

Brecon 20:20

Section 3: Retail and Market Community Derived Action Plan



7. Section 3: Retail and Market

7.1 The Existing Problem

- 7.1.1 Brecon town centre is the cornerstone of the community and historically has been the place where things are made, bought and sold. The town also provides public services enabling people to go to work, to school and to socialise and be entertained. In a recent Federation of Small Businesses survey 92% of consumers still see the town centre as being important socially and economically.
- 7.1.2 However, like all town centres Brecon is under pressure with the introduction of technological changes and the internet. Consumers have changed how they purchase from the High Street. Over the years the introduction of three supermarkets to the town has led to a reduction of independent food and other retailers.
- 7.1.3 Local Development Policy encourages a diversity of uses in town centres as follows:-

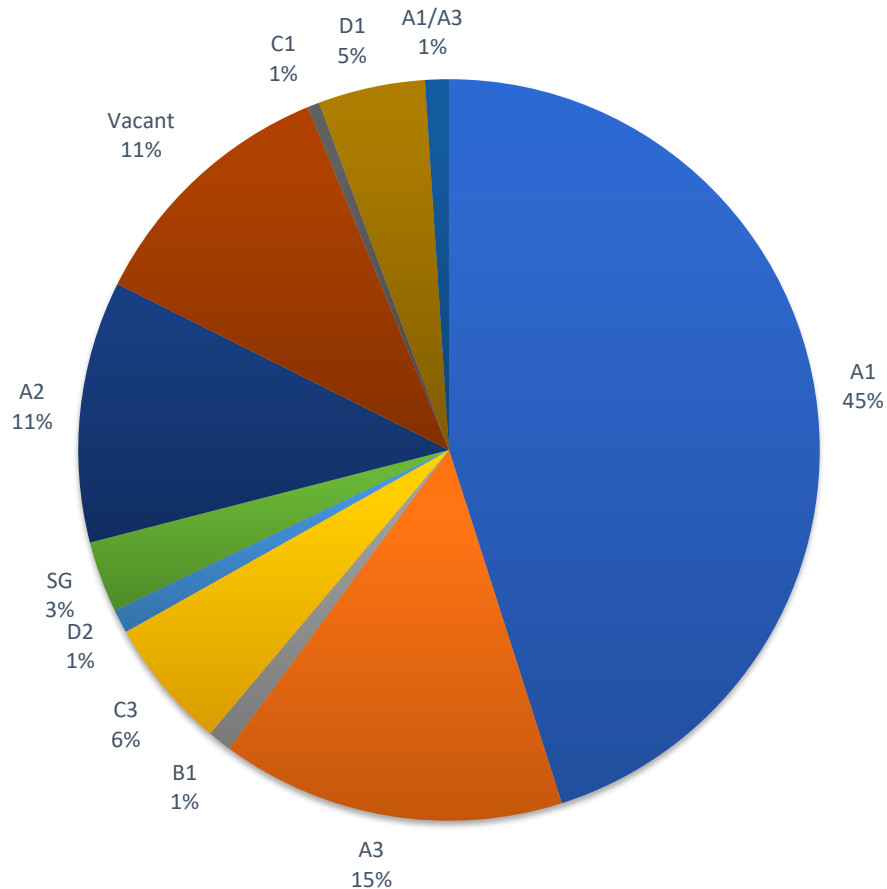
A1: Shops
A2: Financial & Professional Services
A3: Restaurants & Cafes
B1: Business
C1: Hotels
D1: Non-Residential Institutions
D2: Assembly & Leisure

The recent review carried out for LDP purposes demonstrates the recent changes in Brecon and the concerning increase in vacant properties. The vacancy level is in excess of the target level of 10% in Brecon.

Brecon Retail Centre Uses 2018/19					
Use	2019 count	2019%	2018 count	2018%	Percentage change 2018 - 2019
A1	87	45%	87	45%	No change
A2	22	11%	22	11%	No change
A3	29	15%	29	15%	No change
B1	2	1%	3	2%	1% decrease
C1	1	1%	1	0%	1% increase
C3	11	6%	11	6%	No change
D1	9	5%	9	5%	No change
D2	2	1%	2	1%	No change
D3/DI	0	0%	0	0%	No change
SG	6	3%	6	3%	No change
Vacant	22	11%	21	11%	No change
A1/A3	2	1%	2	1%	No change

The use classes by type and percentage of the total are shown overleaf.

USE CLASSES IN BRECON RETAIL CENTRE 2019



7.1.4 Brecon Indoor market has historically run a vibrant Tuesday and Friday market, a Farmers market once a month on a Saturday along with a monthly craft fair, an antique/flea market and occasional one off events. The market hall building requires significant investment and as a result the market hall, arcade and vaults have been sold by PCC. Brecon 20:20 hope that any redevelopment of the market hall is sensitive to its historic origins and the commercial redevelopment required to make the town centre a vibrant area for social and economic activities.

7.2 What you told us about Retail and Market

- 7.2.1 In this section residents were asked about their shopping habits. The response level to the questions in this section was high.
- 7.2.2 98% of respondents stated that they shopped for groceries in Brecon at least once a week. However, 72% stated that they buy groceries at an out of town retail-park and 63% also buy groceries online.
- 7.2.3 In terms of clothing, homewares and gifts respondents purchased these less often from shops in Brecon with the majority stating that they rarely purchased these items in Brecon. Out of town retail parks and other towns including Merthyr and Abergavenny as well as Cardiff are all used regularly by Brecon residents.

7.2.4 For those who rarely shop in Brecon 88% stated that there is not enough choice of shops, with 46% requesting more national chains and 48% looking for more independent retailers. For 25% of respondents the cost of parking is prohibitive and 10% find access to the high street difficult.

7.2.5 Respondents would like to see clothes, shoes, food and household items sold in new shops.

7.2.6 Of those people who currently shop in the market 55% buy food, 9% clothes, 14% homewares and 18% gifts. However, 38% reported that they do not shop in the market with the majority suggesting that it does not stock the items they wish to buy.

7.2.7 Analysis of comments from the survey show that the market is still valued, but that for customers to return in more numbers the environment needs to be cleaner and more vibrant and a wider range of products need to be offered for sale.

7.3 How are we going to address the issues?

7.3.1 There are too many empty retail units in Brecon. Brecon 20:20 will work with other agencies and the Brecon Business Improvement District (if supported) to examine ways of making retail easier in Brecon.

7.3.2 Encourage property owners to take care of their properties utilising funding opportunities wherever possible.

Retail Actions

TERM	AREA/ No	ACTION	WHO	WHEN
Medium/ Long	3.1	Develop a vision and retail brand for BRECON Promote Brecon which has a variety of independents shops, various markets, Theatres, a Cathedral, museums and family run businesses, through marketing and social media avenues and integrate with tourism and other relevant marketing campaigns Focus on the quality of these independent businesses – Localised Quality Mark Scheme Link into projects for example Heritage and Culture Project regarding the branding opportunities and the development of key stories / messages about Brecon and the surrounding areas. Stories linked to buildings Focus on developing high street experiences (Food, Family and Shopping)	Chamber of Trade / Brecon heritage and cultural network (With support from BTC)/BBNPA/ PCC Brecon Beacons Sustainable Destination partnership (BBDSP)	Within 1 Year
	3.2			
	3.3			
	3.4			
Short	3.5	Support for businesses and traders Promotion of relevant business schemes / initiatives – 1. Business Improvement District Scheme; 2. Town Centre Property Improvement Grant/Loan Scheme Consider developing a Rent Smart Landlords scheme for Business premises with the aim of	PCC/Brecon heritage and cultural network (digital marketing project)/ BBNPA	Within 1 Year
	3.6			Within 1 year

	3.7	reducing empty business space and the setting of realistic business rents. Examine Merthyr experience lance.whiteley@merthyr.gov.uk (The Meanwhile project)	Brecon Chamber of Trade	Within 2 years
	3.8	Establish appropriate training opportunities on social media platforms to develop businesses online presence.	Brecon Chamber of Trade	Within 1 year
Medium	3.9	Development of free Wifi Develop a business case of the benefits of establishing free Wifi within the town including 5G availability. Examine Llandrindod and Cardigan case studies	BTC/Business Wales/Brecon Beacons Tourism (BBT)	Within 3 years
Medium Long	3.10	Brecon Town App (i Town Concept) Develop a Town App to offer visitors and shoppers information on where to eat, where to stay, parking, what to do / events going on and businesses special offers	Brecon Town Council/ Brecon Office//BBT	Within 3 years
Long	3.11	Identify and research the feasibility of a Brecon Loyalty scheme (examine Totally Locally scheme in Crickhowell)	Brecon Chamber of Trade/	5 Years

Market Hall Actions

TERM	AREA/No	ACTION	WHO	WHEN
Short Term	3.12	Establish the future of Brecon Market Hall	New Owner	Within 1 Year
Short / Medium	3.13	Improve the Environment 1. Improve the Market Halls Signage 2. Decorate of Market Hall and Arcade 3. Improve the disability access to the market – slope for wheel chairs / pushchairs 4. Market hall Toilets Upgrade 5. Improve lighting within the market 6. Improve marketing of the various events being held in the Market Hall including an on line presence with access to social media training and integrate with the wider marketing of Brecon (see 4.8, 6.4, 6.8 and 6.9)	New Owner Via BTC Market Group Contract/Visit Brecon	Within 2 years
Short / Medium	3.14	Marketing the market 1. Identify different market opportunities 2. Consider different opening times – evenings / Sunday markets 3. Increase the choice of products -e.g. Bakery, Jewellery, Children's and men's Clothing and Shoes 4. Revamp farmers market 5. Consider dressing/decorating the market	New Owner and Market management Group	1-3 years
Short	3.15	Provide access where appropriate to key stakeholders through a web portal to the	Brecon 20 20 Steering Group /	Within 1 year

		relevant 2020 data findings to assist with grant fund applications and promoting business opportunities (report available on Brecon Town Council website)	Brecon Town Council	
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Brecon 20:20

Section 4: Community Facilities and Services

Community Derived Action Plan



8. Section 4: Community Facilities and Services

1.1 The Existing Situation

- 1.1.1 In the recent past facilities and services have been reduced by PCC including closure of the Tourist Information Centre and the Youth Club at Cradoc Road as well as changes to the services at Brecon Recycling Centre.
- 1.1.2 The number of public toilets in Brecon has reduced, with Brecon Town Council assuming responsibility for toilets at Lion Yard and Brecon Promenade. Brecon Promenade is considered to be a key facility within the community, requiring an upgrade (covered in Greenspaces)
- 1.1.3 There are many community facilities in the town, some of which require an upgrade. Information on facilities, services and events requires coordination within the town to ensure that information is comprehensive and up to date and that gaps in the provision of buildings and services can be identified.

1.1.4 General concern over museum and library facilities have occurred due to the delay in the opening and uncertainty over the future of Y Gaer.

1.1.5 The bus service is essential for the people of Brecon.

1.2 What you told us about Community Facilities

1.2.1 The community facilities section received responses from 802 respondents. The responses clearly showed that respondents view toilets and the leisure centre as the most important community facilities with both mentioned in 86.78% of the responses. 78.93% of respondents listed the theatre, closely followed by the Promenade open space at 74.44%. The youth centre and playgrounds were also ticked by more than 50% of respondents.

1.2.2 20% of respondents indicated that they would like to see improvements to public toilets in Brecon and a similar number would like to see improvements in Youth facilities. In addition respondents would like to see improvements at Brecon Promenade, including investment to upgrade the existing facilities including the playground and toilets and an improved café area.

1.2.3 Over 10% of respondents wanted to see a Tourist Information Centre close to or in the main car park. Facilities including the Leisure Centre, the Library and Theatr Brycheiniog are all seen as important facilities requiring investment and upgrade.

1.2.4 The recycling centre is seen as an important community service by 89.16% of respondents. The Library is important to 79% of people. Other important services include the provision of childcare, public transport and Arosfa.

1.2.5 Improvements to the recycling centre service are required by a large number of respondents, while a further 15% want to see improved services for the Elderly, especially Arosfa. The Youth Centre, more activities for children and improved childcare facilities are all important too, as is improvements to bus services including times, Sunday services and the cleanliness of buses.

1.3 How are we going to address the issues?

- Undertake an audit of facilities, available community spaces and services and publicise the information to local residents
- The opening of Y Gaer will provide the new library provision and museum
- Check that the revised youth provision in Brecon meets the needs of Young People and what is required in terms of childcare by residents
- Review recycling facilities and look for improvements for residents

TERM	AREA/No	ACTION	WHO	WHEN
Short Term	4.1	Analyse recycling issues and discuss them with PCC Recycling of soft plastic – investigate options with PCC	Brecon 20:20 to send letter explaining issues to PCC Brecon 20:20	Within 1 year
Medium Term	4.2	Investigate Town Centre Accommodation for community services and facilities – an audit of facilities, cost and availability required across Brecon	Brecon 20:20/Volunteer Centre/Others	Within 2 years
Short Term	4.3	Create Register/Directory of accessible buildings in Brecon for groups to use and information on venues in general	PAVO development team/Brecknock Access group Brecon 20:20 to start conversation	Within 1 year
Short term	4.4	Toilets – ensure toilets are available and clean The Theatre toilets have heavy usage due to its proximity to the coach park and canal boat trips and as a result require upgrading	BTC/PCC/Theatr Brychiniog Visit Wales – Toilets grant application	Ongoing Within 1 year
Short Term	4.5	Youth Centre – has moved to the old St. Joseph's school site and operates two times per week, on Tuesdays and Thursdays. Check up on what young people want and where possible provide follow up services	Brecon 20:20/Youth Service	Within 1 year
Short Term	4.6	The Elderly – since the survey was complete Community Connectors have been appointed. The Volunteer centre acts as a central resource. Link services together and publicise	PAVO/Volunteer Centre	Already in progress/Ongoing
Medium Term	4.7	Leisure Centre – substantial increase in activities and facilities since Freedom Leisure took over. Check with Freedom Leisure for future improvements, especially to swimming pool and changing rooms	Brecon 20:20/Freedom Leisure/Powys CC	3-5 years

Short Term	4.8	<p>Advertising facilities and activities. Sort out boards in Market Hall to more clearly advertise in groups/themes. (A volunteer already tidies the board regularly)</p> <p>Need centralised town information – to be used by residents and visitors. Promote FYI Brecon use and discourage flyposting.</p>	<p>Volunteer Bureau/Market Hall</p> <p>Brecon 20:20/cultural hub project/Visit Brecon</p>	<p>Ongoing</p> <p>Within 1 year</p>
Medium Term	4.9	Childcare – survey results follow-up in terms of the level of childcare required	Brecon 20:20/BTC/PCC	1-3 years
Short Term	4.10	Community Cohesion – support events which bring community together e.g. Brecon with Bells on and Ghurka parade	BTC/Brecon 20:20/Others	Ongoing

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Section 5: Housing

Community Derived Action Plan



2. Section 5: Housing

2.1 The Existing Situation

2.1.1 At the last census there were 8,250 residents within Brecon, forming 3,635 households. Data published by the Statswales predicts that *the population of the Brecon Beacons will increase by approximately 2% by 2029 (roughly 400 people)* In the same period the number of households is projected to increase by 5% representing approximately 900 new households across the National Park. This percentage is likely to increase over the coming years based on information published by the ONS (Office for National Statistics). The peaks in the numbers of births after both world wars and the longer baby boom during the 1960s is contributing to the continuing increase in the percentage of older people in the general population.

2.1.2 *The largest increase in the projected number of households is seen in one-person households while four-person households are projected to see the biggest fall (110 households). This means that the number of people on average within a household will be 2.1 people by 2029.¹ If we were to project this level of growth forward it would mean that by the end of this plan*

¹National Park Household Projections 2014 based Statistics for Wales July 2017

(2030) we would need to find accommodation for at least 182 new households. With the greatest need being for 1 and 2 bedroom properties.

- 2.1.3 Through the Local Development Plan (LDP), land has been identified for approximately 297 new dwellings within Brecon, with 20% of these being required to be provided as affordable housing for local people in housing need.
- 2.1.4 At the time of writing 170 of these dwellings have been granted planning permission and are in the process of being developed.
- 2.1.5 In terms of provision for our households who cannot afford to access market dwellings the policy of the National Park is that 20% of all housing should be supplied as affordable, usually through a Housing Association. The implementation of this policy has been mixed since the adoption of the LDP. One site, Heol y Ffynnon, is to be one of the first sites developed by Powys County Council for new Council Housing since the 1980s; this will see 33 new houses and flats being made available to house those in need in Brecon. However private developers have been able to demonstrate that they cannot provide the level of affordable housing that the National Park's policy requires, and this has led to a reduction in the anticipated level of affordable housing being delivered on other housing sites.
- 2.1.6 At time of writing there were 165 people identifying as being in housing need on the Common Housing Register for Brecon. To go part way to meet this need it is very likely that the new LDP for the area (LDP2 2018-2033) will need to identify additional sites for housing.

2.2 What you told us about Housing in Brecon

- 2.2.1 This section of the questionnaire had a response rate of over 80%, reflecting the importance the people of Brecon place on this issue. When asked what they or their families future housing needs were, the highest percentage (67.57%), said that there was a need for more 2 bed or 3 bedroom properties. The next biggest response was for supported housing (29.89%).
- 2.2.2 Respondents were asked if they saw a future need access to affordable housing. 61.54% either said they saw a need or were not sure, with 6.50% more saying they saw a need. 38.45% said they did not see a need, but it should be borne in mind that 77.59% of respondents owned their property or had a mortgage on it.
- 2.2.3 Finally, respondents were asked how they felt affordable housing should be delivered. There was a clear preference for Social renting (53.38% of the total responses), when they were also asked to consider other types of affordable housing.

2.3 How are we going to address the issues?

- 2.3.1 Ensure that PCC, BBNPA and BTC work together and with the community improve the availability of houses of the required type in Brecon.

TERM	AIM	ACTION	WHO	WHEN
Short	5.1	Explore the models of housing that PCC and the BBNPA can deliver under the LDP This is felt to be necessary because the previous response to housing issues had not encompassed more innovative ways of delivering housing.	PCC/BBNPA	Next 6 months
Short	5.2	Invite new PCC co-housing officer to meet with BTC and the Bronllys Community wellbeing group. The aim is to find ways of promoting shared housing and co-op housing schemes.	BTC	Next 3 months
Short	5.3	Conduct further research to identify what groups of people need supported housing and what types of housing can be delivered. This should target the highest priority groups and make further schemes fit for purpose.	PCC/BBNPA	Next 6 months
Short	5.4	Make homelessness an issue for a Housing Advice Day in Brecon This was in response to the perceived rise in homelessness in the town	BTC	Already achieved
Short, medium and long	5.5	Re. all planning applications, BBNPA will always prioritise affordable housing, with the clear aim of ensuring that at least 30% of housing in that application is affordable. It is recognised that the percentage of affordable properties in recent developments has been too low	BBNPA	Now to at least 2024
Short, medium and long	5.6	Affordable housing mix will be in line with latest housing needs assessments. This recognises that housing needs are not static.	PCC and BBNPA	Now to at least 2024
Short/ Medium	5.7	Develop a “greenprint” or an all-encompassing plan for Brecon housing. This was identified as a shortfall in previous planning.	BBNPA/BTC and PCC	Next 18 months
Medium	5.8	Re Accessible and Flexible housing, monitor progress of Clyro village social housing project. The aim for this objective is to apply best practice learnt from this	BTC, Disability Powys and BBNPA	18-24 months.

		scheme to future new builds in Brecon		
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Brecon 20:20

Section 6: Arts and Culture

Community Derived Action Plan



3. Section 6: Arts and Culture

3.1 Existing Position

- 10.1.1 Brecon is a vibrant and active location with many positive aspects to its artistic and cultural offer and life. It has a wealth of opportunities and organisations that deliver for the community and benefits from a variety of venues and available activities. The town has a mid-scale Theatre with studio and gallery; the Guildhall Theatre, run by BTC; The Muse Arts Centre; Brecon Cathedral; The Regimental Museum of the Royal Welsh; Y Gaer - a new library, museum and art gallery complex situated in the middle of the town; and the Coliseum Cinema Brecon. In addition to these venues there is a network of village and church halls and community facilities available.
- 10.1.1 Throughout the year these various organisations are joined by other partners to deliver a year-round detailed programme of activity including Brecon Jazz and the Baroque Festival, which attract national and international visitors to the town. But

there are barriers and issues with regard to the work presented and in encouraging the communities around Brecon to engage with the offer.

10.2 What you told us about Arts and Culture

- 10.2.1 The questions on Arts and Cultural activities received 775 responses
- 10.2.2 Artistic and cultural activity is the most important kind of activity for a significantly large proportion of Brecon's residents (60%).
- 10.2.3 However a quarter of people (24%) did not consider themselves as a participant in anything considered artistic or cultural.
- 10.2.4 Many issues were cited as reasons for difficulties in engaging with artistic and cultural activities and about the artistic offer of Brecon. These were: high cost, access to transport or parking, appropriate facilities, access for those with additional needs, health issues or age related vulnerabilities, the lack of time due to work, the funding and support required for the arts organisations and the general information created and available for the opportunities presented.
- 10.2.5 Specifically in response to some of these issues respondents commented that more support/investment is needed, clearer plans on creating and disseminating information needs to happen and that Brecon needed to focus on creating a distinctiveness about itself, which could be specifically around music and arts.

10.3 How are we going to address the issues?

In creating an action plan we have concentrated on the issues that our respondents told us about and have detailed how we propose to increase activity, support communities in engaging in arts and culture and most importantly to deliver clearer, joined up messaging and promotion about the activities in the town.

This includes:

- Identifying targets around engagement and encouraging all our communities who wish to participate, identifying those who might not, and work with them to reduce the barriers to their attendance.
- Developing a coordinated marketing approach for everything that happens, that includes a clear online presence, information points and distribution to present event diaries and better promotion of activities
- Supporting transportation, facility upgrades and the entertainment/night-time economy.
- Building on Brecon's reputation for staging festivals and events and consider timing and scheduling issues.

We hope that in developing individual actions that deliver these ambitious town developments that we can drive cooperation with all interested organisations and communities to further enjoy and engage in this important aspect of Brecon life.

TERM	AREA/No	ACTION	WHO	WHEN
Medium	6.1	Examine “never” respondents` data. What is their definition of arts/culture? They may be participating in artistic and cultural activities and events, but not consider them as such.	Brecon 20:20 Steering Group to evaluate in the future when a further survey is undertaken	3-5 years
Short	6.2	Theatr Brycheiniog Box Office can examine ticket purchase data to find out certain groups using venue to tailor and target catering for particular audiences. The Theatr are trialling “kitchen takeovers” and scheduling afternoon events	Theatr Brycheiniog	Within 1 year
Medium	6.3	Integrating more with Nepalese community. Investigate textile art with the Nepalese community. Focus on publicity for annual events – the Gurkha Parade and Gurkha Durbar	Visit Brecon/Brecon 20:20/ BTC	Ongoing
Short	6.4	Online promotional links between local businesses and organisations. Better promotion and information. Event diaries to be produced 3 times a year as Pdf’s with the summer edition in print format too.	Brecon heritage and cultural network/ Visit Brecon/	Within 1 year First edition available January 2020
Long term	6.5	Brecon “Night-Life”/Night-Time Economy. Places to eat with entertainment?	Brecon Chamber of Trade/Brecon Beacons Tourism (BBT)	5 years
Medium	6.6	Could some activities and events work better during the day or night? (People in work during day or older people may not want to go out at night). Create a new profile-raising event for the town – research gaps in the annual events calendar.	Event organisers	Medium
Short	6.7	Curated information/promotional resource to be contact point for dissemination of events/activities posters and information. The portal will be linked to Visit Brecon and other websites.	Brecon heritage and cultural network/BTC/BBNPA/BBT/Visit Brecon	Digital project complete within 1 year
Short	6.8	Coordinated marketing approach required for Brecon. Celebrity to promote Brecon brand via “walkabout” video. Need to understand what currently attracts people to events and to Brecon and use this to help define “Brecon brand”. Integrate with Visit Wales campaigns for The Wales Way Cambrian Route and	Brecon heritage and cultural network /BTC/BBNPA/BBT/Visit Brecon/Brecon Jazz	Digital project complete within 1 year

		other relevant campaigns e.g. BBNPA/BBT day to stay. Explore Churches/Cymru Cysegredig		
Medium	6.9	Interactive information board in a central position in town. E.g. Outside Lloyds Bank for communication on events/places to eat/things to do Would the B and R be interested in engaging in other media in the town as above?	Visit Brecon Brecon 20:20/B&R With support from BTC	
Short	6.10	Investigate the possibility of having transport to events e.g. theatre by dial-a-ride or someone else Is an electric mini-bus an option?	Brecon 20:20/Theatr Brycheiniog	Within 12 months
Short/Medium	6.11	Pilgrimage walks being developed by the Cathedral, other walks already developed: the Regimental museum suite of walks, World War I Memorial Walk and the Poetry Trail, which can be shared and offer special experiences for visitors. Opportunities to further develop walking routes within and around the town.	Visit Brecon/ Brecon Cathedral/BTC/ BBNPA/BBT	Within 1 Year 3-5 Years

Brecon 20:20

Section 7: Greenspaces and Sport

Community Derived Action Plan



11. Section 7: Greenspaces and Sport

11.1 Existing situation

11.1.1 Brecon benefits from a significant number of different greenspaces distributed around the Town. The Usk river corridor stretches from east of the Brecon Rugby Club fields, through the town to beyond the Promenade to the west. The Honddu river corridor forms a wooded and accessible greenspace leading to the centre of the Town from the north. The residential areas of Uplands, Llanfaes, Watton and Pendre all have one or more accessible parks. Accessible and attractive greenspaces can add significantly to quality of life, health and wellbeing.

11.1.2 The Brecon 20:20 Survey included a dedicated section on greenspaces and the responses can be summarised as follows:

- These spaces are hugely valued by residents, with almost 2/3rds visiting a greenspace at least weekly
- A wide range of activities are enjoyed at greenspaces, from walking and exercising dogs, to ball games, picnics or simply to enjoy the views and connection to nature

- All residents enjoy the spaces, including all ages and they are often used for family activities
 - Satisfaction with the quality of the greenspaces was generally quite high, though there is significant scope for improvement
 - A wide range of potential improvements were suggested and many would need careful consideration and effective community engagement to develop the potential of Brecon's greenspaces
- 11.1.3 A significant number of sports clubs are active in Brecon, offering a wide range of organised activities. This includes rugby and football (across a range of age groups) running, cycling, attending the gym, bowls, swimming, golf and cricket. Almost a third of survey responses indicated participation in some form of sporting activity. As well as organised sports, the greenspaces were often used for individual activities (primarily running and cycling) and informal games and sports undertaken by children and families.
- 11.1.4 Barriers to participation included the cost of activities, access to facilities and classes (transport and time constraints) and the quality of facilities available.

11.2 What you told us

Greenspaces

- Greenspaces are valued and resulted in a high number of responses to the survey questions
- Of the ten greenspaces named in the survey, half were rated 6 or more out of 10 for their quality, with the other half scoring 4.5 – 6. This indicates that while satisfactory, there is a clear desire and scope for a range of improvements
- The greenspaces are well used and often visited. 20% visited at least daily, with around 60% visiting at least once per week, rising to around 80% visiting at least once per month
- A wide range of activities were enjoyed while visiting greenspaces. They are versatile and useful spaces where many different activities can be undertaken
- When asked for the improvements or changes that residents would like to see a wide range of suggestions were presented, though there were many recurring points raised.
- Increased provision of litterbins, increased frequency of bin emptying and reducing the amount of litter and rubbish had the most responses
- Issues with dogs raised a number of points regarding dog fouling, lack of enforcement for dog fouling, increased provision of dog waste bins and a desire to see more dog-free areas
- The general condition and need to maintain existing features including benches, paths, fences and play equipment was highlighted as was the desire for improvements and an increase in these facilities
- The infrequent grass cutting was of concern, though this must be balanced against a desire to see more long grass and wildflower areas along with other wildlife improvements and more tree planting
- Greater provision of signage, information and accessibility to toilets
- Many felt that the Promenade needs significant investment and reinvention including the boat house and surrounding areas.

Sports

- Sporting activities are important to a significant number of residents and access to the support available through organised clubs is essential.
- Sport participation, particularly through a club structure covers all age groups. There is demand for improved quality of facilities, with other sporting facility provision in the Valleys highlighted as being better than the local offering.

11.3 What we are proposing to do?

Greenspaces

The community consultation and action planning process has created a number of specific ideas for improving the quality of Brecon's greenspaces (playgrounds and other outdoor areas accessible to the public). Effective management of these sites is essential with significant community engagement required and the integration of different features and facilities to resolve conflicts. The specific actions can be broadly summarised as:

- Set up Friends of/management groups for key greenspaces
- Prepare new management plans for the greenspaces
- Improve access around the sites, including benches, signage and information
- Create a better balance between areas of short amenity grassland and longer grass/wildlife areas
- Plan and undertake tree planting in appropriate areas of greenspaces
- Consider how best to address issues of litter and dog fouling
- Engage with a range of potential event providers to determine suitable activities and facilitate appropriate use of greenspaces for events.
- Consider opportunities for future management to be undertaken by communities through land asset transfer

Sports

While there is a very active and valued number of sports clubs and informal activities in Brecon, the initial costs and maintenance costs of improved facilities are potentially prohibitive. Multi-use facilities, where a number of clubs can benefit are likely to be the only way such improvements could be financially possible. Sports clubs should be encouraged to work together to determine whether collective fund raising, partnership grant applications and shared facilities would result in new facilities becoming achievable. There is limited provision of some sports facilities (such as indoor tennis courts) across mid Wales and so improved facilities have the potential to draw in additional users and potentially host competitions and events that would result in wider economic benefits to Brecon. The specific actions can be broadly summarised as:

- Improving condition of existing pitches and athletics track
- Consider and develop facilities including pavilion, shelters and equipment storage
- Provision of new facilities including 4G pitch and indoor tennis
- Explore the potential for more multi-use facilities and better working between sports clubs

TERM	AREA/No	ACTION	WHO	WHEN
Green-spaces				
Ongoing	7.1	<p>Improve frequency of grass cutting at greenspaces.</p> <p>Further consultation required with residents/playground users on a site by site basis and integrated into site management plans</p>	<p>BTC have increased cuts at Llanfaes, Beacons Park and Prom/bandstand.</p> <p>Brecon 20:20/BTC/PCC</p>	<p>BTC have this underway.</p> <p>Within two years</p>
Short	7.2	<p>Improve provision of seating at greenspaces – repair, replacement and provision of covered seating. Undertake review and integrate into site management plans</p>	PCC and BTC	<p>Review can be done quickly. Funding for installation may take more time</p>
Short	7.3	<p>Improve the disability access around the promenade with improvements to existing paths – provision of passing bays and seating areas and integrate into site management plans.</p>	PCC – Access groups	<p>Ideally before end of March 2020 if funds allow</p>
Medium	7.4	<p>Consider options for improving access to water recreation at the Prom including: Swimming and Canoeing Provision of changing facilities</p>	PCC – Sports Clubs/groups	<p>Consider building a stakeholder group to take this forward Within 3 years</p>
Medium	7.5	<p>Improve provision of skateboarding facilities. Determine best location for new facilities. Investigate BMX options. Consultation required locally. Fundraising options to be determined.</p>	PCC and BTC	<p>Begin discussions early on understanding that planning and fund raising will take some time Within 3 years</p>
Medium	7.6	<p>Increase provision for cycling at green spaces including access points, paths and bike racks. Should be linked to Active Travel Plan – engage with PCC</p>	PCC , BTC, Cycling Clubs	<p>Within 3 Years</p>
Short	7.7	<p>Improve provision of picnic areas and BBQ sites as part of site management plans.</p>	PCC and BTC	<p>For summer 2020</p>
Short	7.8	<p>Events: Provide free parking on grass areas for events at the Promenade and promote this offering to encourage more events to take place.</p>	PCC	<p>Have standing arrangements in place for Spring 2020</p>
Short	7.9	<p>As part of site management planning, engage widely with users and dog owners to tackle dog fouling issues including: Increase provision of dog waste dispensers at the Promenade and other greenspaces. Undertake enforcement action on dog fouling Carefully consider both dog free and dedicated dog exercise areas.</p>	BTC, PCC (enforcement)	<p>Immediately as funds allow</p>

Short	7.10	Develop a “Friends of Brecon Promenade Group”. This group will further explore the type of enhancements sought by residents and prepare a plan for the Promenade area in conjunction with PCC. Use this pilot to further encourage establishment of other community groups to advise and assist greenspace management.	Brecon 20:20, Plan Brecon, Promenade Users, PCC	Within 1 Year
Short	7.11	Review provision of play equipment at Uplands Playing Fields and play site opposite Bowling Green. Begin discussions early on understanding the planning and fundraising will take some time	PCC and BTC	1-3 years
Medium	7.12	Undertake feasibility for constructing new footpath/cycling bridge across the river Usk. Should be linked to Active Travel Plan – engage with PCC initially and then draw in other stakeholders	PCC, NRW, BBNPA, BTC, residents, landowners	3-5 years
Short	7.13	Improve pedestrian and cycle access to the Ffrwdgrech Industrial Estate. Should be linked to Active Travel Plan – engage with PCC	PCC, landowners	Within 3 years
Medium	7.14	Undertake a feasibility study for improvements to Island Fields (including paths) A lead group must be determined who can find the necessary funding to take forward and consider asset transfer of this site.	PCC, PLAN Brecon, residents, neighbouring landowners (WPD, Brecon Corries FC, Allotments)	3-5 years
Short	7.15	Increase provision of free events at greenspaces	PCC, BTC, other groups and organisations	Programme ready for Spring/summer 2020
Short	7.16	Improve condition of canal towpath Brecon-Brynich	CRT, PLAN Brecon	Through Liaison with CRT – as funds allow
Short	7.17	Improve condition of footpaths in Priory Groves	PCC	Discuss with PCC –as funds allow
Medium	7.18	Pendre Playing Fields (behind Cathedral) – local community consultation required and management plan developed.	PCC, local community, Brecon Cathedral	3-5 years
Medium	7.19	Maendu Well site will be drained and developed alongside housing development at the site.	PCC, BTC	Within 3 Years
Short	7.20	Investigate areas for wildflower meadows and increasing biodiversity in our greenspaces as part of integrated management plan.	Brecon 20:20, BTC, PCC and BBNPA	Within 1 Year
Short	7.21	Dog Fouling at Penlan Fields has been identified as an issue. Consider ways of tackling this	Brecon High School, Brecon 20:20 /PCC	Within 1 Year

Short	7.22	Establish if dog fouling is an issue at other greenspaces	Brecon 20:20 BTC have installed dog poo bag dispensers and more dog poo bins and the situation has improved. Maintain current activities and increase where necessary	Within 1 Year Ongoing
Sports				
Medium	7.23	Pavilion at Athletics Track requires upgrading and athletics track requires maintenance.	PCC, Freedom Leisure, Brecon Athletics Club	Within 3 Years
Long	7.24	The provision of a 4G rugby/football pitch in the town is required. However the maintenance costs, quoted @ £25k per annum are prohibitive. Requirements are mainly around the training provision in the town, especially in the winter with rugby and football requiring additional facilities.	PCC and sports clubs	A lead group must be determined who can find the necessary funding to take forward
Short	7.25	Gather evidence for the requirements for training facilities in the town by talking to sport clubs. The requirements can be included in the development plan for the town and planning obligations included in plans. Shared ownership models for effective ongoing maintenance should be explored.	Brecon 20:20, Sports clubs, BBNPA, Neath Port Talbot College (NPTC)	Within 1 Year
Medium	7.26	Investigate the feasibility of improving the pitches at Brecon High School. The current maintenance is inadequate for sporting activities. Consider possibility of adding another astroturf pitch for training and upgrading the changing rooms.	PCC, Brecon High School, Sports clubs	Within 3 years
Medium	7.27	A business plan has been created for a 4 court indoor tennis facility, which could possibly be located at the site of the current tennis courts at Brecon High School/Leisure Centre. Incorporating other clubs requiring facilities such as karate and other martial arts could prove beneficial in obtaining finance.	Brecon Tennis Club, PCC, Freedom Leisure	Within 3 years
Medium	7.28	Storage facilities for sports clubs and transition zones (including shelters and café facilities) would be beneficial at training venues. This should be investigated at each facility	Sports Clubs, PCC, Facility Owners	Within 3 years

Short	7.29	Brecon Swimming Pool – structural survey recently completed. Powys County Council committed to upgrade the changing rooms/swimming pool.	PCC and Freedom Leisure	Within 1 Year
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Brecon 20:20

Section 8: Energy and Climate Change

Community Derived Action Plan



12. Section 8: Energy and Climate Change

12.1 Existing situation

The worlds' scientific and international communities are now very clear on the significant and lasting impact a changing climate will have across our planet. As warming due to man-made carbon emissions increases, the need to eliminate emissions from our society becomes ever more urgent. This will require significant changes to the way citizens live, businesses operate and how government organisations implement policy and deliver services. Making these changes will require understanding, effort and difficult choices for all of us. However, the science is clear, we must rise to these challenges and accept that the costs of inaction are far greater.

Our town and its residents face similar challenges to communities across Wales, Europe and other developed nations. However, as with any community there are

some factors that pose more significant challenges but also a number of opportunities that can help us adapt:

12.2 Challenges

- A lack of railway and poor public transport results in high dependency on private cars. Access to key services is also further than most urban areas. Transport is a significant proportion of our carbon emissions in Wales and will be a priority for action.
- Our electricity grid has not been developed over the last 50 years to cope with significant increases in electricity demand and increased energy generation from renewable sources. Current grid constraints limit the renewables that could be deployed and can slow the adoption of Electric Vehicle charge points and the shift from gas to electricity for heating.
- Large numbers of older housing stock are not built to modern, energy efficient standards. Policy and legislative measures designed to preserve the character of towns and individual buildings can further limit energy saving measures and potential for solar panels.
- Most domestic properties and businesses in Brecon will use mains gas for heating. Some buildings may not be suitable for some electric heating systems and many households may find installing new technologies unaffordable.

Opportunities:

- The rivers Usk and Honddu are both potential sources of hydro power. Necessary environmental constraints may limit or increase costs of any such installations, but the potential is nevertheless there.
- Numerous buildings are suitable for solar panel installation, including a significant number of publically owned buildings.
- Green spaces in and immediately around the town may be suitable for tree and orchard planting, diverse food production or habitat improvements.
- A number of well established community organisations and networks can be utilised to coordinate and deliver community led action on climate change.
- The presence of an electricity grid sub-station in the centre of the town may offer greater opportunity than communities located many miles from a substation.

12.3 What you told us

Our residents survey did not contain specific questions relating to climate change or energy. However, a number of comments were received and the need to integrate specific climate change measures has since been raised through the consultation process. Recent scientific updates and the work of various activists has raised awareness of climate change significantly since the survey was produced.

- More tree planting and biodiversity measures in greenspaces.
- Improvements to walking and cycling routes.

- Improved public transport.

Action on climate change could also address the following issues that were raised:

- Increased energy efficiency or energy generation can reduce the cost of service provision, particularly the operating costs of community centres, the leisure centre and schools. This is also true of many businesses and could increase operating margins resulting in more shops remaining open.
- Car shares, car clubs and other solutions can result in reduced car ownership, which may have a positive impact on some of the issues raised regarding parking. Improved walking and cycling infrastructure could also reduce parking pressures.

12.4 What are we proposing to do

The methods of reducing and mitigating carbon emissions are clear and well understood and can be summarised as:

- Reduce energy consumption
- Increase use of energy from renewable resources
- Reduce consumption of imported goods, high embedded carbon goods (e.g. plastics) and reduced packaging.
- Increase capacity of the land to store carbon through tree planting, soil management and other means.

To deliver these priorities,

- Educate and inspire communities to act on climate change
- Encourage and support action from public bodies
- Encourage and support networked approaches for residents, businesses and service providers to work together to tackle climate related issues.
- Reduce energy demand through efficiency and behaviour change, in particular high energy uses and carbon intensive fuels
- Increase provision of renewable energy generation
- Reduce private vehicle use through improved public transport, walking and cycling
- Improve Electric Vehicle charging infrastructure
- Undertake habitat improvements including tree planting

TERM	AREA/No	ACTION	WHO	WHEN
Short	8.1	Engage with existing community groups to raise awareness of climate change and inspire actions	The Green Valleys CIC (TGV)	Ongoing
Short	8.2	Engage with public bodies to promote climate action opportunities and benefits	TGV	Ongoing
Short	8.3	Undertake an assessment of renewable energy opportunities in Brecon	TGV, BTC, BBNPA	By mid-2020
Short	8.4	Assess potential renewable energy opportunities for financial and technical feasibility	TGV, Land/building owners, BBNPA	By end 2020
Short	8.5	Develop local energy supply models to increase financial viability of renewables	TGV, businesses and domestic consumers	By mid-2020
Short	8.6	Develop appropriate organisation to develop new renewable installations, including cooperative models	TGV	By end of 2020
Short	8.7	Undertake an assessment of potential tree planting locations in and around Brecon, including orchard trees	PLAN Brecon, PCC	By mid-2020
Short	8.8	Determine potential location for Electric Vehicle charge points in Brecon	TGV, PCC	By mid-2020
Short	8.9	Develop method to engage with local businesses to advise and guide energy efficiency improvements	TGV	By mid-2020
Short	8.10	Support Housing Associations and residents groups in improving domestic energy efficiency	TGV, Housing Associations	By end of 2020
Short	8.11	Assess opportunities for increased cycle route provision and new cycle parking	PCC –as part of active travel plan	By end of 2020
Short	8.12	Ensure new housing developments are built to high energy efficiency standards and include appropriate provision for EV charging	BTC, BBNPA	Ongoing