

# Hendy Gwyn: Y Dyfodol “Tref Wi-Fi”



# Whitland: The Future “Wi-Fi Town”

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# Diben

**Strategaeth:** Byddwn yn datblygu economi wybodaeth ac arloesi drwy brosiectau Digidol

I ystyried achos gweledigaeth a busnes i gefnogi gweithredu canol tref Wi-Fi yng tref Hendy-Gwyn

# Purpose

**Strategy:** We will develop a knowledge economy and innovation through Digital Projects

To consider a vision and business case to support the implementation of town centre Wi-Fi in Whitland Town

# Cefndir / Background

## Adroddiad y Stryd Fawr Ddigidol 2020 / Digital High Street 2020 Report

<http://thegreatbritishhighstreet.co.uk/digital-high-street-report-2020>

Mae'n creu "darlun" ar effaith Technolegau Digidol ar y Ganol y Dref dros y 5 mlynedd nesaf

Creates a "picture" of the impact of Digital Technologies on the town centre over the next 5 years

### Nodau

Galluogi cwmnïau bach i dyfu  
Amlygu llwybrau ar gyfer Mabwysiadu  
ac Arloesi Digidol  
Gwaredu'r bwlch o ran Sgiliau Digidol  
erbyn 2020

**Cynyddu Gwerth Cymdeithasol  
ac Economaidd**



### Aims

Enable growth for small companies  
Highlight routes for Digital Innovation  
and Adoption  
Eliminate the Digital skills gap by 2020

**Increase Economic and Social Value**

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# Mae technegau a thechnolegau newydd yn galluogi chi i:



# New technologies and techniques enable you to:

Arbed arian

Lleihau Costau Cyfalaf

Ymgysylltu â chwsmeriaid presennol, denu cwsmeriaid newydd a mwyhau gwerth cwsmeriaid

Cynnig hyrwyddiadau ar sail amser a lleoliad

Cyswl uniongyrchol rhwng Di-wifr yng nghanol trefi a cherddwyr yr ymwelwyr

Save money

Reduce Capital Costs

Engage with current customers, attract new customers and maximise customer value

Offer time & location based promotions

Direct link between town centre Wi-Fi and Pedestrian footfall



## Hendy Gwyn – Argymhellion allweddol



## Whitland - Key Recommendations

- Cynnal arolwg "Archwiliad Iechyd Digidol" gyda busnesau lleol
- Sefydlu "Digilab" i arddangos technolegau Digidol newydd a sut mae eu defnyddio'n effeithiol
- Gweithio gyda y dref a PCYDDS i greu cyfleoedd newydd o ran Prentisiaethau, Lleoliadau Gwaith a "Gwirfoddolwr Digidol"
- Hyrwyddo band eang cyflym iawn
- Undertake a "Digital Health Check" survey with local Businesses
- Set up a "Digilab" to demonstrate new Digital technologies and how to use them effectively
- Work with the town and UWTSD to create new Apprentice, Work Placement and "Digital Volunteer" opportunities
- Promote Superfast Broadband

# Tasgau:

1. "Archwiliad lechyd" o ran Busnes Digidol: [Archwiliad lechyd Digidol](#)
2. Holiadur a bodloni'r busnesau lleol
3. Mapio canol tref
4. Datblygu "Tref Wi-Fi" pecyn ariannu
5. Creu partneriaeth "Wi-Fi tref" & grŵp llywio

Diolch yn fawr am dy amser a sylw

# Actions:

1. Complete a Digital Business "Health Check": [Digital Health Check](#)
2. Questionnaire and meet local businesses
3. Town Centre Mapping
4. Develop "Wi-Fi Town" funding package
5. Create a "Wi-Fi Town" partnership & steering group

Thank you for your attention