of the main findings of the research

2 Business Profile

This section of the report outlines key background information relating to the businesses who participated in the research.

2.1 Sector

The key sectors which the businesses included in this research belong to are outlined in Table 2.1 below:

Table 2.1: What is your main business sector?

	N.	%
Retail	10	13%
Manufacturing	7	9%
Hospitality/accommodation (e.g. hotel)	7	9%
Food and drink (e.g. restaurant/public house)	7	9%
Arts/creative industries	7	9%
Construction	4	5%
Transportation (e.g. minibus/taxi services)	3	4%
Tourism/visitor attractions	3	4%
Information, communication and technology services (ICT)	3	4%
Financial services (e.g. accountancy)	3	4%
Agriculture	3	4%
Automotive Industry/Mechanic	2	3%
Plumbing/Plumbing Suppliers	2	3%
Personal services e.g. Hairdressing/Barbers	2	3%
Education/training	2	3%
Engineering	1	1%

Base: 66

A further 13 respondents indicated that their business belonged to an 'other' sector, including:

- Web Design and Life Coaching
- Veterinary surgery
- TV Aerial and Satellite Installations
- Town Planning
- Radio Broadcasting
- Pest Control/Prevention Services
- Metal Recycling
- Confectioner
- Funeral Directors
- Business Support Services
- Cleaning Contractor
- Charity
- Energy

Denbighshire County Council 2014 Business Survey Findings

Key business sectors observed in the 2014 Business Survey include:

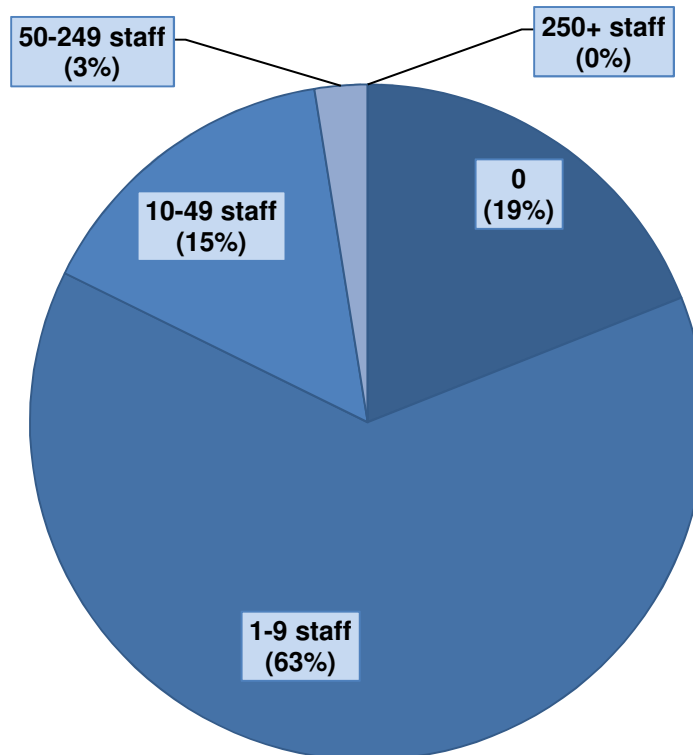
- Retail (21%)
- Hospitality (16%)
- Engineering (12%)

Retail therefore emerged as the most common business sector across both survey samples.

2.2 Size of business

Size of business was explored within the research, with respondents asked to indicate how many people they employ, or if they are operating their business alone, as presented in Figure 2.1 below:

Figure 2.1: How many staff does your business currently employ (excluding yourself)?



Base:79

Over 80% of respondents indicated that they employ **less than 10 people** (82%); with almost a fifth identifying themselves as the **sole employee within their business** (19%).

Denbighshire County Council 2014 Business Survey Findings

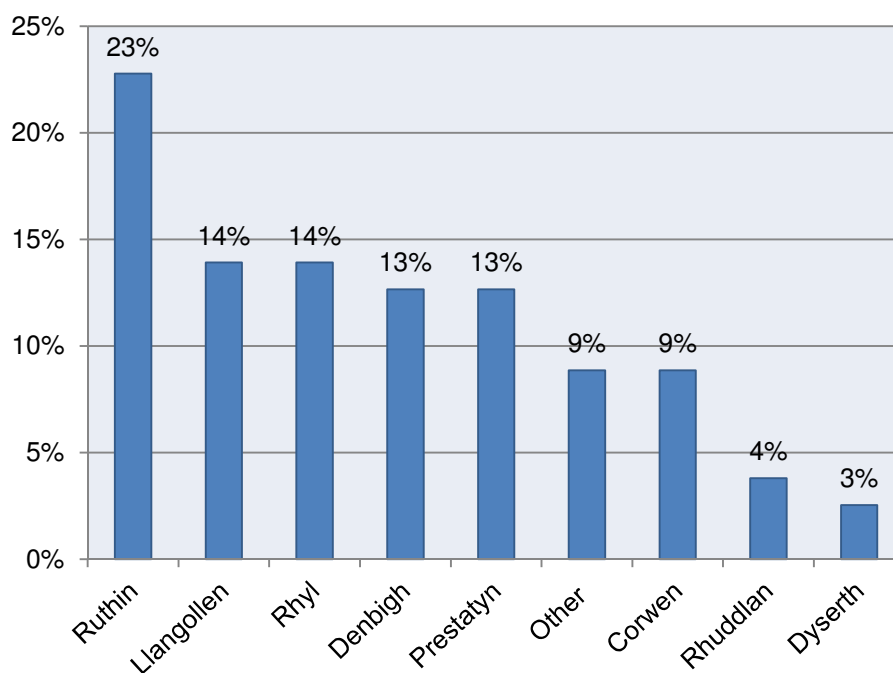
Within the Council's 2014 Business Survey, a similar proportion of businesses reported employing between 1 and 9 respondents (66%) and 250+ staff (0%) compared to the Town Centre Business Survey.

Fewer respondents reported having no employees (1%), whilst greater proportions employed 10-49 staff (27%) and 50-249 staff (7%) within the 2014 Business Survey sample.

2.3 Business location

As the questionnaire was distributed to respondents across the Denbighshire area, respondents were asked to identify the location of their main business premises, as outlined in Figure 2.2 below:

Figure 2.2: Please select the location of your main business premises



Base: 79

Of those who indicated that their business was located in an 'other' location, these included:

- Trefnant (2 respondents)
- Lliidiart-y-Parc (1 respondent)
- Llandyrnog (1 respondent)
- Llanarmon yn Ial (1 respondent)

- Clocaenog (1 respondent)
- Bodelwyddan (1 respondent)

Denbighshire County Council 2014 Business Survey Findings

Of the 445 respondents who indicated where their business was located, key locations highlighted within the 2014 Business Survey include:

- Prestatyn (15%)
- Denbigh (14%)
- Ruthin (13%)
- Llangollen (11%)

Business locations can be seen to be broadly similar between the two surveys, with each of these locations representing over 10% of each sample.

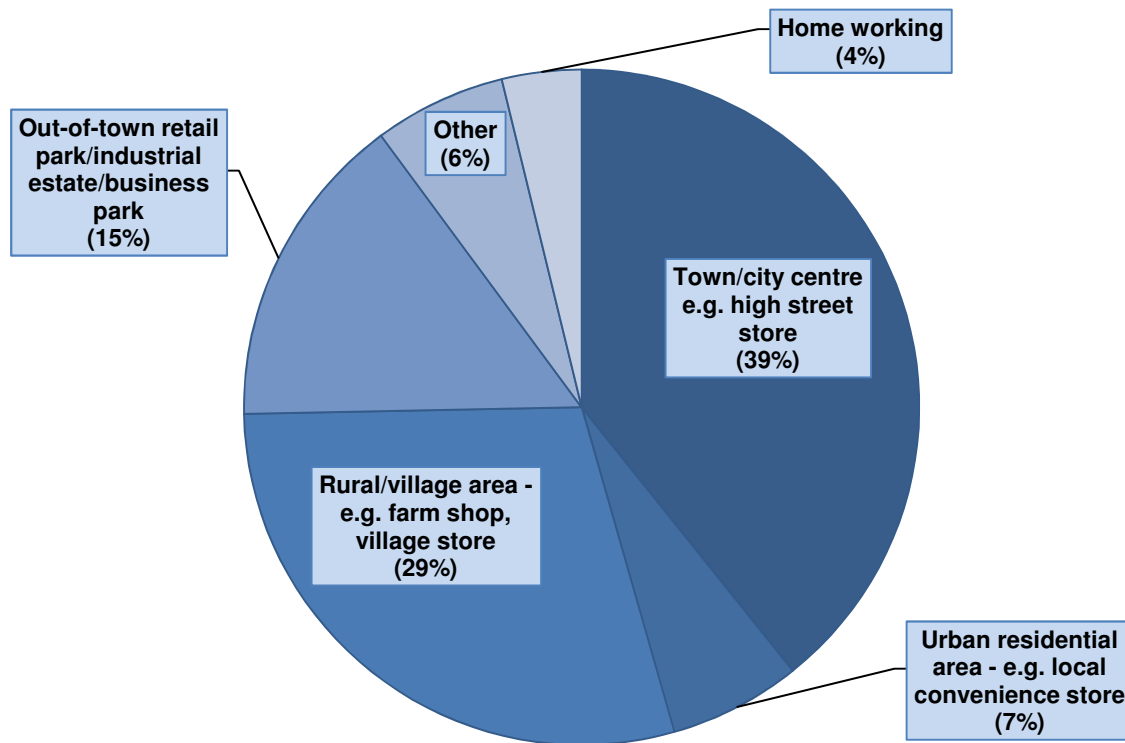
Fourteen respondents reported having a secondary business location, in addition to their main premises in Denbighshire. Details of these secondary locations are provided in Table 2.2 below:

Table 2.2: Secondary business location in Denbighshire

Secondary Business Location	N.
Llangollen	3
Rhyl	2
Prestatyn	2
Meliden	2
Denbigh	2
St Asaph	1
Corwen	1
Multiple Locations (Mobile Business)	1
<i>Total</i>	<i>14</i>

In addition to outlining the geographic location of their main business premises, respondents were asked to provide a classification of this, to provide insight into the type of environment that these businesses are operating within. This classification is detailed in Figure 2.3 below:

Figure 2.3: How would you describe the location of your main business premises?



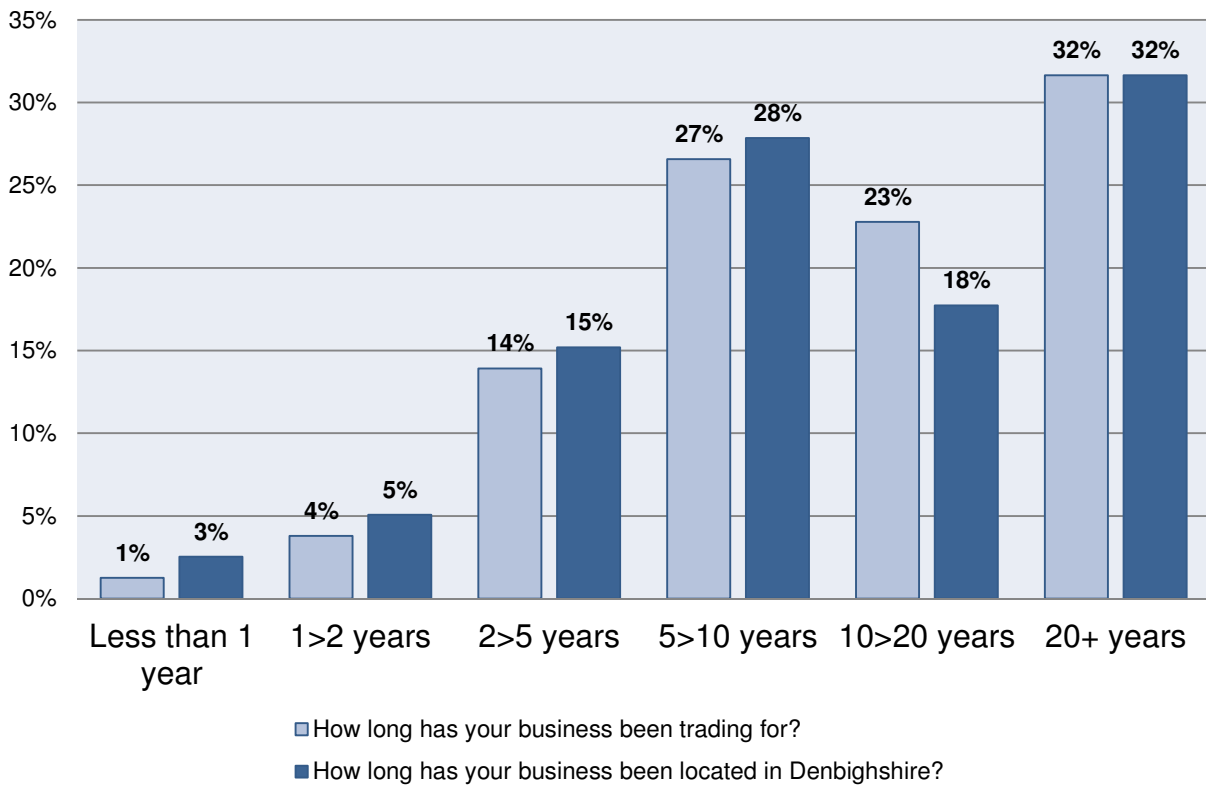
Base: 79

The spread of location classifications amongst businesses within the sample reflects the mix of rural, urban and sub-urban geographies across the Denbighshire area; highlighting the importance of recognising the range of trading environments in the locality when exploring issues pertinent to local businesses and measures to support these.

2.4 Number of years trading

A comparison of the number of years that businesses have been trading overall, and the length of time these have been located in Denbighshire is presented in Figure 2.4 below:

Figure 2.4: How long has business been trading/located in Denbighshire?



Base: 79

The majority of businesses indicated that they have been trading for **over 5 years** (82%).

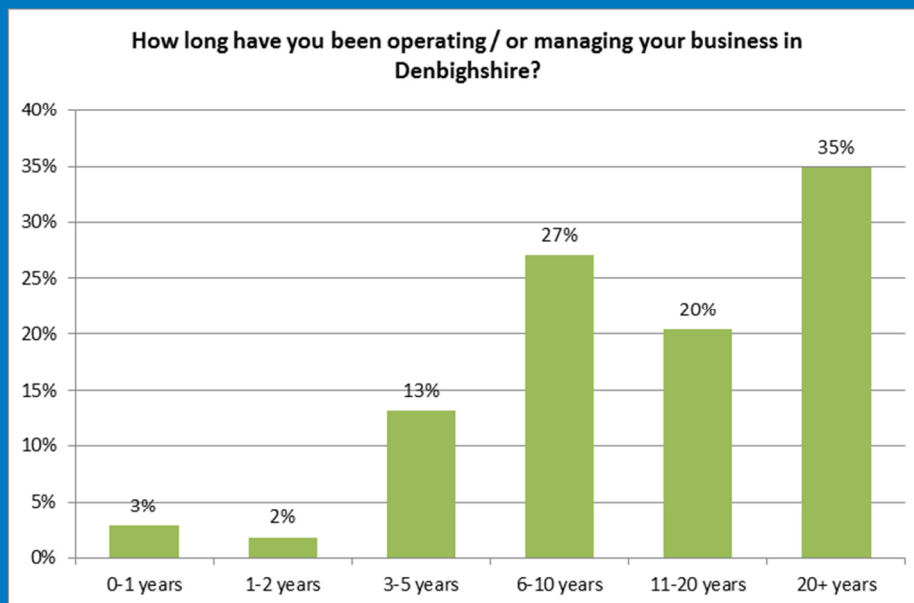
Comparing this overall trading history with the time that businesses have been located in Denbighshire reveals that the most established businesses, trading for twenty years or more, have longstanding connections to the local area – having been located here since inception.

Denbighshire County Council 2014 Business Survey Findings

Within the 2014 Business Survey, respondents were asked to indicate how long they had been operating or managing their business in Denbighshire.

Of the 496 who provided details of this, broadly similar trends in terms of the length of time that businesses have been located in the area are evident between the two surveys.

Responses to this question within the 2014 Business Survey are presented below:



3 Main Findings

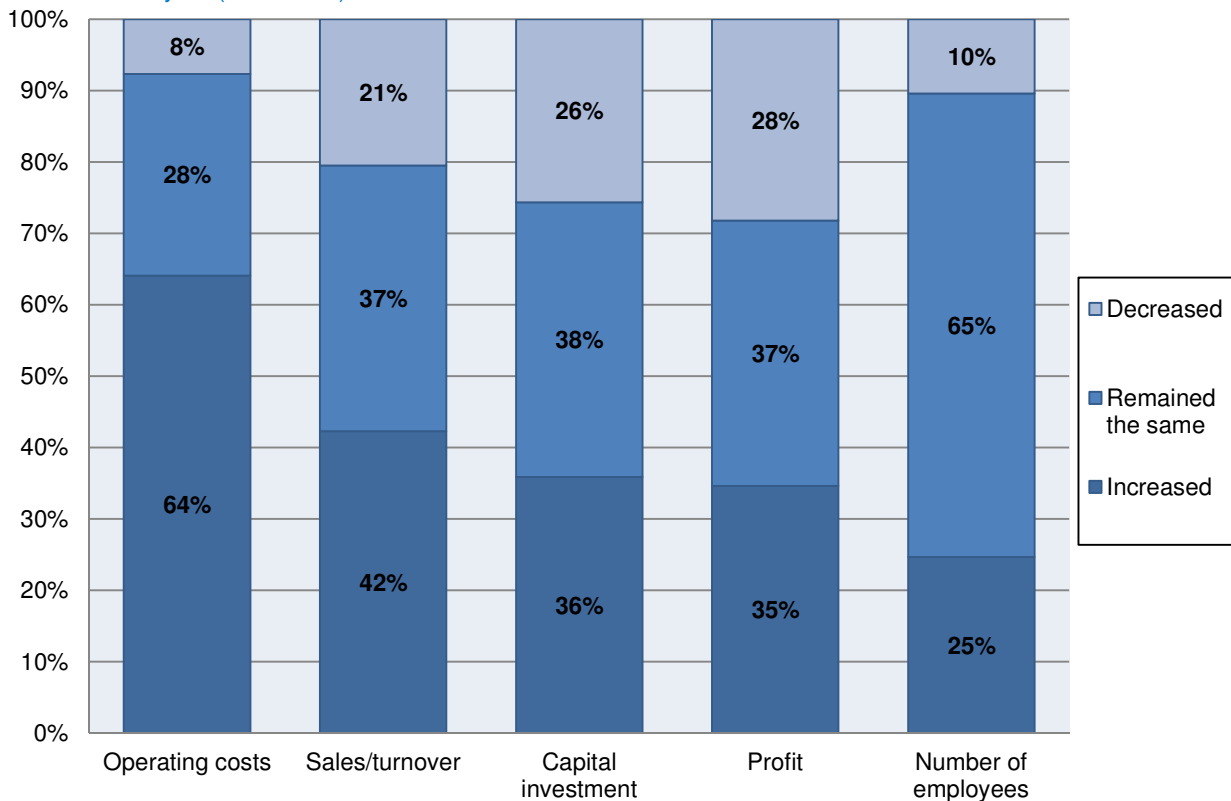
This section of the report outlines the main findings from the survey.

3.1 Business performance – current and future

Current and future business performance for businesses within Denbighshire was explored within the research, with respondents asked to compare performance by financial year both retrospectively and looking forwards.

Considering their performance this financial year (2014/15), Figure 3.1 below provides a comparison of this with the previous financial year (2013/2014), indicating whether performance in terms of a range of factors has increased, decreased or remained constant:

Figure 3.1: Thinking of your business performance this financial year (2014/2015), how would you compare this to the last financial year (2013/2014) in terms of:



Base: 79

Key observations when comparing business performance retrospectively with the previous financial year (2013/14) include:

- Over two thirds reported an increase in **operating costs** (64%)
- Staff numbers** were largely consistent, with over two thirds indicating that this had remained the same (65%), whilst a quarter reported that they had recruited more staff this year (25%)

- There was a varied picture in terms of **profit** and **capital investment**, with similar proportions reporting increased (Profit: 35%; Capital Investment: 36%) and consistent (Profit: 37%; Capital Investment: 38%) levels, whilst just over a quarter experienced a fall in these respective areas (Profit: 28%; Capital Investment: 26%)

Denbighshire County Council 2014 Business Survey Findings

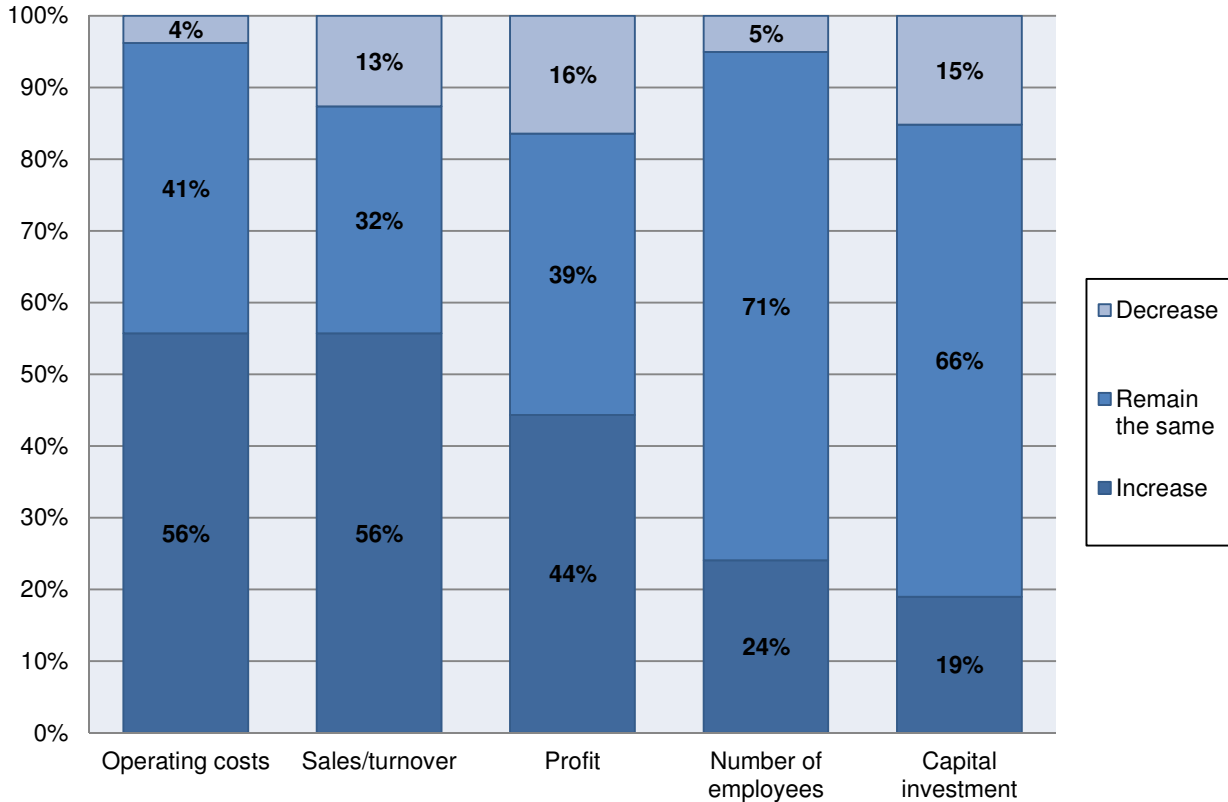
Within the 2014 Business Survey, respondents were asked to indicate how they felt their business had performed overall in the last 12 months, compared to the previous year.

Of the 494 respondents who provided details of this, 56% indicated that their business performance had been 'stronger' or 'much stronger' this year compared with the previous year.

Just over two fifths stated that their business performance had remained the same (42%), whilst only 3% reported a 'weaker' or 'much weaker' performance.

Figure 3.2 presents respondents' view of the future of their business in Denbighshire, comparing this years' performance (2014/2015) with that projected for the coming financial year (2015/16):

Figure 3.2: Thinking of your business performance projections for the next financial year (2015/2016), how do you think this will compare to this financial year (2014/2015) in terms of:



Base: 79

Key points highlighted in these projections include:

- **Operating costs** and **sales/turnover** were both seen as areas which would increase in the coming year by over half of respondents (56%); highlighting a key business tension between running costs and revenue
- **Staffing** and **capital investment** levels were anticipated to remain consistent by over two thirds of respondents (Staff: 71%; Capital investment: 66%)
- The majority of respondents felt that their **profit** levels would either remain consistent (39%) or increase (44%) in the coming year

Denbighshire County Council 2014 Business Survey Findings

Respondents were then asked to compare the current year's performance with their projections for the next year.

Of the 496 respondents who provided details of this, almost two thirds expected next year's business performance to be 'stronger' or 'much stronger' than this year (62%).

Just over a third felt that this would remain consistent (36%), whilst only 2% anticipated a 'weaker' or 'much weaker' performance.

In terms of specific performance indicators, key points to emerge within the 2014 Business Survey include:

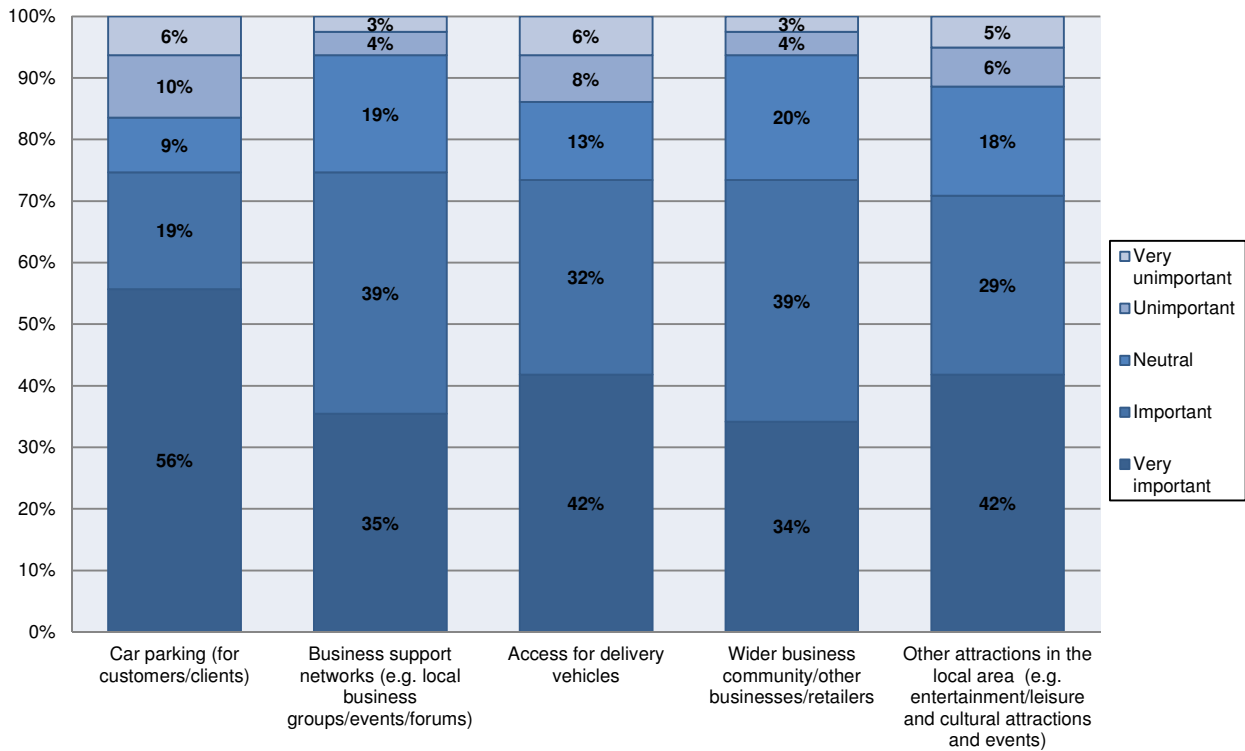
- Operating costs (73%), sales/turnover (65%) and profit (61%) were all expected to slightly or significantly increase next year compared to current performance figures
- Most respondents predicted no change in employee numbers (80%) and capital investment (60%) next year

3.2 Local factors – importance ratings

The importance of various factors relating to the local area were explored within the research, in order to establish what is most important in terms of supporting the success of local businesses. These factors covered issues of accessibility, transport provision and infrastructure, and business support and promotion.

Figure 3.3 to Figure 3.5 below present these factors in order of importance.

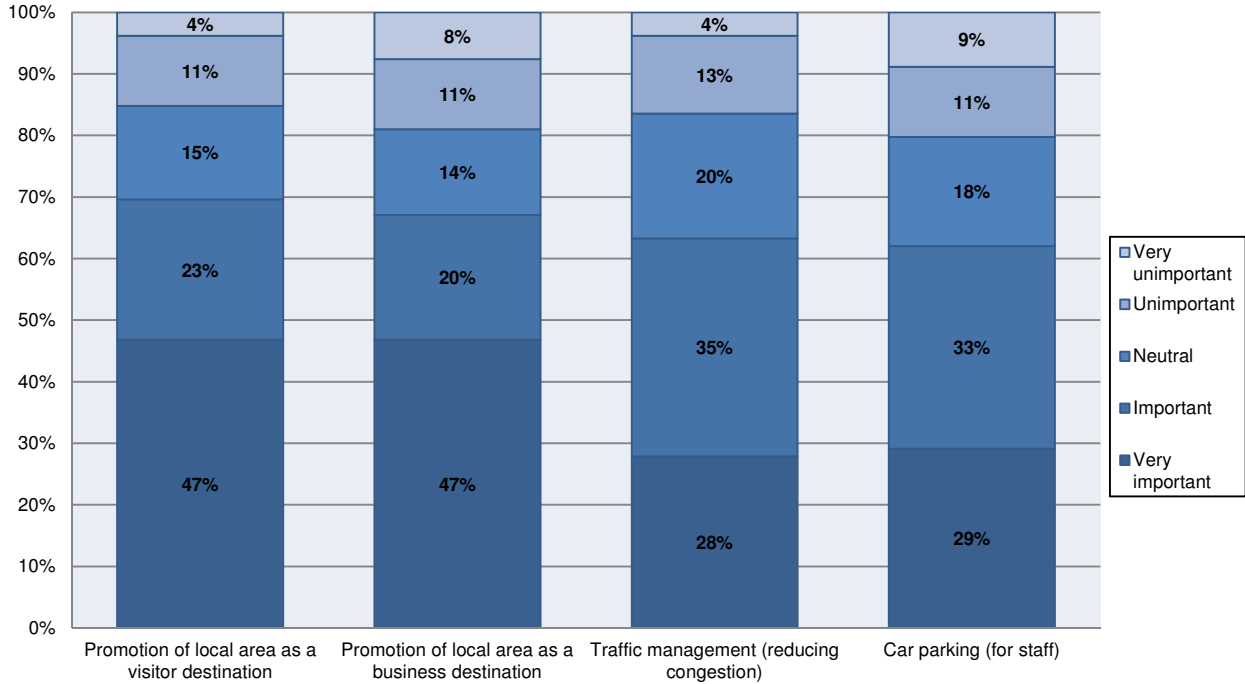
Figure 3.3: Importance ratings (1)



Base: 79

Three quarters of respondents felt that **car parking for their customers or clients** was important to their business (75%); with this the highest rated factor of those listed.

Figure 3.4: Importance Rating (2)

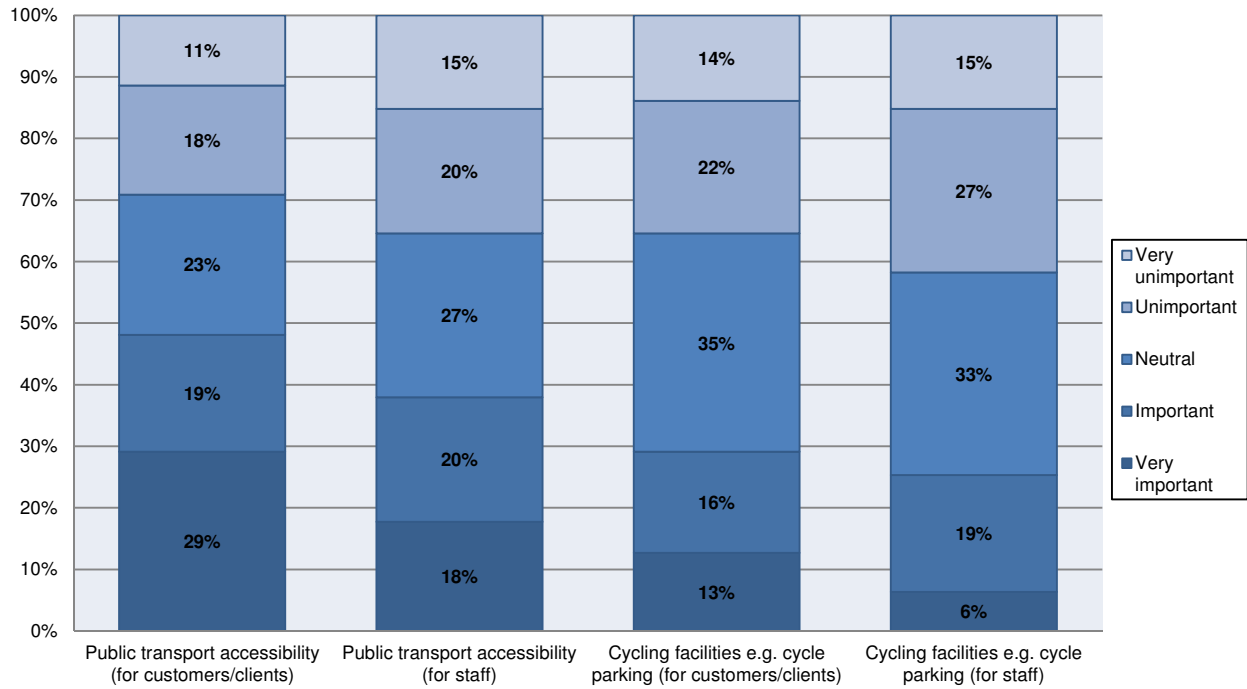


Base: 79

Promotion, both of the area as a **visitor** (70%) and a **business** destination (67%), was considered either very important or important by around seven in ten respondents. This demonstrates the similar level of importance placed on both attracting customers and also building a wider business network in the Denbighshire area.

The ranking of staff car parking in ninth position in terms of importance to local businesses, compared with customer/client parking being highlighted as the most important factor, highlights the fact that the importance of car parking is principally connected to increasing trade and encouraging more customers to visit local businesses across Denbighshire.

Figure 3.5: Importance Rating (3)



Base: 79

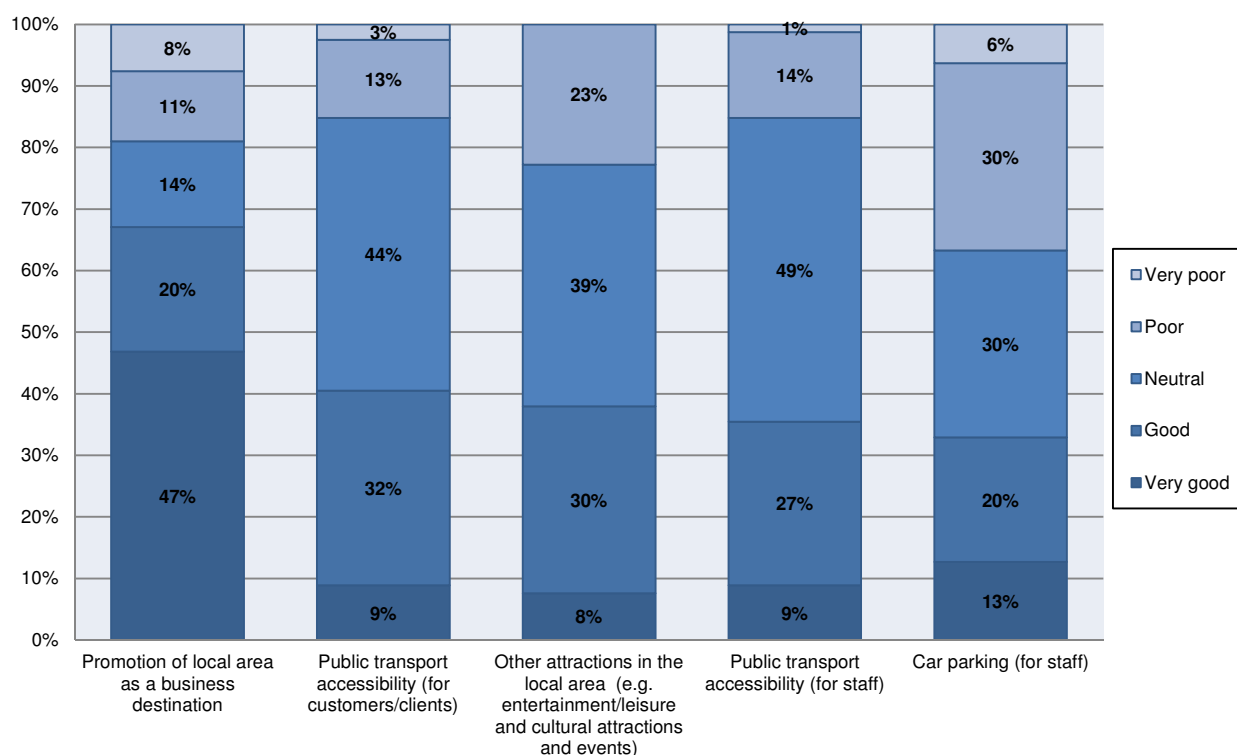
Public transport and **cycling facilities** for both customers and staff were rated as the least important factors amongst respondents; highlighting a greater focus on access via private vehicle, namely car, amongst businesses in the local area.

3.3 Local factors – current ratings

Having been asked to identify areas of importance to their business, respondents were then asked to indicate their current rating of the same list of factors; to provide insight into how Denbighshire is performing as a place to do business at present.

Figure 3.6 to Figure 3.8 below present the current ratings for each of these factors in order of performance:

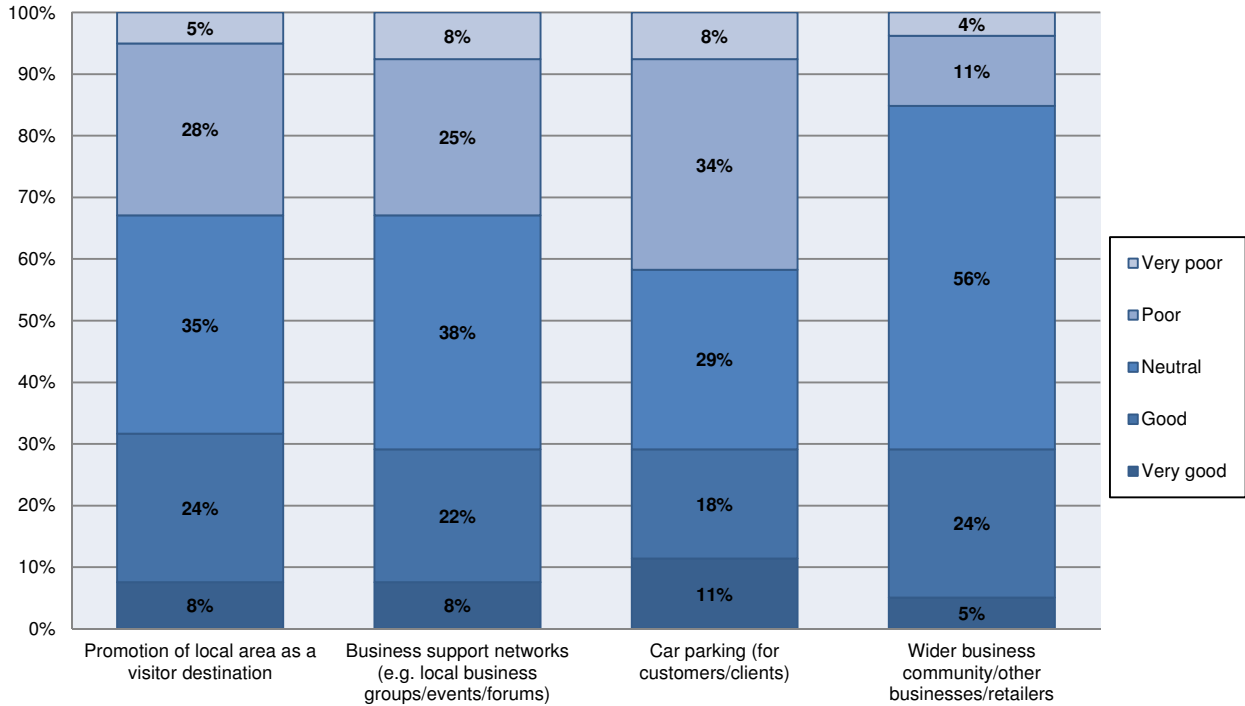
Figure 3.6: Current Rating (1)



Base: 79

The **promotion of their local area as a business destination** was the highest rated factor, with over two thirds of respondents indicating that they rated this as good or very good at present (67%).

Figure 3.7: Current Rating (2)

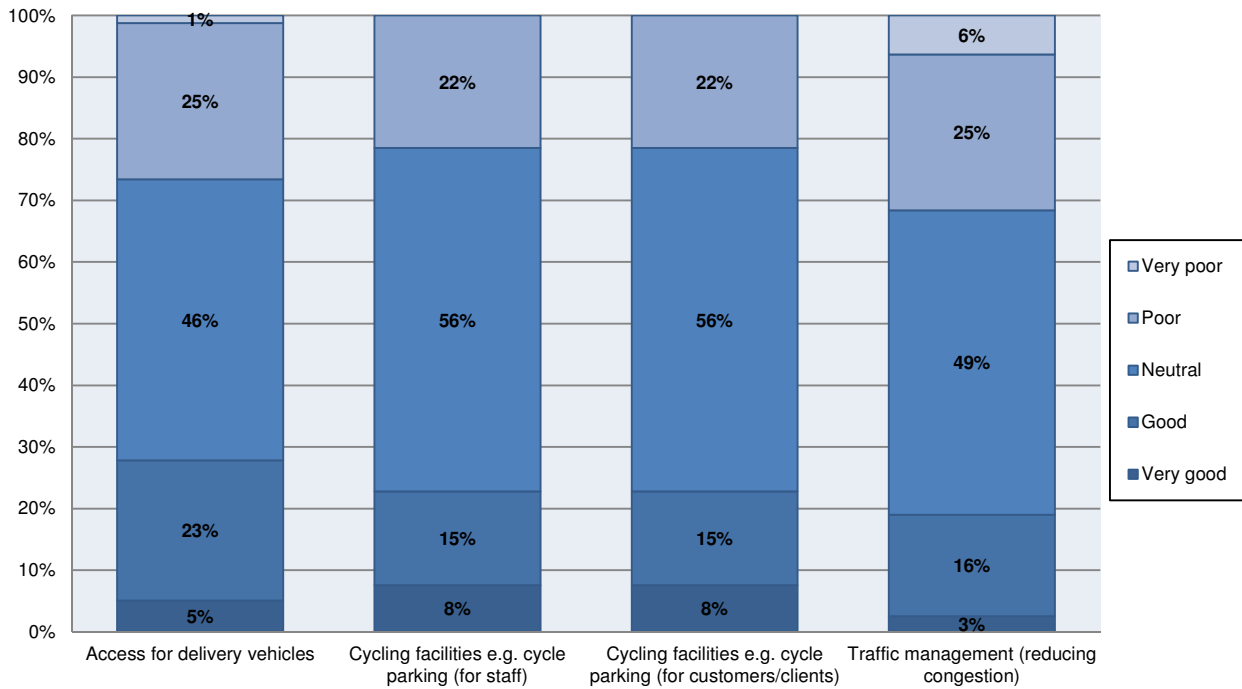


Base: 79

Just over 30% felt that the **promotion of their local area for visitors** was either very good or good (32%); less than half the number of respondents who gave the same rating to the promotion of their local area as a business destination (67%).

The fact that respondents demonstrated greater levels of satisfaction with staff parking compared to that available for customers/clients – despite customer/client parking being revealed as more important to local businesses, highlights a potential area for improvement in terms of parking allocation and availability in Denbighshire.

Figure 3.8: Current Rating (3)



Base:79

Traffic management was highlighted as the lowest rated factor amongst respondents, with only 19% rating this as either very good or good in their local area.

Denbighshire County Council 2014 Business Survey Findings

Within the 2014 Business Survey, respondents were asked whether any transport infrastructure in Denbighshire posed problems for their business.

The majority of respondents (89%; 447 respondents) indicated that transport infrastructure did not cause issues relating to customer and employee access or deliveries to or from suppliers and customers.

3.3.1 Additional comment

One local business owner provided an additional comment in via email which highlighted the **current lack of cycling provision in Denbigh specifically** as an area which they and their clients felt was a key issue, specifically along the Vale (Vale Street):

'As an ex-regular cyclist, I agree that the safe provision of community pathways should be a priority, particularly in light of the recent death of a cyclist in Trefnant and other related accidents along the Vale. I urge that priority attention is given to this end'

Although cycling did not emerge as one of the most important factors for many business owners in the sample, the importance of ensuring that cyclists are able to travel safely within Denbighshire, and that this is incorporated into the Town's transport infrastructure, is emphasised by this comment.

3.4 Local factors – gap analysis

In order to understand the relationship between current performance, and respondents' expectations, a gap analysis was undertaken to measure the difference between current ratings and the importance that is placed upon various attributes of the business experience within Denbighshire.

The importance and satisfaction ratings used within the questionnaire use the following 5 point Likert scales:

Table 3.1: Importance and Satisfaction Scale Key

Score	1	2	3	4	5
Importance Value	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
Satisfaction Value	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Unsatisfied	Very unsatisfied

Using a formula which subtracts satisfaction scores from importance scores, the 'gap' between performance and expectation can be calculated; providing insight into areas of underperformance and failure to meet expectations. For example, an attribute which is ranked as 'very important' (1), but receives a satisfaction score of 'very unsatisfied' (5) would reveal a gap of minus four points; thus indicating that this is a high priority area to be addressed. In contrast, a feature regarded as 'very unimportant' (5) but currently delivering satisfaction (2) would reveal a gap of three points, denoting a low priority area. This calculation allows the ranking of priorities for further action in order to bridge these gaps, as outlined in Table 3.2 below:

Table 3.2: Priority index - Key

Priority rating	Gap Range			Current Rating	Importance
High priority	-4	-3	-2	Low rating	High importance
Medium priority	-1	0	1	Medium rating	Medium importance
Low priority	2	3	4	High rating	Low importance

This demonstrates the inverse relationship between importance and satisfaction in determining key priorities for improvement; with high priorities defined as those which are considered of high importance yet are currently underperforming in terms of satisfaction.

Each of the business factors outlined within the Town Centre Survey were identified as **medium** priorities within this gap analysis, with current levels of satisfaction broadly in line with respondents expectations, as outlined in

Table 3.3 below:

Table 3.3: Gap Analysis – Importance of, and Satisfaction with, Local Factors

Factor	Gap
Promotion of local area as a business destination	-1.22
Car parking (for customers/clients)	-1.16
Business support networks (e.g. local business groups/events/forums)	-1.05
Promotion of local area as a visitor destination	-0.96
Access for delivery vehicles	-0.90
Traffic management (reducing congestion)	-0.87
Wider business community/other businesses/retailers	-0.84
Other attractions in the local area (e.g. entertainment/leisure and cultural attractions and events)	-0.73
Car parking (for staff)	-0.59
Public transport accessibility (for customers/clients)	-0.05
Cycling facilities e.g. cycle parking (for customers/clients)	0.16
Public transport accessibility (for staff)	0.23
Cycling facilities e.g. cycle parking (for staff)	0.34

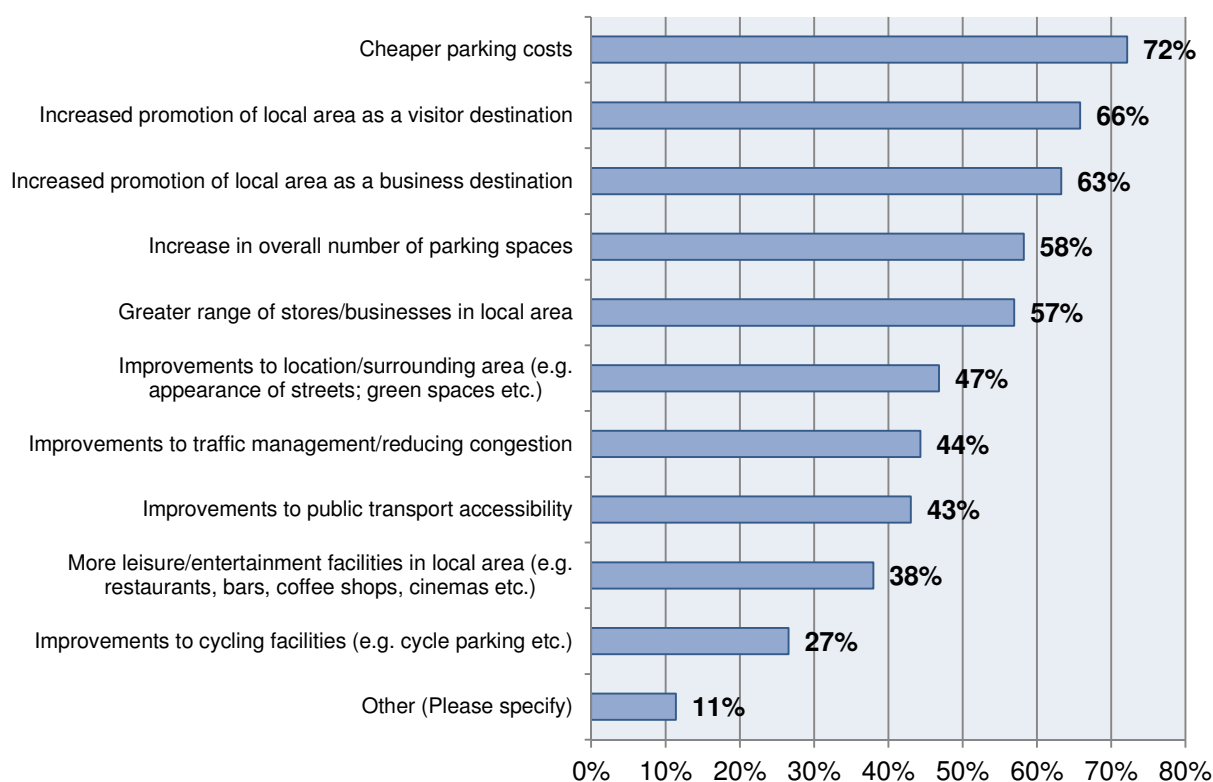
Base: 79

Amongst these **medium level** priorities, both **transport issues** (such as customer parking, access for delivery vehicles and congestion) and **business support and promotion** (such as the promotion of the local area as a business destination) were highlighted as areas in which there was a gap between performance and expectation.

3.5 Encouraging more visitors to local businesses

Measures and initiatives which could encourage more visitors to local businesses across Denbighshire were explored from the perspective of local business owners within the research, as outlined in Figure 3.9 below:

Figure 3.9: What do you think could be done to encourage more people to visit local business in [the location of your main business premises in Denbighshire]?



Base 79

This highlighted the perceived need for changes to both **infrastructure**, particularly in terms of **parking**, and also **awareness-raising** of the wider Denbighshire offer.

A **decrease in cost** (72%) and **increase in capacity** (58%) of car parking across Denbighshire was seen as a key way in which infrastructure could assist in encouraging more people to visit the area.

In terms of promotion and awareness-raising, around two thirds of respondents felt that promoting the area as both a **visitor** (66%) and **business destination** (63%) would help to encourage greater footfall for local businesses.

The top rated factor for each Denbighshire location represented within the research is outlined in Table 3.4 below:

Table 3.4: Factors to encouraging more visitors by location

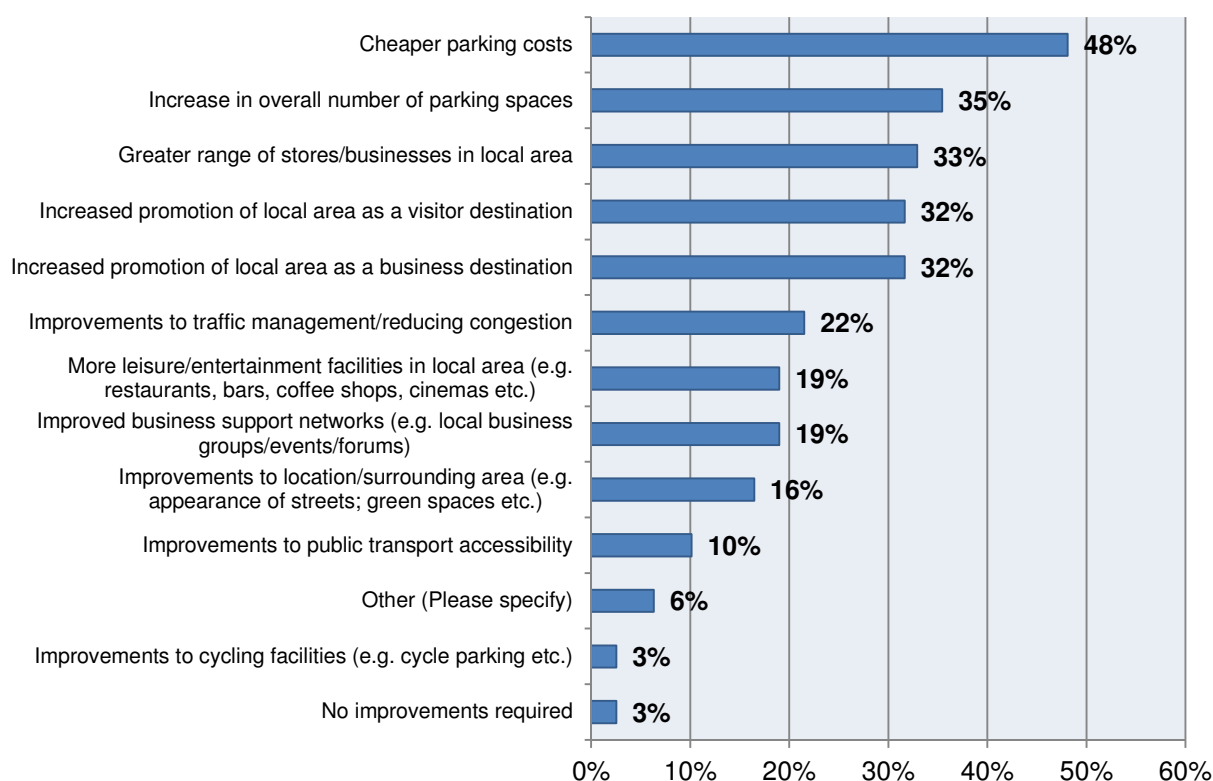
Location	Key factor to encourage more visitors to local area	Total respondents
Ruthin	- Cheaper parking costs <i>(17 respondents)</i>	18
Llangollen	- Improvements to traffic management/reducing congestion - Cheaper parking costs - Increase in overall number of parking spaces <i>(9 respondents)</i>	11
Rhyl	- Greater range of stores/businesses in local area - Increased promotion of local area as a business destination <i>(10 respondents)</i>	11
Denbigh	- Increase in overall number of parking spaces <i>(9 respondents)</i>	10
Prestatyn	- Increased promotion of local area as a visitor destination <i>(7 respondents)</i>	10
Corwen	- Cheaper parking costs - Increased promotion of local area as a visitor destination <i>(6 respondents)</i>	7
Rhuddlan	- Improvements to traffic management/reducing congestion <i>(2 respondents)</i>	3
Dyserth	- Increase in overall number of parking spaces <i>(2 respondents)</i>	2

The **promotion of the local area** in order to encourage more visitors was identified as a key issue for those located in Rhyl, Prestatyn and Corwen.

Issues relating to **car parking**, both in terms of **cost** and **availability**, were a key focus for businesses in Ruthin, Llangollen, Denbigh, Corwen and Dyserth.

In addition to identifying factors which would encourage more visitors to the local area, respondents were asked to prioritise factors which would improve their overall experience of doing business in Denbighshire, as presented in Figure 3.10 below:

Figure 3.10: What would be your top three priorities to improve your experience of doing business in [the location of your main business premises in Denbighshire]?



Base: 79

Similarly to those factors which could encourage more visitors, a **decrease in cost** (48%) and **increase in capacity** (35%) of local car parking was identified as a key priority amongst respondents and something which would enhance their experience of doing business in the local area.

A breakdown of these priorities for business improvement based upon location within Denbighshire is presented in Table 3.5 below:

Table 3.5: Priorities by location

Location	Priorities			Total respondents
	1st	2nd	3rd	
Ruthin	- Cheaper parking costs (12 respondents)	- Increase in overall number of parking spaces (11 respondents)	- Greater range of stores/businesses in local area - Increased promotion of local area as a business destination (6 respondents)	18
Llangollen	- Increase in overall number of parking spaces (7 respondents)	- Cheaper parking costs - Increased promotion of local area as a visitor destination (5 respondents)	- Improvements to traffic management/reducing congestion - Increased promotion of local area as a business destination (4 respondents)	11
Rhyl	- Greater range of stores/businesses in local area (8 respondents)	- Improvements to location/surrounding area (e.g. appearance of streets; green spaces etc.) (5 respondents)	- Increased promotion of local area as a business destination - Cheaper parking costs (4 respondents)	11
Denbigh	- Increased promotion of local area as a business destination - Cheaper parking costs (6 respondents)	- Greater range of stores/businesses in local area - Increased promotion of local area as a visitor destination (4 respondents)	- Improved business support networks (e.g. local business groups/events/forums) (3 respondents)	10
Prestatyn	- Increased promotion of local area as a visitor destination (5 respondents)	- More leisure/entertainment facilities in local area (e.g. restaurants, bars, coffee shops, cinemas etc.) - Cheaper parking costs (4 respondents)	- Improvements to traffic management/reducing congestion (3 respondents)	10
Corwen	- Cheaper parking costs (5 respondents)	- Greater range of stores/businesses in local area (3 respondents)	- Improved business support networks (e.g. local business groups/events/forums)	7

Priorities				
			- More leisure/entertainment facilities in local area (e.g. restaurants, bars, coffee shops, cinemas etc.)	
			- Improvements to traffic management/reducing congestion	
			- Increased promotion of local area as a visitor destination (2 respondents)	
Rhuddlan	- Improvements to traffic management/reducing congestion	- Increased promotion of local area as a business destination		3
	- Increase in overall number of parking spaces (2 respondents)	- Cheaper parking costs (2 respondents)		
Dyserth	- Improvements to traffic management/reducing congestion	- Improvements to public transport accessibility (1 respondent)		2
	- Increase in overall number of parking spaces (2 respondents)			

Increased promotion of either the **business** or **wider visitor offer** of specific areas of Denbighshire was highlighted as a priority across all locations except Dyserth.

Car parking, in terms of either **cost**, **availability** or **both** of these factors, can be seen to feature within the top priorities of businesses located in the following areas:

- Ruthin
- Llangollen
- Denbigh
- Prestatyn
- Corwen
- Rhuddlan
- Dyserth

3.6 Additional Comments – Improving Business Experience in Denbighshire

Within the **Town Centre Business Survey**, respondents were invited to provide any additional comments on how their experience of doing business in Denbighshire could be improved.

Thirty two respondents provided additional comments, with key emergent themes including:

- Parking (13 comments)
- Support for local businesses (5 comments)
- Improvements to signage (5 comments)
- Increased focus on leisure/tourism (5 comments)
- Business rates (3 comments)
- Traffic management (3 comments)
- Growth/regeneration (2 comments)

3.6.1 Parking

Parking was highlighted as a key issue within Denbighshire amongst local businesses within thirteen of the comments made, with specific negative points highlighted in relation to **cost** and **parking issues affecting customers, staff and business in general**:

Cost:

'I feel with Rhyl being an old Victorian town with few parking spaces at the town centre parking near to the town centre should be made cheaper.'

'Cheaper parking for short visits to Corwen, Customer staying on campsite complain about lack of free parking for 30min period.'

Negative impact of parking upon local businesses – Trade, customers and staff:

'Without a doubt, parking spaces are at a premium in Ruthin, the number of my customers who take their business out of the area because they can't find a parking spot is to be honest is unreal, this problem is costing my business thousands of pounds a year in turnover....'

'Had to move premises from town centre to industrial estate due to lack of parking facilities for staff and clients in the town centre...'

Parking provision was therefore highlighted as a key issue for businesses in Denbighshire, and one with potentially negative impacts ranging from inconvenience and issues with the cost of parking, to businesses losing trade or having to relocate due to the parking problems they have encountered.

3.6.2 Support for local businesses

Supporting local businesses, and the Council's role in this, was another key theme highlighted within five comments in terms of measures which could improve respondents' experience of doing business in Denbighshire. Potential forms of business support identified ranged from assistance with promotion and marketing to sourcing materials from local suppliers:

'I'd like to see the local authority really helping to promote our business thus allowing us to grow and employ more staff. We're a small business struggling to get a firm foot hold in the market...'

'...Denbighshire has a key role to play. It should put economic / business regeneration at the centre of its activities. Its staff in all department[s] should be aware of the vital role that local small businesses play in the community...'

'...The council should buy from a variety of firms locally for building materials and not set up deals with the one of the nationals and virtually exclude all others...'

3.6.3 Signage

Improvements to signage across Denbighshire, in order to direct visitors to key attractions and facilities, was also highlighted within five additional comments as something which could improve business in the local area:

'Signage needed from retail park telling people where the High Street is and some of the attractions.'

'DCC could put new signage in the town giving direction to local independent businesses a bit like New Brighton. All the nice signs on the prom could have a list down the side of the prom map detailing the independent local business locations....'

'We have a wonderful car park in Corwen but visitors are not aware it is there. The sign to turn is too late or covered by plants. We need bigger signs with more notice as you come into town that there is a car park with toilets and picnic benches...'

3.6.4 Increased focus on leisure and tourism

A **focus on leisure and tourism** as a key aspect of Denbighshire's local economy was another theme to emerge within five respondents' comments, highlighting the need to improve both **awareness**, **accessibility** and **specific visitor facilities and attractions** within the county:

'...target leisure/tourism for massive spending in Ruthin'

'...Tourism needs improving to get people here and attractions for them to do and advertise things more on a wider scale'

'Fully funded visitor centre is very much needed...'

3.6.5 Business Rates

A **reduction in business rates** was another point highlighted within three comments in terms of measures which could improve respondents' experience of doing business in Denbighshire, with this seen as both supporting existing businesses and attracting new start-ups in the local area:

'...The issue of rates / rate relief must be considered to coax businesses back in to the town centre. We're fortunate to benefit from Welsh Government's rebate scheme due to our premises being small enough to qualify, but larger properties on the main streets do not, and this is creating a 'donut effect'.'

'Business rates could be fairer.'

'...As we are based rurally, without the benefits that businesses have in towns such as parking facilities and public transport to bring customers in, we should exempt from paying business rates.'

3.6.6 Traffic Management

Traffic management, and addressing specific **traffic and congestion issues**, was highlighted as something which could assist in improving business in the local area within three respondents' comments; with traffic problems seen as causing issues for businesses and customers travelling in and around the local area:

'Road networks and congestion are a big part in moving around the area....'

'Traffic management and easy access for shoppers to be able to pop in and out quickly are a real problem.'

'Sort out the traffic flow problems that occur every time the market is on...'

3.6.7 Growth and regeneration

Two comments highlighted the **importance of a focus on economic growth and regeneration** within the local area from a business perspective, with this seen as something which could have wide ranging benefits in terms of the wider community and local economy:

'The myth about creating parks for business, factories elsewhere, shopping in towns and a drink dependant night time economy needs to be addressed. A community should reflect all of those not in isolation but in an interdependent way. Bring jobs into the town centres and you will attract shops to service them...'

3.6.8 Individual comments

Other individual comments received in response to this question on how respondents' experience of doing business in Denbighshire could be improved included:

- Negative view of specific local development (Llangollen)
- Negative experience of business expansion (Llangollen)
- Need for specific developments/improvements (Rhyl)
- Need for a by-pass (St Asaph)
- Disparity between Denbighshire towns (in terms of growth)
- PSCO presence required in town centres
- Preference for pedestrianised town centre
- Need for promotion of local facilities/businesses
- Need for public transport improvements
- Need for greater business networking
- Issues with access for deliveries
- Reduce council 'red tape'
- Negative view of street cleanliness
- Need for increased engagement with local businesses/residents
- Need to address number of empty shops
- New developments/initiatives increasing trade (e.g. retail park/Town centre events)
- Need to focus on local assets e.g. scenery

Denbighshire County Council 2014 Business Survey Findings

Within additional comments provided by respondents, car parking was highlighted as a key issue; with a number of negative comments highlighted regarding current parking provision across Denbighshire.

These negative views were particularly highlighted by respondents from Ruthin, Llangollen, Denbigh and Rhyl.

The impact of current parking arrangements upon access to local business, particularly for customers, was a recurring theme within these comments:

' We serve mainly elderly people and we often have to go out and collect them and bring them to the store because they can't find anywhere to park'

'... Parking a real issue for customers and staff who are on shifts 9 - 1; 10 - 2; 10.30 - 5.30.' (Llangollen)

'Parking is the largest problem. Typical quotes from the public are "We find it easier to shop in Mold or Denbigh - the parking there is easier".'

This highlights the potential for parking issues to have a negative impact upon business performance and customers' willingness to shop within particular locations across Denbighshire.

Appendices

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Appendix A. Business Questionnaire

Denbighshire Town Centre Business Survey

Please select language/Dewiswch iaith:

- English
- Cymraeg

Denbighshire County Council has commissioned a study exploring the views of businesses and local residents on various aspects of local town centres, such as accessibility, transport and parking.

As a local business owner, you are invited to complete this short questionnaire to provide your perspective on these issues, and to identify measures which could improve business in the local area.

This questionnaire will ask about:

- Your business in Denbighshire
- The importance of issues such as accessibility, transport and parking to your business
- Current rating of your business location in terms of these issues
- Areas for improvement in Denbighshire from a business perspective

The questionnaire should take around 10 minutes to complete.

Please read the on-screen instructions and complete each question as instructed.

About your business

Q1 What is your main business sector?

(Please tick one box only)

- Agriculture
- Arts/creative industries
- Education/training
- Engineering
- Financial services (e.g. accountancy)
- Food and drink (e.g. restaurant/public house)
- Health (e.g. doctor/dentist)
- Hospitality/accommodation (e.g. hotel)
- Information, communication and technology services (ICT)
- Legal services (e.g. solicitor)
- Manufacturing
- Retail
- Tourism/visitor attractions
- Transportation (e.g. minibus/taxi services)
- Other (Please specify)

Other (Please specify)

Q2 How many staff does your business currently employ? (excluding yourself)

(Please tick one box only)

- 0
- 1-9 staff
- 10-49 staff
- 50-249 staff
- 250+ staff

Q3 **From the list below, please select the location of your main business premises (i.e. office, store or manufacturing facilities) in Denbighshire:**

(Please tick one box only)

- Rhyl
- Prestatyn
- Meliden
- Dyserth
- Rhuddlan
- St Asaph
- Denbigh
- Ruthin
- Llangollen
- Corwen
- Other (*Please specify*)

Other (*Please specify*)

Q4 **If you have any other business premises (i.e. offices, stores or manufacturing facilities) in Denbighshire, please select the locations of these from the list below:**

(Please tick all that apply)

- Rhyl
- Prestatyn
- Meliden
- Dyserth
- Rhuddlan
- St Asaph
- Denbigh
- Ruthin
- Llangollen
- Corwen
- Other (*Please specify*)
- Not applicable**

Other (*Please specify*)

Q5 **How would you describe the location of your main business premises in {Q3}?**

(Please tick one box only)

- Town/city centre e.g. high street store
- Urban residential area - e.g. local convenience store
- Rural/village area - e.g. farm shop, village store
- Out-of-town retail park/industrial estate/business park
- Other (Please specify)

Other *(Please specify)*

Q6 **How long has your business been trading for?**

(Please tick one box only)

- Less than 1 year
- 1>2 years
- 2>5 years
- 5>10 years
- 10>20 years
- 20+ years

Q7 **How long has your business been located in Denbighshire?**

(Please tick one box only)

- Less than 1 year
- 1>2 years
- 2>5 years
- 5>10 years
- 10>20 years
- 20+ years

The following questions will ask about your business performance in previous, current and forthcoming financial years (1st April-31st March):

Q8 **Thinking of your business performance this financial year (2014/2015) - how would you compare this to last financial year (2013/2014) in terms of:**

(Please tick one box per row)

	Increased	Remained the same	Decreased	Not Applicable (Trading less than 1 year)
Sales/turnover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capital investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operating costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Thinking of your business performance projections for the next financial year (2015/2016), how do you think this will compare to this financial year (2014/2015) in terms of:

(Please tick one box per row)

	Increase	Remain the same	Decrease
Sales/turnover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capital investment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operating costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 How important (or not) are following to your business?

(Please tick one box per row)

	Very important	Important	Neutral	Unimportant	Very unimportant
Car parking (for staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car parking (for customers/clients)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport accessibility (for staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport accessibility (for customers/clients)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling facilities e.g. cycle parking (for staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling facilities e.g. cycle parking (for customers/clients)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic management (reducing congestion)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion of local area as a visitor destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion of local area as a business destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business support networks (e.g. local business groups/events/forums)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access for delivery vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other attractions in the local area (e.g. entertainment/leisure and cultural attractions and events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wider business community/other businesses/retailers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Thinking of {Q3}, how would you rate this as a place to do business in terms of the following:

(Please tick one box per row)

	Very good	Good	Neutral	Poor	Very poor
Car parking (for staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car parking (for customers/clients)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport accessibility (for staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transport accessibility (for customers/clients)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling facilities e.g. cycle parking (for staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling facilities e.g. cycle parking (for customers/clients)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic management (reducing congestion)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion of local area as a visitor destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion of local area as a business destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business support networks (e.g. local business groups/events/forums)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access for delivery vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other attractions in the local area (e.g. entertainment/leisure and cultural attractions and events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wider business community/other businesses/retailers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 What do you think could be done to encourage more people to visit local businesses in {Q3}?

(Please tick all that apply)

- Greater range of stores/businesses in local area
- More leisure/entertainment facilities in local area (e.g. restaurants, bars, coffee shops, cinemas etc.)
- Improvements to location/surrounding area (e.g. appearance of streets; green spaces etc.)
- Improvements to public transport accessibility
- Improvements to cycling facilities (e.g. cycle parking etc.)
- Improvements to traffic management/reducing congestion
- Cheaper parking costs
- Increase in overall number of parking spaces
- Increased promotion of local area as a visitor destination
- Increased promotion of local area as a business destination
- No improvements required**
- Other *(Please specify)*

Other *(Please specify)*

Q13 What would be your top three priorities to improve your experience of doing business in {Q3}?

(Please select top three responses)

- Greater range of stores/businesses in local area
- More leisure/entertainment facilities in local area (e.g. restaurants, bars, coffee shops, cinemas etc.)
- Improvements to location/surrounding area (e.g. appearance of streets; green spaces etc.)
- Improvements to public transport accessibility
- Improvements to cycling facilities (e.g. cycle parking etc.)
- Improvements to traffic management/reducing congestion
- Cheaper parking costs
- Increase in overall number of parking spaces
- Increased promotion of local area as a visitor destination
- Increased promotion of local area as a business destination
- Improved business support networks (e.g. local business groups/events/forums)
- No improvements required**
- Other *(Please specify)*

Other *(Please specify)*

Q14 If you have any further comments regarding what could be done to improve your experience of doing business in Denbighshire, please write these in the box below:

Future Research

Q15 Would you be willing to be contacted again to take part in future research?

(Please tick one box only)

- Yes
- No

Q16 **If yes, please provide your contact details:**
(Please write in below - Please note you must enter a valid telephone number or email address in order to be contacted)

Name

Telephone Number

Email Address

Q17 **Please tell us when you would prefer us to call:**

Daytime

Evening

Thank you for taking part in this survey
Please click the 'Submit' button below to send your response.

Arolwg Busnesau Canol Trefi Sir Ddinbych

Please select language/Dewiswch iaith:

- English
 Cymraeg

Mae Cyngor Sir Ddinbych wedi comisiynu astudiaeth i geisio cael barn busnesau a thrigolion lleol ar amrywiol agweddau ar ganol trefi lleol, fel hygyrchedd, cludiant a pharcio.

Fel perchennog busnes lleol, mae gwahoddiad i chi ateb yr holiadur byr hwn i roi eich safbwynt chi ar y materion hyn, ac i nodi mesurau a allai wella busnes yn y cylch lleol.

Bydd yr holiadur hwn yn holi ynghylch:

- Eich busnes yn Sir Ddinbych
- Pwysigrwydd materion fel hygyrchedd, cludiant a pharcio i'ch busnes
- Sut mae lleoliad eich busnes yn sgorio o ran y materion hyn
- Pethau sydd angen eu gwella yn Sir Ddinbych o safbwynt busnes

Dylai'r holiadur gymryd rhyw 10 munud i'w ateb.

Darllenwch y cyfarwyddiadau ar y sgrin ac ateb pob cwestiwn yn ôl y cyfarwyddyd.

Ynghylch eich busnes

Q1 **Beth yw eich prif sector busnes?**

(*Ticiwch un blwch yn unig*)

- Amaethyddiaeth
- Celfyddyd/diwydiannau creadigol
- Addysg/hyfforddiant
- Peirianeg
- Gwasanaethau ariannol (e.e. cyfrifyddiaeth)
- Bwyd a diod (e.e. tŷ bwyta/tŷ tafarn)
- Iechyd (e.e. meddyg/deintydd)
- Croeso/llety (e.e. gwesty)
- Gwasanaethau technoleg, gwybodaeth a chyfathrebu (TGCh)
- Gwasanaethau cyfreithiol (e.e. cyfreithiwr)
- Gweithgynhyrchu
- Adwerthu
- Twristiaeth/atyniadau ymwelwyr
- Cludiant (e.e. gwasanaethau bws mini/tacsi)
- Arall (*Rhowch fanylion*)

Arall (*Rhowch fanylion*)

Q2 **Faint o staff sy'n cael eu cyflogi yn eich busnes ar hyn o bryd? (heblaw chi)**

(*Ticiwch un blwch yn unig*)

- 0
- 1-9 aelod o staff
- 10-49 aelod o staff
- 50-249 aelod o staff
- 250+ aelod o staff

Q3

O'r rhestr isod, dewiswch leoliad eich prif adeilad busnes (h.y. swyddfa, storfa neu gyfleusterau gweithgynhyrchu) yn Sir Ddinbych:

(Ticiwch un blwch yn unig)

- Y Rhyl
- Prestatyn
- Galt Melyd
- Y Ddiserth
- Rhuddlan
- Llanelwy
- Dinbych
- Rhuthun
- Llangollen
- Corwen
- Arall (*Rhowch fanylion*)

Arall (*Rhowch fanylion*)

Q4

Os oes gan eich busnes unrhyw eiddo ac adeiladau eraill (h.y. swyddfeydd, storfeydd neu gyfleusterau gweithgynhyrchu) yn Sir Ddinbych, dewiswch leoliadau'r rhain o'r rhestr isod:

(Ticiwch bob un sy'n berthnasol)

- Y Rhyl
- Prestatyn
- Galt Melyd
- Y Ddiserth
- Rhuddlan
- Llanelwy
- Dinbych
- Rhuthun
- Llangollen
- Corwen
- Arall (*Rhowch fanylion*)
- Amherthnasol**

Arall (*Rhowch fanylion*)

Q5 Sut fyddech chi'n disgrifio lleoliad prif adeilad eich busnes?

(Ticiwch un blwch yn unig)

- Canol tref/dinas e.e. un o siopau'r stryd fawr
- Cylch preswyl trefol - e.e. siop gyfleus leol
- Ardal wledig/pentref - e.e. siop fferm, siop y pentref
- Parc adwerthu allan o'r dref/stad ddiwydiannol/parc busnes
- Arall (*Rhowch fanylion*)

Arall (*Rhowch fanylion*)

Q6 Ers faint fu eich busnes yn masnachu?

(Ticiwch un blwch yn unig)

- Llai na blwyddyn
- 1>2 flynedd
- 2>5 mlynedd
- 5>10 mlynedd
- 10>20 mlynedd
- Mwy nag 20 mlynedd

Q7 Ers faint fu eich busnes yn Sir Ddinbych?

(Ticiwch un blwch yn unig)

- Llai na blwyddyn
- 1>2 flynedd
- 2>5 mlynedd
- 5>10 mlynedd
- 10>20 mlynedd
- Mwy nag 20 mlynedd

Bydd y cwestiynau canlynol yn holi ynghylch perfformiad eich busnes mewn blynyddoedd ariannol blaenorol, presennol ac yn y dyfodol (1af Ebrill - 31ain Mawrth):

Q8 Gan feddwl am berfformiad eich busnes yn y flwyddyn ariannol hon (2014/15) sut fyddech chi'n cymharu hyn â'r flwyddyn ariannol ddiwethaf (2013/14) o ran y canlynol:

(Ticiwch un blwch ymhob rhes)

	Wedi cynyddu	Wedi aros yr un fath	Wedi lleihau	Amherthnasol (wedi masnachu llai na blwyddyn)
Gwerthiant/trosiant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buddsoddi cyfalaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costau gweithredu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 **Gan feddwl am ragamcaniadau perfformiad eich busnes am y flwyddyn ariannol nesaf (2015/16), sut ydych chi'n meddwl y bydd hyn yn cymharu â'r flwyddyn ariannol hon (2014/15) o ran y canlynol:**
(Ticiwch un blwch ymhob rhes)

	Bydd yn cynyddu	Bydd yn aros yr un fath	Bydd yn lleihau
Gwerthiant/trosiant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buddsoddi cyfalaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costau gweithredu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nifer y gweithwyr cyflogedig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 **Pa mor bwysig (neu beidio) yw'r canlynol i'ch busnes chi?**
(Ticiwch un blwch ymhob rhes)

	Pwysig iawn	Pwysig	Y naill na'r llall	Heb fod yn bwysig	Dibwys hollol
Parcio (staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parcio (cwsmeriaid/cleientiaid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hgyrchedd cludiant cyhoeddus (staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hgyrchedd cludiant cyhoeddus (cwsmeriaid/ cleientiaid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cyfleusterau beicio e.e. parcio beiciau (staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cyfleusterau beicio e.e. parcio beiciau (cwsmeriaid/cleientiaid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rheoli traffig (lleihau tagfeydd)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyrwyddo'r cylch lleol fel cyrchfan ymwelwyr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyrwyddo'r cylch lleol fel cyrchfan fusnes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rhwydweithiau cefnogi busnes (e.e. grwpiau busnes lleol/achlysuron/fforymau)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mynediad cerbydau cyflenwi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atyniadau eraill yn y cylch lleol (e.e. adloniant/ hamdden ac atyniadau ac achlysuron diwylliannol)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cymuned fusnes ehangach/busnesau/ adwerthwyr eraill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Gan feddwl am ganol {Q3}, sut fydddech chi'n sgorio hwn fel lle i wneud busnes o ran y canlynol:
(Ticiwch un blwch ymhob rhes)

	Da iawn	Da	Y naill na'r llall	Gwael	Gwael iawn
Parcio (staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parcio (cwsmeriaid/cleientiaid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hygyrchedd cludiant cyhoeddus (staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hygyrchedd cludiant cyhoeddus (cwsmeriaid/ cleientiaid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cyfleusterau beicio e.e. parcio beiciau (staff)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cyfleusterau beicio e.e. parcio beiciau (cwsmeriaid/cleientiaid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rheoli traffig (lleihau tagfeydd)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyrwyddo'r cylch lleol fel cyrchfan ymwelwyr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyrwyddo'r cylch lleol fel cyrchfan fusnes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rhwydweithiau cefnogi busnes (e.e. grwpiau busnes lleol/achlysuron/fforymau)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mynediad cerbydau cyflenwi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atyniadau eraill yn y cylch lleol (e.e. adloniant/ hamdden ac atyniadau ac achlysuron diwylliannol)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cymuned fusnes ehangach/busnesau/ adwerthwyr eraill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 **Beth ydych chi'n feddwl y gellid ei wneud i annog mwy o bobl i ymweld â busnesau lleol yng nghanol {Q3}?**

(*Ticiwch bob un sy'n berthnasol*)

- Mwy amrywiaeth siopau/busnesau yn y cylch lleol
- Mwy o gyfleusterau hamdden/adloniant yn y cylch lleol (e.e. tai bwyta, bariau, siopau coffi, sinemâu ac ati)
- Gwelliannau i'r lleoliad/cylch (e.e. golwg y strydoedd; llecynnau glas ac ati)
- Gwelliannau i hygyrchedd cludiant cyhoeddus
- Gwelliannau i gyfleusterau beicio (e.e. parcio beiciau ac ati)
- Gwelliannau i reolaeth traffig/lleihau tagfeydd
- Parcio rhatach
- Cynnydd yn nifer y manau parcio at ei gilydd
- Hyrwyddo mwy ar y cylch lleol fel cyrchfan ymwelwyr
- Hyrwyddo mwy ar y cylch lleol fel cyrchfan fusnes
- Nid oes angen unrhyw welliannau**
- Arall (*Rhowch fanylion*)

Arall (*Rhowch fanylion*)

Q13 **Beth fyddai eich tair blaenoriaeth uchaf i wella'ch profiad o wneud busnes yng nghanol {Q3}?**

(*Dewiswch y tri ateb pwysicaf*)

- Mwy amrywiaeth siopau/busnesau yn y cylch lleol
- Mwy o gyfleusterau hamdden/adloniant yn y cylch lleol (e.e. tai bwyta, bariau, siopau coffi, sinemâu ac ati)
- Gwelliannau i'r lleoliad/cylch (e.e. golwg y strydoedd; llecynnau glas ac ati)
- Gwelliannau i hygyrchedd cludiant cyhoeddus
- Gwelliannau i gyfleusterau beicio (e.e. parcio beiciau ac ati)
- Gwelliannau i reolaeth traffig/lleihau tagfeydd
- Parcio rhatach
- Cynnydd yn nifer y manau parcio at ei gilydd
- Hyrwyddo mwy ar y cylch lleol fel cyrchfan ymwelwyr
- Hyrwyddo mwy ar y cylch lleol fel cyrchfan fusnes
- Gwell rhwydweithiau cymorth busnes (e.e. grwpiau busnes/digwyddiadau/fforymau lleol)
- Nid oes angen unrhyw welliannau**
- Arall (*Rhowch fanylion*)

Arall (*Rhowch fanylion*)

Q14 Os oes gennych unrhyw sylwadau pellach ynghylch beth ellid ei wneud i wella'ch profiad o wneud busnes yn Sir Ddinbych, ysgrifennwch hwy yn y blwch:

Rhagor o Ymchwil

Q15 Fyddech chi'n barod i ni gysylltu â chi eto i gymryd rhan mewn ymchwil yn y dyfodol?

(Ticiwch un blwch yn unig)

- Byddwn
 Na fyddwn

Q16 Os byddech [C15], rhowch eich manylion cysylltu

(Ysgrifennwch gyferbyn - Sylwer bod yn rhaid i chi nodi'r rhif ffôn neu gyfeiriad e-bost dilys er mwyn cysylltu)

Enw:

Rhif Ffôn:

Cyfeiriad e-bost:

Q17 Nodwch pryd fyddai'r adeg orau i ni ffonio:

- Yn ystod y dydd
 Min nos

**Diolch i chi am gymryd rhan yn yr arolwg hwn
Cliciwch y botwm 'Anfon' isod i anfon eich ymateb.**