



## Department for the Economy & Transport (DE&T)



# Brecon Economic Development & Regeneration Strategy Development Framework

## Draft Report For Consultation

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# 1 Introduction

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## 1.1 Background / Purpose

This report presents the Draft Development Framework for Brecon as set out in the consultants brief, and has been informed by the separate Technical Report which contains a detailed baseline appraisal and SWOT analysis of the town and its immediate hinterland. The report provides the strategy for the study area, setting objectives and actions to enable the DE&T and its partners Powys County Council (PCC), Brecon Beacons National Park Authority (BBNPA) and Tourism Partnership Mid Wales (TPMW), to work towards delivering the strategic vision for Brecon.

**The report has been informed by comments from both a client feedback meeting, attended by members of DE&T and officers from Powys CC, and a separate meeting with officers from BBNPA. Feedback received during these meetings has been incorporated into this version of the Draft Report.**

**Specific concerns were raised during the meeting with BBNPA in relation to reference to sites and land within the strategy and the impact on the current LDP process. Within this Draft, all reference to specific sites and premises, currently not allocated within the Development Plan Framework has therefore been removed at the request of officers during the meeting on 17<sup>th</sup> December.**

Strategically, Brecon is centrally located to access both markets within Mid and South Wales, as well as markets within the mid west of England. The town has witnessed a great deal of development over recent years including the retail regeneration of the cattle market, canal basin and theatre building and inner relief road. There are also a number of current opportunities including the development of key sites such as the Regional Employment Site, realising its full tourism potential and its environmental status, particularly National Park designations and recently granted Geopark status. There are also a number of further development opportunities which would contribute to the town's future including the possible development of a new hospital to serve the southern areas of Mid Wales.

It is this combination of recent development and future opportunities that has led to the requirement for a development framework for the town. It is apparent that allocated development land within the town is now within short supply and there is a need to make sure that future development is undertaken in a cohesive way that ensures that Brecon and its hinterland are developing in a sustainable manner and meeting the needs of those who live, work and visit the area.

## 1.2 Approach to the Study & Report Structure

Our approach to the study has been systematic, from a review of the many existing documents and strategies covering the Brecon area, appraisal work relating to Brecon and its hinterland, the identification of key issues, opportunities and constraints, through to the development of individual project opportunities, as presented within this Development Framework.

Throughout the study, consultation with organisations, agencies, businesses, landowners and the local community has been of critical importance. It is hoped that through conducting these consultations the strategy and its action plan will be supported by all members of the community whether they are living or working within Brecon and its hinterland or visiting the area. This support will in turn lead to a greater success of the strategy at its implementation.

Considering the findings of the accompanying Technical Report, this report is structured as follows:

### Section 2: Appraisal

Summarises the appraisal work which is presented in detail in the aforementioned report. This appraisal covered areas such as employment, enterprise and skills, tourism, movement and parking and infrastructure. [Section 2](#) also provides a summary of the main constraints and opportunities for Brecon and its hinterland.

### Section 3: Consultation & Engagement

Provides details of the consultation process, including the stakeholder workshop, media coverage, individual consultation and Members meeting which have assisted in the evolution of the projects contained within the Development Framework.

### Section 4: The Development Framework

Outlines the draft vision and objectives for Brecon and its Hinterland and provides details of the proposed strategy.

### Section 5: Project Opportunities

Provides details of project opportunities specific to Brecon and its hinterland which will assist in achieving the vision and objectives and also discusses briefly delivery of the identified projects.

## 2 Appraisal

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### 2.1 Economic Regeneration Context

Economic regeneration within Brecon is taking place within the context of a number of strategic issues. Many of these issues have been identified through previous studies and strategies including the Coopers and Lybrand Economic Strategy (1995) and the Gordon Lewis Associates Highways Infrastructure Study (1996). Many of the opportunities and actions within these previous strategies have been fulfilled with almost all of the 36 actions from the 1995 study now complete.

Brecon's history has therefore illustrated capability to absorb regeneration activities with significant developments within the town since the early nineties including Brecon Leisure Centre, Theatre Brycheiniog, Inner Relief Road, education developments and housing developments to name just a few. This strategy should therefore be viewed as a catalyst for the second phase of economic regeneration for the town.

Despite its relative success in regeneration terms, Brecon still faces a number of challenges which could impact negatively on the town. Brecon's prominence within the National Park make it a key town and visitor destination, however, the town's relative position in relation to major retail centres such as Cardiff, Swansea and Hereford, and the smaller centres of Abergavenny and Merthyr Tydfil means that Brecon requires a higher class offer to create a sustainable community and attract both short and long stay visitors.

Brecon must now look to overcome the challenges it faces, many of which are identified in the appraisal below. This can be achieved through a programme of economic development which will focus less on regeneration and more on moving Brecon forward economically, establishing the town as a hub for living, working and visiting. It is important to remember that Brecon is a working town, vital to serve and sustain the communities within the National Park, a town where commercial investment is necessary alongside residential development, but also a town where a sense of place is critical to its future.

#### Strategic drivers

The consideration of development in the Brecon area takes into account a strategic framework which cascades through from National (Wales), regional, sub-regional and local authority levels. Full details of the core documents to be considered are included within the Technical Report, however the following themes have been highlighted from the documents and considered pertinent to this Development Framework.

The importance of maintaining, protecting and enhancing a high quality natural environment is prevalent at all strategic levels. Both the [Wales Spatial Plan](#) and [Achieving our Potential](#) emphasise scenery and natural

environment as important assets which, as the [Central Wales Draft Interim Statement](#) also highlights, should be conserved and enhanced. These objectives are supported at the local level by BBNPA and PCC's [Unitary Development Plans](#) (UDP) and the [Brecon Beacons Sustainable Tourism Strategy](#).

Ensuring connectivity within and around the Brecon Area is a strong component of the strategic documents. A poor transport infrastructure is considered in [Achieving our Potential](#) to be one of the main barriers to growth in Wales. The challenge, as identified within the [Central Wales Draft Interim Statement](#), is to provide an integrated transport system, which ensures there are linkages between different transport modes. PCC's [UDP](#) identifies the need to improve strategic road and rail communications within the county both north-south and east-west while the [Brecon Beacons National Park Management Plan](#) specifically refers to the need to reduce the need to rely on private cars for journeys to and within the Park.

Accessibility is also a key component of the strategy documents, not only in terms of transport infrastructure as already mentioned, but also detailed in the [BBNPA Management Plan](#) as the need to provide opportunities for people of all abilities and social backgrounds to enjoy activities within the National Park. This complements the objectives of other documents such as BBNPA's [UDP](#), and [Brecon Economic Strategy](#) which both identify the need to improve the quality of life for local people.

The importance of tourism for the long-term sustainability of the Brecon economy is identified at all strategic levels. [Catching the Wave](#), the national watersports strategy identifies the need to maximise the potential of the country's waterways, highlighting that they do not play their full part in providing recreational and commercial opportunities. The [Wales Spatial Plan](#) refers broadly to the need to identify opportunities and requirements for inland tourism. The [Central Wales Draft Interim Statement](#) provides more detail, emphasising the need to improve the quality of tourism infrastructure, for example, all types of accommodation, marketing and general promotional leaflets.

Significant to the growth of tourism is the development of the service sector. The [Wales Spatial Plan](#) highlights the potential for service sector growth in the Central Wales area. The [Inland Tourism Study](#) similarly reflects this potential, identifying a physical gap in the provision of services and facilities whilst also identifying Brecon as a strategic tourism hub. The [Central Wales Settlement Strategy](#) recommends the Central Wales economy to focus on the growth of service sector, including tourism, food and leisure.

In relation to future economic growth in the Brecon Area, [Winning Mid Wales](#) identifies Brecon Town as a 'Regional Centre' which consequentially has a number of strategic actions. These include the need to generally strengthen the town's regional role, encourage investment in retail development and redevelop key under-utilised town centre sites and redundant premises. The [Central Wales Settlement Strategy](#) identifies Brecon as a primary service hub and a point of future growth with the region. At the local level, both PCC and BBNPA's [UDPs](#) identify the need to

foster the economic well-being of the Brecon Community, for example, through supporting the agricultural sector and rural economies encouraging sustainable diversification. Brecon's [Economic Strategy](#) similarly reflects the need to diversify the economic base, and includes the development of retail provision within the town.

Complementary to the growth of retail within the town, is the importance of maintaining the town centre with character as referenced in the [Brecon Economic Strategy](#). PCC's [UDP](#) similarly comments on the need to conserve and enhance historical and archaeological assets as one of its strategic aims. The vision for the [Brecon Beacons Sustainable Tourism Strategy](#) reflects on the importance of character and preserving a sense of individuality, developing a strong sense of place.

In summary, it is clear that there are many strategic drivers which are reflected at all spatial levels and will shape the future growth and development of Brecon and its Hinterland. To align the Development Framework with objectives within wider national and regional strategic documents the strategy for Brecon has been structured around the following key themes:

- Building Sustainable Communities;
- Promoting a Sustainable Economy;
- Valuing our Environment;
- Achieving Sustainable Accessibility; and
- Respecting Distinctiveness.

It is felt that by using this broad structure the Strategy and Development Framework opportunities will align with the wider objectives and goals of strategic documents such as [Winning Mid Wales](#) and the [Wales Spatial Plan](#) whilst also working to contribute to the vision and objectives of more local strategies and plans such as the [BBNPA Management Plan](#), [Economic Strategy](#), [Sustainable Tourism Strategy](#) and [UDP/LDP](#).

## 2.2 Socio-Economics

The development framework must take account of socio-economic trends within Brecon and its hinterland in order to establish and develop feasible projects. A detailed socio-economic analysis is provided in the accompanying Technical Report. The trends / statistics most pertinent to this study are summarised as follows:

- The population of the Brecon area is 14,957 (Census, 2001). This figure is expected to increase by 5% by 2016 – at a greater rate than the mid-Wales region as a whole
- The town area represents a significant employment hub for local residents, particularly in the southeast and southwest areas of Brecon.
- The most dominant employment sector in the Brecon Area is the public sector, this reflects the presence of two local authority offices,

as well as Brecon Memorial Hospital, Dyfed Powys Police and the Ministry of Defence buildings.

- The Brecon Area has a high proportion of privately rented homes, in particular in Brecon Town. Similarly, the area has a lower proportion of owner-occupied dwellings, both of which reflect the comparatively high house prices and strong rental market.

## 2.3 Housing

Housing is a major issue within Brecon following a period of development in recent years leading to all allocated residential sites being developed or having consented development. The main housing issues for the Brecon Area are identified as follows:

- A lack of land available for housing development within Brecon Town
- Whilst the population of Brecon is projected to increase, the demand for housing is expected to increase at a faster rate. Factors contributing to this include the increase in buy-to-let investments, rising second home ownership and a reduction in the average number of people in each household.
- An identified shortfall in the level of affordable housing stock, primarily a result of a rising cost of land and an already limited number of available plots.

## 2.4 Employment & Commercial Property

Much of employment within the Brecon area is in the service, tourism and agriculture sector, but unfortunately some of the sectors with growth opportunities have shown a decline in employment, for example manufacturing and IT. Despite this, the town remains attractive to a wide range of businesses including retail, hospitality, and professional services, reflecting its prominence within the south Powys area and its spatial proximity to major road transport links and key settlements. Consultation indicated scope for encouraging start-up or diversified businesses by providing attractive and flexible workspaces.

One specific growth area which appears to be performing well within Brecon is that of the Social Economy. Evidence from consultations suggest a growing number of enquiries in relation to the establishment of social enterprises within the Brecon area.

The majority of commercial property in Brecon is currently located within the southwest of the town on the Ffrwdgrech Industrial Estate and Brecon Enterprise Park, both of which are operating at near to capacity with very few vacant premises. This reflects the ongoing, albeit steady, demand for commercial property within Brecon.

## 2.5 Retail & Town Centre

Brecon provides an important retail facility for residents of both town and hinterland, but also provides a central town centre for visitors to the National Park. Since 2004, there has been a significant change in the retail provision of Brecon Town with retail data illustrating:

- An increase in the number of comparison retail outlets; and
- A reduction in the number of vacant retail outlets

More recently a Homebase store has opened on an edge of town site on Brecon Enterprise Park. A retail impact analysis was conducted for the development and concluded that the development of such a store would have no adverse impact on the town centre and would prevent significant leakage of expenditure to other surrounding catchment areas.

## 2.6 Transport, Movement & Parking

Whilst there is not a railway directly serving Brecon and the study area, the town is connected with other regions using the trans Wales bus route and the main arterial roads running north-south and east-west of Brecon. There are also a number of railway stations within 20 miles of Brecon including Merthyr, Abergavenny, Rhymney and Llandeilo.

Brecon Town however suffers from infrequent bus services outside of peak time, and the majority of the rural hinterland suffers from infrequent services and in parts a general absence of service, particularly the northwest. Despite this, construction has recently begun on a new bus interchange within the town to improve and expand bus linkages.

Both walking and cycling are popular within Brecon Town, although consultation has indicated the need to improve walking and cycling links with the implementation of signage and associated facilities. Certain new links have also been identified such as that connecting the town and the Promenade.

For those choosing to access Brecon via car the town is well provided in terms of public car parking. At present poor signage appears to create some movement issues, particularly due to visitors being directed through the Watergate Junction to the major car parks.

## 2.7 Tourism

Tourism is clearly one of the main drivers of the economy in the Brecon Beacons National Park. It is a key growth sector within Mid Wales and the Brecon area appeals to those seeking quality natural environments within which they can undertake a range of outdoor activities. Brecon and its hinterland offer visitors a variety of traditional and contemporary outdoor activities, heritage (both military and industrial), a recognised natural environment and rich culture. Brecon itself offers a range of events and festivals including the Brecon Jazz Festival, food festival and weekly

markets. Within the wider National Park area there are numerous attractions, including the highest mountain peak in Southern Britain (Pen y Fan). The western area of the National Park now has Geopark Status and the whole area is included within the BBNPA Sustainable Tourism Strategy.

Despite this strong offer it is considered that the area has limited bunkhouse accommodation, catering for larger groups, and a poorly served evening economy, alongside a more recent reduction in expenditure within the National Park which reflects growing destination competition.

## 2.8 Community, Health & Education

A strong provision of community, health and education facilities within Brecon Town is characteristic of its role as both a local and regional centre. Consultation has indicated aspirations to improve the quality and capability of the town's library, the facilities within Theatr Brycheiniog, the maintenance and availability of the town's public conveniences and convert the old gym premises within Brecon Youth Club into a multi-use games area.

Brecon Town is clearly an education hub for the area with a number of primary schools, a High School, Christ College (Private School) and Coleg Powys. However, there is an identified need to ensure future courses and general training match business development opportunities for the area.

## 2.9 Sport, Recreation & Leisure



Aside from the town being located within the Brecon Beacons National Park, a wide variety of recreational facilities are located within the study area including Brecon leisure centre, athletics track, the river Usk, boathouse, the Taff Trail / rights of way and the promenade to name but a few. There are a wide range of

sports and activity clubs aligned with the facilities including Brecon Rugby Football Club, Brecon Football Club, Brecon Athletics Club and Cradoc Golf Club.

## 2.10 Infrastructure

Brecon Town is considered well connected in terms of internet/broadband availability and mobile phone network coverage. Consultation has however indicated Brecon's hinterland, has a connectivity issue, but not any worse than the connection problems associated with any rural area. The challenge therefore is to ensure the whole of Brecon's Hinterland provides facilities which will actively encourage people to locate to the area who desire a more rural lifestyle and yet still require modern communication facilities.

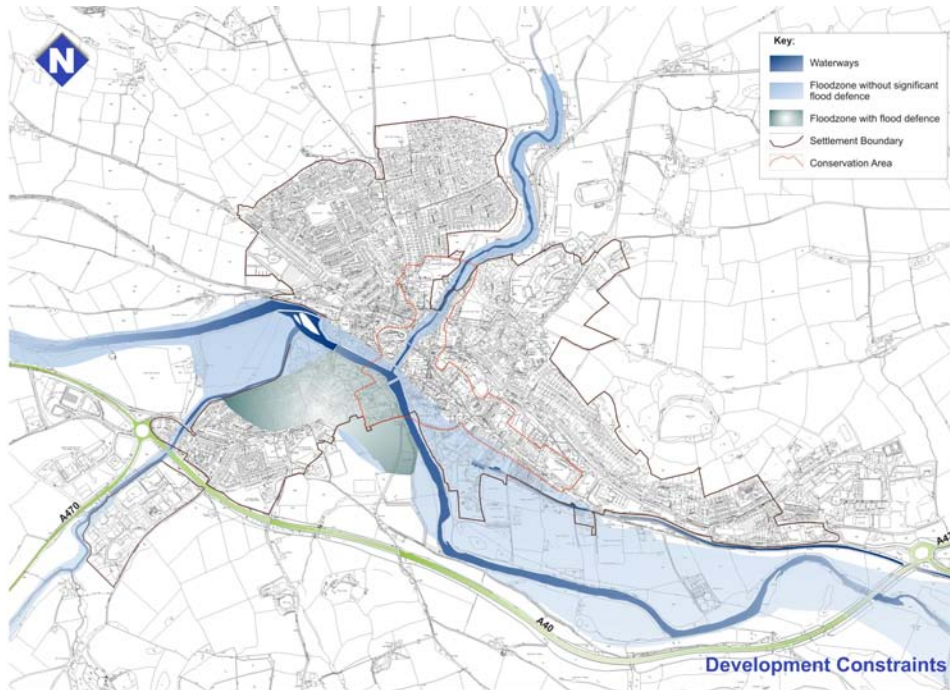
In relation to water infrastructure, consultation with Welsh Water / Dwr Cymru (WWDC) has revealed that sewerage infrastructure constraints exist in a number of areas. Sewerage flows from Brecon are treated at Brecon Wastewater Treatment Works (WwTW).

Current records show no problems of overloading of the network within the eastern area of Brecon. However, property within the central area of the town is presently affected by internal and serious external sewage flooding as a result of overloading of the network. This specifically affects Castle Street and Ship Street. Capacity issues may arise within the western area of Brecon in the future due to the capacity at Brecon sewage pumping station (SPS) to which the western area drains. Network capacity in the Llanfaes area is known to be limited.

## 2.11 Summary of Constraints & Opportunities

Following the initial process of appraisal a number of development constraints and opportunities have arisen and are identified in [Figures 2.1](#) and [2.2](#) below.

At Brecon's heart are its rivers and it is these which present one of the main development constraints. [Figure 2.1](#) illustrates the flood zone of the River Usk and its tributaries and it is clear that this may effect future development within the central area of Brecon Town and on land to the south of the river. Other physical constraints within the area include Brecon's conservation area and the extent of the UDP development boundary.



**Figure 2-1 Development Constraints**

Figure 2.2 illustrates the many regeneration opportunities that have emerged from appraisal work. These opportunities include, areas of the River Usk in town ownership, allocated development sites yet to be realised, alongside potential opportunities such as Brecon Castle, the Canal Road area and land to the north of Brecon.

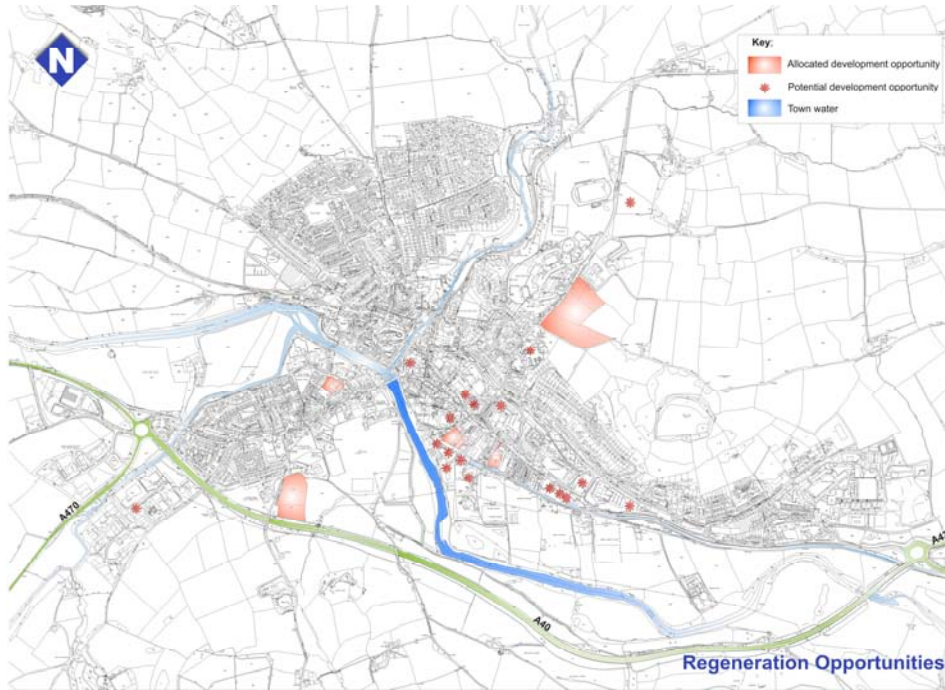


Figure 2-2 Regeneration Opportunities

### 3 Consultation & Engagement

Brecon is centrally located within the heart of the Brecon Beacons National Park and therefore plays a key role as one of the largest residential, employment and visitor centres within the Park. It was therefore important to ensure that consultation and engagement gave all members of the community a chance to input into the study and provide views on the future of Brecon and its hinterland. Consultation and engagement throughout the study has therefore comprised of a number of stages, including:

- Involvement of local schoolchildren at Brecon High School workshop;
- A stakeholder workshop to discuss issues and opportunities;
- Media coverage of the study and project email;
- A series of meetings and discussions with local landowners, businesses, organisations and individuals;
- Consultation with officers of PCC and BBNPA; and
- Consultation meeting with Local Members of PCC and BBNPA.

A group often overlooked in the preparation of strategies such as this are the young people within an area. We were keen to gain the views of the young people who both live and study within Brecon and its surroundings, as this age group are key to the long-term future of the area. Discussions were held with pupils from Brecon High School where participants were provided with an opportunity to discuss their needs and identify specific facilities and opportunities they would like to see within the study area.



A stakeholder workshop was held on 20<sup>th</sup> July 2007 at Theatr Brycheiniog. The workshop was well attended with around 30 delegates. A workshop report was issued to those attending prior to the event to encourage discussion on the day. Following a brief presentation of findings the workshop delegates were split into two discussion groups to discuss the vision, objectives and opportunities for

the study area. These groups proved very useful in both the identification of issues and opportunities that have contributed to the strategy.

Following the stakeholder workshop, a project email account was established and an article posted on the Brecon Town Council Website, informing local people about the study and inviting comment on ideas and opportunities. A press release was run in line with the article within the Brecon and Radnor Express to direct the community to the website and encourage comment via email, telephone and post.

During the course of the study we have consulted as widely as possible with organisations from the public, private and voluntary sectors,



landowners, businesses and individuals to ensure that a wide range of issues and opportunities were identified and that project opportunities are achievable and reflect the needs of those living and working within the area.

An initial meeting has been conducted with Local Members of PCC and BBNPA to discuss the vision and objectives for the study.

This report presents the Draft Development Framework for consultation with Local Members and key stakeholders following a meeting with the client team on 17<sup>th</sup> Dec 2007 which agreed an approach to take the project forward, taking into consideration the continuing LDP process.

**Following approval of this Draft by the client team and Local Members, a stakeholder / public exhibition is planned for early February to present to key stakeholders and gain the public's view on project opportunities.**

## 4 The Development Framework

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### 4.1 The Vision & Objectives

The Baseline Study and SWOT analysis, together with key stakeholder consultations, has led to the identification of draft opportunities and objectives for the future of Brecon. These form the backbone for the development of a vision and inform the wider strategy, together with identification of preferred options.

A draft vision has been prepared for agreement with the Steering Group. It describes the sort of town and community the regeneration strategy will seek to establish for Brecon within the next ten years and which will be supported by all projects emerging from the strategy.

The vision has, in line with existing and emerging strategies, identified Brecon as a key regional settlement or 'hub'. It is acknowledged that whilst the vision describes the future for Brecon, it also takes account of the many people that live in surrounding villages and more remote settlements from the town that utilise Brecon for employment, socialisation and recreation and to access a wide range of services.

The vision, therefore, for the future of Brecon is -

***A contemporary market town and prominent hub for the Brecon Beacons, celebrated for its outstanding natural and built environment, heritage, tourism, shopping and cultural distinctiveness. As an exemplar for sustainable rural development, it is a popular location for high quality living, working and commercial investment.***

The realisation of this vision is guided by the following strategic objectives:

- To establish **a living hub** that is affordable, meets the needs of a growing key regional settlement and supports a sustainable, healthy community located within the highest quality environment and which nurtures civic identity and a strong sense of community.
- To establish **a working hub** with strong economic links with Central and South East Wales and supports a strong public sector, investment in entrepreneurship, higher value production, skills and services, the knowledge economy, creative and lifestyle industries.
- To establish **a learning hub** which capitalises on a high quality and diverse choice of lifelong learning facilities and supports community education, vocational training and the development of the skills required for the world of work.
- To establish **a connected and accessible hub** with first class ICT links to underpin a competitive rural economy, home working, and community networks, as well as strong regional transport connections and a network of well connected rural communities with convenient

access by a choice of transport which supports economic & social life without damaging the environment.

- To establish a **first class visitor hub** which capitalises on its *prominent status at the heart of the Brecon Beacons National Park* and also the quality, diversity, distinctiveness of its contemporary and heritage offer.
- To establish a **lively and creative hub** with a spirited and active community and reputation for festivals, the arts, culture and entertainment.
- To establish a **carbon conscious hub**, championing eco-developments and adopting a sustainable pattern of new development.
- To establish a **well managed hub** with a cohesive, multi-sectored partnership which drives and delivers investment with civic and community support.

These strategic objectives have played a key role in the assessment of the opportunities that have been generated through the Workshop, Steering Group and consultations with key stakeholders.

## 4.2 Economic & Regeneration Strategy

The economic and regeneration strategy describes a series of opportunities to deliver the strategic vision. Each opportunity has been appraised against the evidence gathered during the appraisal and consultation stage and has been examined against strategic priorities of the client and its partners.

The strategy has been set out under the key themes identified by the Wales Spatial Plan, since these are broadly accepted and well understood as identifying the key areas for attention and also communicate clearly the synergies and linkages within and between key issues.

The strategy is accompanied by individual project sheets ([Section 5](#)), providing details for individual project options that support the strategy.

## 4.3 Building Sustainable Communities

### Key Settlement

Brecon is a key settlement or 'hub' of strategic importance to Central Wales and has strong economic, social and cultural linkages with adjoining areas of South East Wales. This provides the town with profile of regional importance with links to communities further a field such as Merthyr Tydfil located within the Heads of the Valleys, Llandoverly, Builth Wells and Abergavenny.

With the characteristics of a key regional hub, the strategy is to build upon the towns established role and strengthen its position as a location for investment within Central Wales. This is inline with the emerging Draft Mid

Wales Key Settlement Strategy<sup>1</sup> which will identify Brecon as a strategic hub and a focal point for investment.

Figure 4.1 reflects Brecon's strategic relationships, and the interdependencies between the town and surrounding key settlements. It reflects how Brecon is an important hub for access to services; significant public sector functions, health, education & training, tourism, retail, leisure, recreation and sporting provision, and is a major centre for transport and employment opportunities. These linkages are not one way, they are bidirectional and people travel into as well as outwards from Brecon for access to employment, shopping, education and training etc.

Through these bidirectional interdependencies, the strategy for Brecon is to strengthen the existing economic, social and cultural links within the regions to become a 'connecting hub', linking South East Wales along the corridors of the A465 and A470, in particular the Heads of the Valleys, with Central Wales. Through this approach, the potential exists for linking sustainable growth and prosperity from within the South East 'city region' through Brecon and then beyond towards key settlements further into Central Wales along the A470 such as Builth Wells and the A40 such as Llandoverly.

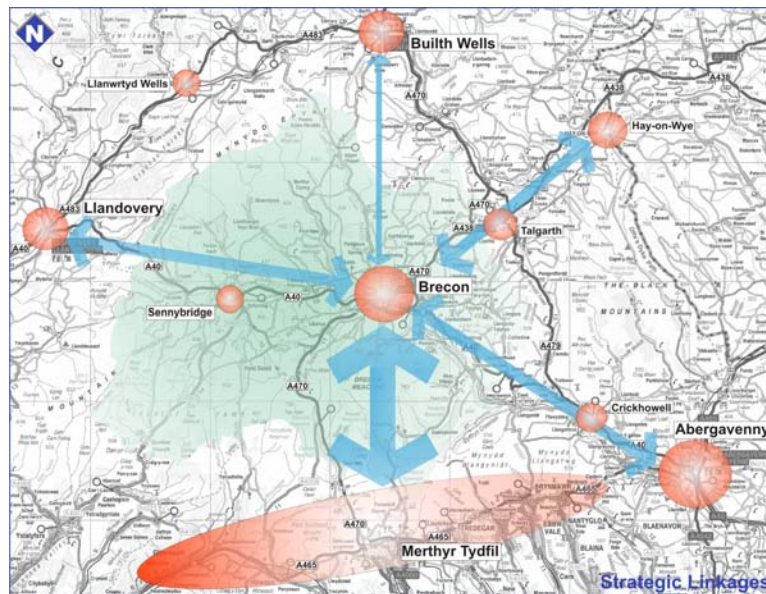


Figure 4-1 Strategic Linkages

<sup>1</sup> The Mid Wales Key Settlement Strategy has only been published in Draft at the time of preparing this strategy for Brecon. Once the strategy has been finalised it will be appropriate to review recommendations to ensure consistency between the strategies.

In addition to its regional linkages, and at the heart of the strategy, is support for Brecon as an important sustainable local community, successful in its own right, and a hub at the centre of a network of smaller rural communities which are naturally dependent on the town. The strategy, therefore, considers Brecon possesses the key potentials to develop as both a key regional settlement and sustainable local community, including Sennybridge, Talgarth and Hay on Wye, within the south of Central Wales.

## Sustainable Development

The strategy also identifies Brecon as a showcase for best practice in sustainable development which aligns with the BBNPA strategic objectives and community aspirations.

The consideration of Brecon as a key hub for growth and investment places considerable emphasis on promoting sustainable development. Sustainability is implicit to the vision and objectives, and in particular it seeks to develop a carbon conscious hub. Brecon has the key attributes to enable it to develop as a sustainable community. In doing so, growth and investment has to be accommodated at the same time as<sup>2</sup>:

- conserving and enhancing biodiversity, natural resources, landscape and environment within the National Park;
- addressing the effects of climate change on the natural and built environments;
- integrating transport and development, providing access to different modes of transport and giving people the opportunity to limit the number of trips made in private transport;
- ensuring accessibility for all, to infrastructure and services;
- ensuring access to education and employment;
- maintaining and enhancing the distinctive culture, language and character of the community;
- the community being able to meet its own housing need;

The strategy encourages a holistic approach and genuine commitment to sustainable development, and all actions arising from the study should support:

- an effective transport strategy which encourages walking, cycling and public transport and discourages the use of the motorcar;
- developments that demonstrate an 'excellent' environmental performance using the BREEAM assessment tool (EcoHomes) and/or the National Home Energy Rating.

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<sup>2</sup> The sustainable development objectives are in line with the principles of sustainable development, the priorities for rural areas and the National Parks development plan and stated purposes.

- buildings designed to be robust and adaptable to meet changing requirements in the future, without the need for redevelopment or loss of community. Homes must be designed with Lifetime Homes standards in mind and incorporate technology systems to provide future-proofing.
- opportunities for green/wildlife corridors linking to the surrounding network should be explored.
- the planting of native trees, shrubs and plant species, as these are known to support higher levels of wildlife and will help retain the areas natural balance of flora.
- high density mixed use developments appropriate to the town. This provides critical massing for sustainable technologies (e.g. Combined Heat and Power Stations) and would provide more complementary uses within walking distance of each other, resulting in reduced car usage.
- the design of developments that maximise solar gain, achieve high levels of thermal insulation, reduce CO2 emissions through the uses of renewable energy, consider whole life costing, provide water conservation measures, optimise sustainable urban drainage, provide passive stack ventilation, increase sound insulation, maximise the use of sustainable materials, provide recycling provisions for residents, reduce construction waste, use low energy systems and locally sourced materials and labour.

## Housing



In order to grow a sustainable community, the strategy considers Brecon as a settlement for future housing growth which will encourage and sustain investment and key local services and support sustainable economic growth. With the good access to services, and development opportunities within walking distance of local facilities or areas within easy

reach by public or private transport, the town is considered to be a sustainable choice for new housing developments. However, the town is also considered to be close to its environmental capacity (considering area constrained by flood risk, landscape and environmental considerations), the UDP has previously allocated the most suitable land for expansion. A key issue for the future is the strategic approach to new development.

The BBNPA have recently begun to prepare their Local Development Plan (LDP) which will develop the strategy for housing growth within Brecon and the whole National Park. As part of this process and to form an evidence base for the Plan the Authority have recently invited the public, land-owners and developers to nominate / submit candidate sites. This process is the way in which the Authority will choose sites to include in the LDP for

various uses. It is not the objective of the strategy to pre-empt the outcomes from the preparation of the LDP which will quantify and allocate housing land and will itself be subject to public consultations and scrutiny by an independent planning inspector. For this reason, the strategy makes no reference to individual sites which are seen to be most suitable for housing development (except those currently allocated under the Development Plan Framework) and relies on the LDP process to identify such sites. The strategy does however, in accordance with WAG planning policy advice<sup>3</sup>, seek to support a sustainable settlement pattern in the following three ways:

- The redevelopment or conversion opportunities for town centre brownfield sites as part of mixed use schemes (leisure, retail, community and employment uses) linked to other regeneration opportunities. Option sites within the existing development boundary include:
  - Canal Road
  - New County Hall / Captains Walk
  - Watton Mount / Inland Revenue / Police Station
  - Free Street
  - Watton Road
  - War Memorial Hospital Site
- The allocation of new Greenfield sites as part of the candidate sites process of the LDP. In broad terms these sites should be located close to established public transport corridors, and where sufficient water/sewage and environmental capacity exists for future housing growth. Any future allocation would however require detailed environmental and sustainability appraisals to protect the qualities which provide Brecon with its high quality environment.
- The concentration of new development on key sustainable villages located along the arterial roads close to Brecon, thereby allowing better access to public transport (the hub and cluster approach).

The strategy recommends a balanced approach reflecting the opportunities that exist under all three options. Sequentially, priority should be placed on developing on brownfield or town centre sites, then greenfields within Brecon and then finally outlying settlements. Other options exist, and initiatives such as Living Over the Shop (LOTS) should be further encouraged to enhance the viability of town centre living.

## Affordable Housing

The vision and objectives also seek to ensure Brecon is a hub with ample affordable housing. With the average house price being generally out of

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<sup>3</sup> Planning Policy Wales, March 2002

reach of the average local salary, a key issue for the strategy is to increase the opportunities for affordable local homes. Consultations with young adults in Brecon has identified housing affordability as one of the main barriers to remain living in the area or return to the area if they move away for study / further education for example.

With a high quality environment, limited supply of development sites and demographic changes all influencing the high demand, the strategy places its emphasis on meeting the need of those already living within the study area, particularly young adults, that are unable to afford to purchase a local home and are forced to move away from the area to improve their housing choice, and also to provide affordable homes for those working in Brecon, for whom moving into the locality is currently financially out of reach.

The national policy context is also important with affordable housing a priority for the Welsh Assembly Government as most recently set out in its 'One Wales' document. Through the Social Housing Grant, funding is available for housing associations to develop new affordable housing. Housing can also be provided to buy through 'Homes Within Reach', a low cost scheme that helps first-time buyers to get on the property ladder. It works on an equity shared basis, with homebuyers having to buy 55%-70% of the property.

A particular housing issue which applies to Brecon are the MoD needs to accommodate soldiers based in the town. The MoD currently own over 120 local properties and have recently purchased a development of newly constructed houses in the town to accommodate the families of the Ghurkha Regiment following a change in MoD policy regarding housing the Regiments families. Consultations with the MoD have indicated that following these recent purchases their housing requirements have now been fulfilled for the foreseeable future. There is, however, an unmet demand from the MoD for furnished rental accommodation located in Brecon which means some soldiers have to live in locations outside of the town.

## Health Services

Brecon is already an important location in southern Powys for the provision of local health services and the strategy supports the improvement and development of these facilities as part of a sustainable community which provides key local services for the town and its surrounding area.

An important issue for the strategy is to ensure the town is able to accommodate the needs of the Healthcare in Powys Strategy which adopts a three tier approach to improvements to health care services:

- Primary Care
- Assessment and Treatment Units (ATU)
- District General Hospitals.

Primary care services focus investment in GP surgeries where Local Enhanced Services e.g. minor injury facilities can be developed. The Ty Henry Vaughn Medical Centre has enough capacity to accommodate such improvements within its existing site if required.

ATU's will provide enhanced centres for diagnostic and treatment and one of the three units planned for Powys by 2012 include one located in the south of the County. There are at present three options for the new unit:

- [redevelop Brecon Memorial Hospital site;](#)
- [redevelop Bronllys Hospital site;](#)
- [develop a new 'greenfield' hospital site probably within Brecon \(if an appropriate site can be found\).](#)

The location of the proposed ATU will be subject to further public consultation before a decision is made. However, if deemed to be the appropriate location, the strategy supports the investment being made within Brecon as it is a major centre of population, with public transport and local employment infrastructure. Operationally, there would be major benefits to Powys Local Health Board (PLHB) from developing on a new site within the town as it would enable existing services to be maintained during major site construction. If the LHB decide on a new facility within Brecon, sites would need to be considered through the current LDP process.

## Education & Learning

Brecon is an established centre for education and learning and the strategy supports the creation of a well educated and well trained workforce and community that will enhance the social and economic wellbeing of the town. Good schools such as Brecon High School and Christ College public school, Further Education at Coleg Powys and the proximity of Colleges at Merthyr Tydfil, Ebbw Vale and Abergavenny should be promoted as an advantage in attracting new investment. As the key education hub for southern Powys, the strategy seeks to increase the integration, collaboration and quality of learning between these providers to provide local pathways to a broad range of vocational and academic learning. Coleg Powys should be supported to develop further vocational skills to match key growth sectors and the current and future needs of the local economy and employers e.g tourism and services industries.

## Voluntary & Community Sectors

The Voluntary & Community sectors are a vital ingredient of the social capital of Brecon and have a strong presence in the locality. PAVO and the Brecon Volunteers Bureau provide a strong presence in town for the sector, with a tradition of active citizenship evident in Brecon. The opportunity exists to further support this sector to expand at the grassroots level the development and delivery of key economic, social and community initiatives. The 'third sector' should be supported and has a particular role in

Brecon with the management and delivery of events and festivals, tourism, health, child care, craft and music.

## Civic & Community Cooperation

The vision considers the need to establish a well managed town with a cohesive, multi-sectored partnership which drives and delivers investment with civic and community support. The study has identified the absence of a unified body to drive forward a vision for the town as the source of concern within the community and of critical importance to the delivery of the strategy. Consultations have indicated the multi-layered public sector (PCC, BBNPA, and Brecon Town Council) can cause confusion over who is 'responsible' for Brecon and prevalence of numerous town bodies has possibly diluted the impact of individual actions and there is a call to develop an underlying 'can-do' culture.

A successful community will therefore require a strong and unified partnership comprising of the key public authorities (PCC, BBNPA, Brecon Town Council and neighbouring Community Councils within the hinterland), town bodies such as the Chamber of Trade, Brecon Beacon Tourism and key commercial, leisure, voluntary and community organisations.

### Project Opportunities

In summary, the project opportunities identified under Creating a Sustainable Community are:

- Development of a Housing Strategy for the LDP
- Living over the shops (LOTS) initiatives
- Investment in a new Assessment and Treatment Unit within Brecon
- The development of training networks to match skills to key growth sectors
- Development of a public sector hub within the town to move towards a unified partnership to drive forward the strategy

## 4.4 Promoting a Sustainable Economy

The vision and objectives promote the development of Brecon as a vibrant and economically successful working hub, one which will have developed its infrastructure to invigorate the local economy and lead to the development of new markets and new local enterprises.

### Key Sectors

The town is arguably over dependent on a small range of sectors for employment, particularly those provided by the public sector including public administration, defence, health and education. Agriculture/forestry is also a major sector, although this is in decline nationally. The strategy supports the diversification of the economy and support for indigenous and

inward growth of new and emerging sectors. Brecon offers the greatest potential for:

- Cultural and creative industries as a fast growing sector for Central Wales that draws upon the areas diverse cultural traditions of art, culture, music and sports. Media and design-led industries including craft are a strong element of this sector and are increasingly drawn to accessible high quality and inspiring environments.
- The knowledge economy and R&D such as food technologies, biotechnology, digital media, clean energy industries, recycled technologies and environmental management.
- Value added agriculture and forestry products and innovative and niche products produced from the land.
- Niche, short run manufacturing.
- Services such as professional and financial services, health and wellbeing and niche retailing.
- Social economy/community based enterprises.
- Tourism and Leisure including accommodation, activities and attractions, food and drink.

## Employment Sites & Premises



The strategy has identified a steady demand for new employment sites and premises within the town, particularly from SME enterprises requiring either manufacturing or office accommodation. Vacancy rates within existing employment sites are low, demand is strong from local businesses and rental levels are comparable to Cardiff.

The strategy supports the identification of a portfolio of sites and premises to support the growth and development of employment opportunities within Brecon. Sites and premises should be made available which are attractive to enterprises of varying size and type and capable of accommodating business from their incubation through SME to larger scale enterprises. Proposals include:

- [The Regional Employment Site at Carrigochion Road for a high quality mix of both small and large scale offices, workshop space and industrial units.](#)
- [Focus of future employment growth around the Brecon Enterprise Park \(If sites are available\), an established employment area. \(A suitable expansion area would need to be considered through the LDP candidate sites process and any expansion would need to be a demand led as opposed to speculative build\).](#)

- The regeneration of Ffrwdgrech Industrial Estate to create more modern premises and attractive employment areas. (This would be led by current owners and occupiers).
- Brownfield Redevelopment sites which may include small scale office/workshop accommodation. (Locations that offer potential to provide employment space will emerge from the candidate sites process of the LDP). Options within the existing development boundary that, if developed, may include an element of employment would include:
  - Canal road Area
  - New County Hall / Captains Walk / Brecknock Museum
  - Watton Mount / Inland Revenue / Police Station
  - Free Street
  - Watton Road
  - War Memorial Hospital Site

Baseline reviews and consultations have identified a need for small scale flexible business units to meet the needs of a range of SME style businesses. Alongside provision on existing employment sites, an option exists to provide small serviced plots, suitable for B1 and B2 type uses, in order that small businesses have the opportunity to buy land and build their own premises. This would be a useful draw to the area, as more and more entrepreneurs wish to own their premises, as a way of creating an investment for the future. Such a policy would help to facilitate this, without the need for the risk and expense of building speculatively. This strategy could be pursued as part of the framework to target and attract businesses from key growth sectors to the area.

## Business Incubation

As an integral part of the portfolio of new employment infrastructure the strategy has identified the potential for the development of new enterprises through the creation of a business incubation centre. The incubator centre would provide serviced units of small office and production floor space able to support a broad range of enterprises, particularly young entrepreneurs, with innovative and sustainable micro-businesses. The incubators would potentially form part of a business centre providing a broad range of support such as studio/workshop facilities and training rooms, a venue for client meetings, business advice, management and mentoring.

This project looks to provide a step up for 'micro businesses / industries' and provide the necessary facilities and support to enable growth into SME's. The facility would look to provide infrastructure such as high quality ICT connections within modern, serviced accommodation. Care should be taken not to theme the facility as this would potentially limit the centres role and appeal, although certain growth target sectors should be considered where Brecon offers a particular location advantage.

## Offices

With regards to office accommodation, the strategy supports:

- The Brecon Beacons National Park Authority and Powys County Councils longer term ambitions to reduce their office requirements in the town as part of a strategy of promoting a greater level of home working and a refocusing of services around citizens. The lease on BBNPA offices expires in 2012 and alternative office arrangements are being explored
- Powys County Councils options for property rationalisation and redevelopment with several key sites located within the town centre potentially available for redevelopment or conversion for new enterprises.
- PLHB's short term requirement for office accommodation for 90 staff to relocate from the hospital at Bronllys to Brecon. The strategy supports important investment of this nature in the town, although it acknowledges that office accommodation of an adequate scale is not readily available and is unlikely to be provided speculatively by developers.

One option which would facilitate the aspirations of PCC and BBNPA to reduce office requirements is the unification of office and meeting facilities for both Powys CC and BBNPA to create a new and centrally located public sector hub for Brecon. This is a 'flag ship' opportunity for the strategy and promotes a new sustainable approach to the provision of public services in Brecon. Through co-located public services within a multipurpose development, the potential exists to support the aspiration to reduce office floorspace requirements and the promotion of sustainable working practices such as home working. This strategy is to create a unified public sector presence in Brecon providing a 'civic hub' approach to citizen contact and service provision. The hub should be centrally located within the town centre to permit convenient and sustainable access and should include an element of mixed uses, potentially elements of community, commercial, retail and residential uses. The opportunity has the potential to act as a public sector catalyst for the regeneration of key sites within the town. Suitable locations for such a development would need to be considered as part of the LDP process, however, sites within the current development boundary that if developed may include options for office accommodation include:

- Canal Road
- New County Hall / Captains Walk / Brecknock Museum
- Watton Mount / Inland Revenue

## Agriculture

The opportunity exists for agriculture to remain an important part of the future economy of Brecon and the strategic aim is to develop sustainable opportunities for farming families and rural communities to establish new and high quality enterprises in new and potentially innovative activities,

sectors and niche produce areas. There are good examples of food processing and product development and marketing in the Brecon area and these businesses have their origins within the local farming community. The development of food industries has a key impact on enhancing the health perception of the area and associations with cuisine excellence, tourism and festivals such as the Brecon Beacons Food Festival.

The presence of the cattle mart at Warren Road is a key opportunity to enhance the town's relationship with farming and provides a firm basis for new investment. The site can ensure local facilities are available for sustaining a diversified and value added farming economy for the locality with the potential for establishing a broader range of packing and processing services based around the concept of an agri-centre. A particular need has been identified to develop a small scale abattoir for local meat producers and wholesalers/retailers requiring high quality and traceability for their produce. Such a facility would support the sale of fully traceable produce and enable more small scale producers to cut, pack and sell produce locally. The LDP process would need to give consideration to the best location for such a facility within the town if it is to be progressed as part of this strategy and can not be accommodated within the curtilage of the existing Cattle Mart.

## Retail & Town Centre

The strategy for sustaining a vibrant and distinctive retail & town centre economy is closely linked to proposals to develop the tourism and business enterprise and developing a stronger and more vibrant identity for the town.

The retail sector is an economic driver in its own right and the quality and distinctiveness of Brecon's offer is equally important to the creation of a sustainable local centre meeting local needs. Retail distinctiveness is, however, critical to the town's success as a visitor destination.

The town centre is performing well, but fails to exceed expectations and the strategy supports initiatives to market and promote the town centre to attract businesses that enhance the retail composition. There are gaps in clothing, variety/department stores and specialist outlets, food and drink establishments. Key opportunities exist to support and develop the town's emergent specialist craft and creative sector and to encourage retail business related to outdoor activities. The strategy encourages:

- Developing Brecon as a distinctive retail showcase for the National Park, focussing on its association with quality markets and a charming historic shopping environment;
- Supporting a creative retail cluster working with organisations such as Artbeat;
- Focusing investment within a concentrated prime retail core and restricting the spread of retail away from the town centre;
- Support for the improvement and adaptation of town centre property to meet the needs of modern retail businesses; and

- Market the town to target retail entrepreneurs, particularly existing and successful independent businesses located within Wales with potential for growth and investment in Brecon in clothing, outdoor/activities, craft/creative sectors.



Alongside the permanent retail offer within the town the strategy supports the development and promotion of Brecon's association with markets. Particularly, the strategy looks to the Market Hall as a focal point for small scale traders / start up traders e.g. jewellery, arts, crafts and clothing. Further work will be required to establish the feasibility of creating this

focal point within the town. The strategy also supports events such as Brecon Farmers Market and alongside the increasing importance of local food and traceability across Europe looks to develop further and promote this event, working alongside local producers. This local produce market could be further enhanced through the promotion within local accommodation providers alongside information where goods and produce were purchased.

In order to develop and enhance the retail offer within the town it is important that an overarching system of integrated quality management (IQM) is implemented at all times. This management will ensure that both the existing offer and new retailers will be developed in an integrated and sustainable manner and that future retail marketing will be coherent and joined up. Under this system, the strategy also supports an integrated approach to training and support for retailers ensuring that staffing requirements are met in the future to enable Brecon's retail offer to meet the needs of both the local community and visitors.

To ensure this IQM approach is adopted by retailers within the town, the strategy looks to the Brecon Chamber of Trade as the key delivery organisation. It is important therefore that support and encouragement is provided to the Chamber to enable them to move Brecon's retail forward and build strong working relationships with retailers, potential investors and delivery partners such as Artbeat.

## Tourism

Brecon is an established brand and 'title' town for the National Park in a highly competitive tourism industry. The town is considered to have significant potential to improve itself as a destination and as a tourism hub of strategic importance. As a tourist destination currently associated with the natural environment and outdoor activities, the strategy has identified the importance of promoting the town for its own inherent qualities:

- History - the town centre built environment and heritage attractions
- Water – rivers and canal
- Culture – festivals, music, theatre and craft

- Retail – markets, arts & craft
- Good food and drink

Brecon should seek to differentiate itself as a town by becoming synonymous with quality sustainable tourism. The National Park has achieved the coveted European Charter for Sustainable Tourism and together with this an integrated approach to quality management ensures the needs of all visitors will be met. In order to achieve this, Brecon can develop its tourism offer and promote tourism within an Integrated Quality Management framework and all tourism opportunities should work to achieve this goal.

Key opportunities exist to work with the Castle Hotel to create a high quality food and accommodation business in the centre of Brecon which can attract the higher end staying visitor and be used by local businesses for conference and meeting facilities. The hotel has recently undergone a major refurbishment programme and is currently developing a new website in order to move towards providing the required high quality offer. The establishment is now being branded as ‘The Forgotten Castle’.



The strategy also identifies the need to work with other local accommodation providers, including self-catering, to develop the sector to encourage staying visitors, offer an adequate range of accommodation and build Brecon as a hub from which to explore the National Park and link the accommodation sector to the towns cultural and entertainment offer.

Events and festivals are a major contributor to the tourism economy and working with Brecon Beacons Tourism (BBT), opportunities exist to diversify Brecon Jazz to encourage additional spend, increase community involvement and stimulate repeat visits to Brecon. Alongside this, there is potential to develop a specialist, year round programme of events linked to the Jazz Festival so the towns association with music and culture are felt year round.



Brecon has a number of important heritage tourist attractions (the Cathedral & Priory, Castle, Military and Brecknockshire Museums) and the opportunity exists to improve the profile of these whilst also considering any opportunity to better link attractions to create a more integrated offer to visitors. Working with the private sector, the opportunity exists to establish the castle as a new visitor attraction. This should be

linked to the National Park's Geopark and the links between the geological features of the natural and built environment and Brecon as a example of mans use of stone, rivers, castles, and local architecture. There are also opportunities to create improved links between the towns two museums, and to investigate shared management and staffing to sustain both attractions for the longer term.

Brecon can also become a hub strongly associated with water as it is already with land based activities. This would be achieved through developing stronger connections between the river and the canal. Expanding the canal basin as a marina with increased berthing will create opportunities for more overnight stays within the town and strengthen links to cultural/leisure facilities. Creating new access to the river (e.g. slipways) for activities such as canoeing in the area of the canal basin will significantly improve activity links between the two facilities. If progressed it is recognised that access will need to be properly managed and controlled due to the SSSI and SAC designations on the river. Links between the canal basin and the Brecon Boathouse can be significantly enhanced to reinstate the site as a hub for water recreation.



Enhancements to the waterfront areas should also improve facilities for those activities involving walking, cycling and horse riding networks. Integrated town centre facilities such as safe cycle/equipment storage and equipment wash / toilet and shower/changing facilities should be created for those undertaking outdoor activities from within the town. This could be integrated into existing community facilities such as the Scout Hall

Brecon Beacons Tourism (BBT) have been very successful in improving marketing and communication over the last year and there is an opportunity to provide BBT, with continued support, to develop projects such as their 'Destination Management Suite' to link stakeholders on one common platform and provide improved information to visitors. To enable the tourist offer within and around Brecon to work towards an integrated system, working with the Local Tourism Association, the town could create a central point for the promotion and sale of activities and attractions within the National Park (e.g. within the existing TIC).

If tourism is to become a key aspect to the future economic success of Brecon and its hinterland the strategy needs to enhance the co-ordination and destination management of tourism within the town through creating a unified approach to tourism development and management. This opportunity could be led by the Tourism Association and would require close working with both the BBNPA and PCC.

## Skills & Labour Market

The vision and objectives look to establish Brecon as a learning hub which offers a diverse range of learning facilities, supporting vocational training and skills development.

The town currently provides a diverse range of learning facilities from its primary schools (English and Welsh medium), its High School and Christ College Public School, to Coleg Powys (further education), and the University of the Third Age, offering lifelong learning opportunities. The strategy supports the continued provision of educational facilities within the town enabling it to support the learning needs of its local community and surrounding areas, operating as a hub for learning and skills development.

The Strategy has however identified a need to strengthen the relationships between skills provision and skills requirements within the local labour market. Courses within education establishments such as Coleg Powys should provide to meet the skills requirements of local employers, ensuring a supply of locally trained labour whilst also skilling the local population with a view of growing indigenous business and predicted growth markets identified within the strategy.

In order to achieve this course provision the Strategy and project opportunity looks to develop links between Coleg Powys and other further education providers within Merthyr and Abergavenny, increasing the potential for courses run with enough students to achieve funding. One example of such as course is the current aspiration of Coleg Powys to develop a activity / outward bounds course in conjunction with Merthyr College (part of the University of Glamorgan) to meet the predicted growth within the activity tourism sector. This course would look to operate taught, classroom based sessions within Merthyr and the more practical elements from Coleg Powys, utilising the environment of the National Park. Care should be taken to ensure that the development of courses looking to skill people for potential growth sectors does not detract from the importance of current courses within the establishments.

## ICT

Appropriate ICT infrastructure and skills are an integral part of a modern and successful economy for Brecon and its surrounding communities. It overcomes issues of distance and isolation and supports the development of modern rural enterprises. The key locality for investment is within the rural hinterland where the capacity of cable broadband is inadequate and WiFi infrastructure may offer the best opportunity for improvement. Within the Brecon town area, proposals for new investment in health, local government and new employment premises should seek to provide joined up ICT networks with opportunities for wider support for the business community.

The Strategy supports the roll out of BT's Asymmetric Digital Subscriber Line (ADSL) 2+ which is planned over the next 5 years. This will increase bandwidths which will bring so called 'first generation' broadband

(bandwidth over 512kb/s) to around 99.5% of Mid Wales as apposed to the current figure of 98%.

## Marketing

The strategy supports the development of distinctively branded and targeted marketing and promotion material for Brecon to give confidence to investors in new enterprise and the creation of local employment opportunities.

## Employment

Despite the relative success of Brecon's employment sites and premises the Strategy has identified a need to better market business opportunities within the town, particularly as projects look to develop new sites such as the Regional Employment Site, and utilise existing town centre brownfield sites for employment purposes.

Marketing material for employment sites should encapsulate the vast range of businesses (size and sector) currently operating within Brecon whilst also being designed to attract those businesses within the identified growth sectors. Material should promote all current and future opportunities within the town and its hinterland and be developed so that it requires limited updating over time, reducing costs. The marketing material could be used by organisations such as Business Eye in relation to small business enquiries whilst also being appropriate for use at a wider strategic level when looking to attract medium to larger-scale inward investment.

## Retail

Brecon's retail base contains a variety of both 'High Street' names and niche retail outlets and whilst there may be identified gaps within the provision, it is felt that a more rounded approach to the marketing of the offer could establish the distinctiveness that the town is aspiring to. The strategy looks to the recently renewed Chamber of Trade and organisations such as Brecon Beacons Tourism to develop material promoting the retail investment opportunities, in particular to address the identified product and quality gaps, particularly those related to the evening economy and retail outlets based around clothing, tourism and activities.

## Tourism

Situated within 519 square miles of some of the most spectacular and diverse landscapes in Europe, Brecon must look to embrace the growing tourist market, promoting itself as the preferred destination in which to undertake day visits or longer stays, using the town as a base from which to explore the National Park.

The strategy has identified the need to develop tourism marketing material which reflects Brecon's spatial location and quality offer. There is a need to encourage staying visits, in line with improvements to the towns evening economy, whilst also focussing on key growth sectors such as activity tourism. Alongside general promotion, the strategy also identifies the need

to develop a public transport visitor guide, promoting sustainable travel into the National Park. Central to this guide will be Brecon, marketed as the hub for public transport and sustainable travel within the Park.

## Project Opportunities

In summary, the key projects to work towards the vision of a sustainable economy include:

- The Regional Employment Site
- Future employment growth focussed around Brecon Enterprise Park
- The regeneration of Ffrwdgrech Industrial Estate
- Development of a business incubation centre
- Creation of a public sector hub within the town
- Meeting the office and hospital needs of Powys Local Health Board
- Development of Brecon Cattle Mart to create an Agri-Centre
- Development of the town centre environment
- Development of the Market Hall
- Improved retail marketing
- Development of the towns accommodation base (including the Castle Hotel)
- Expansion of Brecon's events and festivals base
- Promotion and linking of the towns attractions
- Promotion and development of the activity tourism market
- Development of Brecon Boathouse
- Redevelopment of the Canal Road area
- Development of training networks to support local employers
- Development of ICT infrastructure, particularly in Brecon's hinterland
- Development of employment marketing for the town

## 4.5 Achieving Sustainable Accessibility

Accessibility is key to the future of Brecon and the creation of a sustainable community. A strong regional transport network and efficient public transport provision will ensure that communities and visitors have a choice of transport options to access key services and facilities alongside a drive to protect, where possible the surrounding environment, whilst also establishing Brecon as a key investment choice for business and industry. The Strategy looks to take a holistic approach to sustainable accessibility, providing high quality, efficient public transport systems and wherever possible encouraging the use of these systems over the private car.

## Strategic Transport

Strategic transport links are key to sustaining Brecon as competitive rural community, linking the town and its hinterland to economies within Central and South East Wales along with providing high quality routes for long distance public transport systems.

The Strategy looks towards the emerging Regional Transport Plan and funding priorities of the Welsh Assembly to ensure that strategic transport linkages both east-west and north-south are maintained and enhanced.

Key to the future of sustainable accessibility is the provision of strategic public transport and the Strategy looks towards further development of links such as the Traws Cambria bus routes and services such as the Beacons Bus.

## Traffic Management



Achieving sustainable accessibility relies heavily on traffic management, particularly within Brecon town centre where much work has been undertaken in recent years to reduce congestion and improve traffic movement. Reflecting on this previous work, the Strategy does not propose large scale traffic management schemes, but more smaller scale

projects to effectively manage the systems that have been created by previous schemes.

The strategy supports moves by PCC to better manage traffic flows around the town centre through the implementation of movement restrictions and improved signage. These measures will improve accessibility for both local residents and visitors to the area, enhancing the town centre environment and limiting traffic congestion in and around Brecon.

The strategy looks to address traffic movement restriction measures to enable the new management systems to operate more effectively whilst also looking towards renewed strategic signage on the main arterial approaches to Brecon in order to direct visitor traffic to enter the town along the Watton, avoiding pinch points such as the Watergate junction.

## Public Transport

Key to achieving sustainable accessibility is the quality and provision of public transport, enabling both local residents and visitors to choose to access Brecon and its surroundings in a sustainable way, and move away from the reliance that is today placed on the private car.

In order to achieve this provision, the strategy looks to support expansion of bus services between Brecon and surrounding settlements, in light of the

lack of rail connections to the town. Alongside the potential for housing growth within outlying settlements, it is important that public transport services are in place to ensure that residents can access key facilities and services within Brecon in a sustainable manner.

Alongside this local public transport provision the strategy supports the development of year round sustainable tourism transport, whether through the expansion of services such as the Beacons Bus, taxi services designed for walkers / bikers or development of a sustainable transport visitor guide.

To enable these strategic developments Brecon must have the associated infrastructure. The projects therefore look to enhance transport infrastructure within the town developing a second phase of the current bus interchange works to provide key visitor hub with information and associated facilities such as public convenience. The second public transport project looks to develop the sustainable tourism travel options within the National Park, in line with aspirations of the National Park Authority.

## Walking/Cycling

A further aspect of achieving sustainable accessibility is the encouragement and promotion of walking and cycling as a way for both the local community and visitors to access Brecon or surrounding attractions and facilities.



The Strategy looks to support the development of walking and cycling routes within and around Brecon, not only to encourage sustainable accessibility but also meet demands of the increasing number of visitors to the area attracted by the outdoor activity offer.

The project looks to develop a series of themed walking and cycling routes based on the following :

- Environment (Linkages into the surrounding National Park and communities)
- Heritage & Culture (linking local attractions such as the castle, cathedral and museums, along with related attractions in the surrounding National Park)
- Town Centre (creating a route exploring Brecon's historic streets and town centre);
- Leisure (linking complementary facilities such as the canal, river and boathouse); and
- Geology (linking into the Geopark status within the west of the National Park).

## Project Opportunities

In order for Brecon to move forward in the development of sustainable accessibility the following project opportunities have been developed:

- Development of the regional transport network and strategic links
- Implementation of traffic management measures
- Improvements to sustainable transport for both the local community and visitors
- Future development at the proposed Brecon Bus Interchange
- The implementation and management of a series of themed trails for walking and cycling

## 4.6 Valuing our Environment

The biodiversities and landscape that exist in the National Park are home to a huge variety of habitats, creating a valuable and distinctive environment. The management of the Park's environment involves close working with the people who live and work in the Park, creating a cultural landscape heavily influenced by mans management and working of the land.

Brecon's natural and built environments are vitally important to the future of traditional industries and tourism and therefore need to be managed and maintained to meet the needs of both those who work with it or on it on a day to day basis and those who use the environment for leisure and recreation purposes. Brecon is a working community, where investment is necessary but where a sense of place and special environment is critical.

The strategy looks to maintain the quality of the natural and built environment in Brecon in line with the BBNPA Sustainable Tourism Strategy and the BBNPA Management Plan, whilst also enhancing these features as visitor attractions, providing high quality, sustainable links between built and natural features and improving the accessibility of key features by sustainable transport means. Initiatives linked to new employment and skills development will support the development of countryside management and good husbandry to preserve the environment and it links to local economy. The Strategy looks to also better establish and promote the town's historic foundations including the castle, cathedral, historic street structure and the Georgian architecture, making these features a common aspect if the tourism offer.

## Project Opportunities

A number of project opportunities have been developed in order to enhance and value the environment within Brecon and its surroundings, including:

- Improvements to the town centre environment
- Developments at attractions such as Brecon Castle

The implementation and management of a series of themed trails for walking and cycling  
 Public realm improvements to link key facilities and services  
 Developments within the Canal Road area.

## 4.7 Respecting Distinctiveness

Maintaining and developing distinctiveness underpins many of the regeneration and economic themes addressed by this strategy, in particular the landscape, environment, culture and heritage. It is these components that provide a sense of identity and pride in a locality which attracts both investment and visitors.



Brecon's distinctiveness comes from its position as a market town within an outstanding rural setting, within close proximity to major urban settlements in South and Central Wales and Western England. The town offers its residents and those living within the region a high quality, accessible destination within which to live,

work and visit. The town also benefits from a range of educational establishments including both public and private schools and a further education college. Alongside these key attributes, Brecon offers access to both natural and man made watercourses and lies on the doorstep to a number of land and water based activities which can be undertaken in some of the most spectacular natural settings in Europe. The town's distinctive settlement pattern reflects its history and today Brecon contains a number of historic attractions including the Castle, cathedral and a number of museums.

The strategy seeks to move Brecon forward as a town and ensure that it is able to meet the needs of those living, working and visiting in the future. Respecting and maintaining distinctiveness within the areas above should be central to promoting Brecon both nationally and internationally. Distinctiveness is key to the future economic competitiveness of Brecon, particularly as a better work life balance and natural surroundings are increasingly important to both employees and employers. As well as key to the economy, distinctiveness will ensure social and environmental well-being within the town and its surroundings.

## 4.8 Draft Development Framework Plan

The Draft Development Framework Plan will be developed and inserted following approval of Draft Project Opportunities. The plan will illustrate the various project opportunities which have been developed to assist in the



delivery of the strategy. More detail on each of these project opportunities is presented within the project sheets in [Section 5](#).

**A framework Plan was presented in earlier meetings but due to references to individual sites and concerns over the LDP process has been removed. Copies of this plan will be made available for discussion at the meeting next week.**

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Development Framework Diagram to be inserted following approval of Draft Project Opportunities.

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## 5 Project Opportunities

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The Strategy identifies a series of projects that seek to shape and influence regeneration activity in Brecon for the next 10 years. The draft project opportunities that comprise the Strategy are described in more detail within this section under the key strategic areas described above.

Many of the project opportunities identified are strategic and cut across a number of themes. Where this is the case, projects have been identified under the theme to which they bring the greatest benefit.

### 5.1 Delivery

The success of the Action Plan in contributing and delivering the outlined vision and objectives for Brecon will depend on the cooperation of many different stakeholders and organisations. The town will need to overcome current issues surrounding confusion over who is managing Brecon and organisations, whether strategic or local in their nature will need to work together to ensure a cohesive and robust delivery mechanism is in place to take strategy actions forward.

The local community will be central within the process of delivery with many proposals requiring support and ownership within the community to be successful and sustainable. Alongside the local community, the voluntary and community sectors, a large and active sector within Brecon, have the potential to take responsibility for ensuring that local initiatives and proposals provide local solutions to community issues and meet the community's long term needs.

Due to the number of stakeholders and organisations interested in the future of Brecon and the issue which has been raised in relation to management / leadership in the town, the strategy proposes a delivery partnership to oversee and deliver regeneration projects within Brecon. It is envisaged that this partnership would consist of the partners of this study who would then actively involve more local organisations such as the Chamber of Trade in the delivery of certain project opportunities. [Figure 5.1](#) illustrates one option for the partnership structure within Brecon.

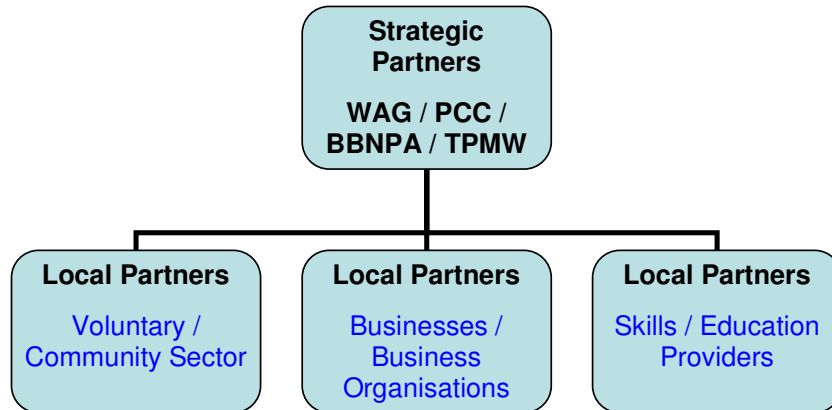


Figure 5.1 – Partnership Structure

## Town Centre Manager

In relation to delivery of projects on the ground it is suggested that a town centre manager is appointed as an enabler, co-ordinating the joint working of all those currently involved in delivering projects within Brecon. The aim of this appointment would be to maintain and improve the quality and viability of Brecon for all users, acting as a co-ordinator and catalyst, encouraging co-operation between key stakeholders, users and service providers.

The town centre manager would bring together the wide range of interest that are currently active within the town and provide a point of contact for all, perhaps overcoming some of the concerns raised in relation to management of the town during consultation.

The main duties of the manager may include:

- Developing community consultation & enhancement schemes;
- Working with businesses to identify gaps in retail trade and promote the town centre;
- Develop, in partnership with organisers, an events and festivals strategy for Brecon;
- Handling queries in relation to the town from stakeholders, users and service providers;
- Involving statutory bodies, the voluntary organisation and schools in town centre issues;
- Looking to implement recommendations from strategies such as this one.

## 5.2 Building Sustainable Communities

Project SC1	Housing Strategy
Location	Brownfield sites within Brecon and Greenfield sites to be identified through the LDP.
Descriptions	<p>With the allocated residential sites within Brecon all developed or consented development, this project looks to ensure future housing development options for the town in order to sustain economic growth.</p> <p>Priority for housing development should be placed on existing brownfield / town centre sites (options mentioned previously) as part of mixed use developments. Alongside these brownfield sites, the project looks towards the allocation of further housing sites (if deemed appropriate through the LDP process). These sites should be in areas where there is both infrastructure capacity (e.g. Water supply and foul sewerage systems) and in areas close to public transport links to ensure sustainability.</p> <p>Within all aspects of housing development / growth, the project considers the provision of affordable housing a priority.</p>
Strategic Compatibility	This project looks to meet objectives to provide sustainable homes for local communities, also contributing to affordable housing objectives.
Links to Vision and Objectives	This project looks to create Brecon as a living hub within which affordable housing is a priority.
Objectives	<ul style="list-style-type: none"> <li>• Prioritise brownfield land over Greenfield development sites.</li> <li>• Undertake housing development searches as part of the wider LDP process.</li> </ul>
Dependencies / Risks	<ul style="list-style-type: none"> <li>• Development constraints – flood risk and ground conditions</li> </ul>
Work to be Undertaken	<ul style="list-style-type: none"> <li>• Ensure any future brownfield development contains an aspect of housing / affordable housing</li> <li>• Conduct detailed search to allocate housing development land if deemed necessary through the LDP.</li> </ul>
Timescale	Short to medium term
Lead Partners	<ul style="list-style-type: none"> <li>• BBNPA (Planning Authority)</li> </ul>
Key Consultees	<ul style="list-style-type: none"> <li>• Landowners</li> <li>• House builders</li> <li>• Housing Associations</li> </ul>

<b>Project SC2</b>	<b>Living Over the Shop (LOTS)</b>
<b>Location</b>	Brecon Town Centre
<b>Descriptions</b>	<p>The LOTS principle draws upon the potential that unused or underutilised space above retail units has for meeting housing requirements in town centres. It is felt that bringing these properties back into use not only creates additional housing, but also attracts a mix of residents back into the commercial hearts of urban neighbourhoods, creating the critical mass vital to economic and social regeneration.</p> <p>Within Brecon, as with many other town centres a number of retail and business premises have no uses on their first and second floors. This project looks to better utilise this space, converting first and second floors to small scale, town centre residential dwellings in line with strategic objectives at a national level. These types of conversion are often suitable for use by housing associations; however, strict standards in relation to accommodation quality often restrict conversion. This is where Local Authorities such as Powys can assist and potentially act of landlords for LOTS.</p>
<b>Strategic Compatibility</b>	This project meets strategic objectives to provide sustainable residential accommodation along with contributing to meeting the predicted growth of the town in the future.
<b>Links to Vision and Objectives</b>	This project contributes to establishing Brecon as a living hub, utilising currently unoccupied space to create additional residential units.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Increase the use of first floors within town centre premises;</li> <li>• Provide smaller scale town centre residential accommodation;</li> <li>• Increase security within the town centre; and</li> <li>• Bring into the town centre a mix of residents to encourage evening activity and economic and social regeneration.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Ownership.</li> <li>• Willingness of owners to utilise first floors for residential purposes.</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Consultation with building owners</li> <li>• Feasibility into provision of secondary accesses and safe escapes etc; and</li> <li>• Gain planning consent for conversions.</li> </ul>
<b>Timescale</b>	Ongoing
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• BBNPA (Planning Authority)</li> <li>• Powys CC (Housing)</li> <li>• Housing Associations (Developers)</li> </ul>



Key Consultees	<ul style="list-style-type: none"><li>• Building owners</li><li>• BBNPA (Planning policy)</li></ul>
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<b>Project SC3</b>	<b>South Powys Hospital</b>
<b>Location</b>	Brecon Memorial Hospital and Sites around Brecon.
<b>Descriptions</b>	<p>The long term strategy of Powys Local Health Board Brecon is to develop a new Assessment and Treatment Unit (ATU) to serve South Powys. To provide such a facility the LHB are considering options to redevelop existing sites at either Brecon or Bronhlys or the development of a greenfield site, with Brecon seen as a consideration.</p> <p>Allowance must therefore be made for the possibility of hospital investment in Brecon in the future despite the final location of the ATU being subject to detailed consultation.</p> <p>Although two options are available within Brecon, redevelopment of the existing site is not the preferred option of the LHB due to operational constraints. The preferred option would therefore be the development of a greenfield site between 5-10 acres, located on a public transport route, to create a campus style facility which offers the potential to accommodate co-located services such as pharmacy, dentist and police etc. This preferred option also provides the added strategic benefit of releasing the existing Memorial Hospital site for other uses (potentially a mixed use development).</p>
<b>Strategic Compatibility</b>	This project meets wider objectives to create a sustainable community whilst also meeting strategic objectives of Powys LHB.
<b>Links to Vision and Objectives</b>	Contributes to objectives to establish Brecon as a working hub which is also the focus for the provision of key public services.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Support future development plans of the Local Health Board;</li> <li>• Assist in the provision of a new site for development of new hospital and administration facilities; and</li> <li>• Release the current hospital site for regeneration activity.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Local Health Board location decisions;</li> <li>• Availability of suitable sites.</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Further discussions with Powys LHB</li> <li>• Public consultation of options</li> <li>• Gain planning consent for new unit / redevelopment</li> <li>• Progress to development</li> </ul>
<b>Timescale</b>	Medium to Long term



<b>Lead Partners</b>	<ul style="list-style-type: none"><li>• Powys Local Health Board (Developers)</li><li>• Powys County Council (Social Services)</li><li>• BBNPA (Planning Authority)</li><li>• Landowners (Enabler)</li></ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"><li>• Landowners</li></ul>



<b>Project SC4</b>	<b>Recreation Space / Youth Facilities</b>
<b>Location</b>	Promenade, Brecon
<b>Descriptions</b>	<p>Consultation with pupils at Brecon High School identified the need for a high quality recreation / meeting place within the town.</p> <p>This project looks to ensure this provision is made for a multi use games area (MUGA), skate park and shelter within the Promenade / Boathouse area. Powys CC would also like to see provision for basketball. It was felt that a MUGA facility could also be utilised by the local junior football club.</p> <p>This project would see land passed over to Brecon Town Council (once developed) who would then take on management of the facility.</p>
<b>Strategic Compatibility</b>	This project contributes to objectives at a regional and national level to provide the necessary facilities and services for a sustainable community.
<b>Links to Vision and Objectives</b>	This project looks to contribute to establishing Brecon as both a living hub and a lively and creative hub, providing facilities to enhance the quality of life within the town whilst promoting sports among Brecon's youth.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Create a high quality recreation area for the local community and visitors;</li> <li>• Provide facilities to be used by sports clubs within Brecon; and</li> <li>• Create a safe and attractive meeting place for Brecon's youth.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Management agreements</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Detailed consultation with Brecon's youth to establish requirements of the facility;</li> <li>• Gain planning consent for developments; and</li> <li>• Legal agreements to transfer land into management of Brecon Town Council.</li> </ul>
<b>Timescale</b>	Short to medium term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Powys County Council (Leisure Services &amp; Community Safety)</li> <li>• Brecon Town Council (Management)</li> <li>• Dyfed Powys Police (Safety)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Brecon's Youth / Brecon Youth Offending Team (YOT)</li> <li>• Dyfed Powys Police</li> </ul>

<b>Project SC5</b>	<b>Water Infrastructure</b>
<b>Location</b>	Brecon Area
<b>Descriptions</b>	<p>Dwr Cymru / Welsh Water (DCWW) have reported a number of capacity issues within Brecon in relation to water networks, particularly in relation to the foul sewer capacity within the central and western areas of Brecon and within Llanfaes. This infrastructure is key to the future growth and development of the town and its residential areas. At present, the capacity at the waste water pumping station that pumps foul water / sewerage from the western and central areas of the town to the Waste Water Treatment Works (WWTW) in the east of the town is near to capacity, whereas waste water drains to the WWTW from the east of Brecon by gravity.</p> <p>This project looks to ensure that adequate investment in water infrastructure (excluding surface water flows) is achieved in order to allow for continued growth within the town and its hinterland. DCWW have stated that they must consider development contributions on a site by site basis due to the identified capacity issues.</p>
<b>Strategic Compatibility</b>	This project ensures that Brecon can continue to grow and fulfil its potential as a regional centre.
<b>Links to Vision and Objectives</b>	This project looks to ensure that Brecon becomes a living hub that has an adequate level of water infrastructure and treatment facilities.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Ensure that water infrastructure has capacity for planned development;</li> <li>• Work with developers to ensure suitable investment is gained to upgrade water infrastructure.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Private sector willingness to invest;</li> <li>• Dwr Cymru / Welsh Water investment programme.</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Consultation with DCWW throughout the LDP development phase.</li> <li>• Clarity in investment requests from developers within areas where capacity issues are relevant.</li> </ul>
<b>Timescale</b>	Medium to long term (DCWW programme)
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• The Partnership</li> <li>• DCWW</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• DCWW</li> <li>• Private Developers</li> </ul>

## 5.3 Promoting a Sustainable Economy

Project SE1	Regional Employment Site
Location	Carrigochion Road, Brecon
Descriptions	The allocated regional employment sites provides Brecon with an opportunity to develop a high quality, sustainable employment location which is attractive to both large scale inward investors and smaller scale SME type businesses. The site would include a mixture of medium to large scale industrial units, office space and smaller scale high spec workshops to meet the needs of the local market. It is envisaged that the site is developed in an 'eco' style, creating a highly sustainable employment location for the town.
Strategic Compatibility	In line with objectives within the Wales Property Strategy (2004-2008) and objectives within Wales Spatial Plan and Winning Mid Wales.
Links to Vision and Objectives	Contributes to developing Brecon as a working hub offering high skilled employment within key growth sectors whilst also providing entrepreneurship opportunities.
Objectives	<ul style="list-style-type: none"> <li>• Provide an attractive regional scale employment site to attract new inward investment;</li> <li>• Provide opportunities for SME growth and development;</li> <li>• Provide a large scale, high quality employment site to compliment existing sites within the town; and</li> <li>• Develop in a sustainable way, offering high quality employment accommodation.</li> </ul>
Dependencies / Risks	<ul style="list-style-type: none"> <li>• Development plans of the current site owner; and</li> <li>• Commercial interest in the site from a large-scale investor.</li> </ul>
Work to be Undertaken	<ul style="list-style-type: none"> <li>• Partnership working approach with site owners / developers;</li> <li>• Environmental Impact Assessment for the development site;</li> <li>• Gain planning consent for the site;</li> <li>• Market the site to attract the appropriate investment; and</li> <li>• Work with future employers to encourage the use of local labour.</li> </ul>
Timescale	Medium Term
Lead Partners	<ul style="list-style-type: none"> <li>• Private sector landowner / Developer</li> </ul>
Key Consultees	<ul style="list-style-type: none"> <li>• Private Landowners (PAR Homes)</li> <li>• Potential investors</li> <li>• DE&amp;T</li> </ul>
Funding	<ul style="list-style-type: none"> <li>• Private sector</li> </ul>

<b>Project SE2</b>	<b>Brecon Enterprise Park</b>
<b>Location</b>	Brecon Enterprise Park
<b>Descriptions</b>	<p>Brecon has shown strong demand within the SME sector over recent years and existing employment sites are currently fully occupied. This project will ensure that future provision of SME sites and premises meets the requirements of growth sectors and emerging indigenous businesses. It is felt that future provision should be focussed on land in the vicinity of Brecon Enterprise Park (dependant on constraints), continuing to develop this area of the town for employment purposes.</p> <p>Any extensions in the area would need to be considered and progressed as part of the LDP process.</p>
<b>Strategic Compatibility</b>	This project contributes to employment and skills objectives within the Wales Spatial Plan, Winning Mid Wales and the Brecon Economic Development Strategy.
<b>Links to Vision and Objectives</b>	This project contributes towards establishing Brecon as a working hub and one which offers opportunities for sustainable working within the local area.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Explore provision of sites and premises to meet the reported SME demand;</li> <li>• Ensure accommodation meets the requirements of emerging business sectors; and</li> <li>• Support indigenous business growth.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Availability of development land; and</li> <li>• Private sector investment.</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Detailed consultation with landowners and estate managers;</li> <li>• Obtain planning consent for the redevelopment / development of existing and new SME sites and premises.</li> <li>• Market existing and new sites to ensure continued interest from both current employers and emerging indigenous businesses.</li> </ul>
<b>Timescale</b>	Short to medium term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Land / estate owners and managers (Facilitators / Developers)</li> <li>• Welsh Assembly Government (DE&amp;T)</li> <li>• BBNPA (Planning Authority)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Landowners</li> <li>• Investors</li> </ul>

<b>Project SE3</b>	<b>Ffrwdgrech Industrial Estate Regeneration</b>
<b>Location</b>	Ffrwdgrech Industrial Estate
<b>Descriptions</b>	<p>The Ffrwdgrech Industrial Estate contains a variety of units which differ in size, quality and age. The northern area of the estate is the more dated, and contains larger units which require investment. This project looks to upgrade this area of the estate, improving the appearance of units where required and identifying opportunities to potentially sub divide larger scale units where appropriate to meet demand to accommodate SME style businesses.</p> <p>Key to achieving this project is the support of owners and occupiers. Ownership and management of the estate is subdivided with some owner occupiers, and some lease hold agreements within managed premises. The opportunity may therefore exist, as part of the regeneration, to establish a management partnership of occupiers to take forward the project which would be led by the private sector.</p>
<b>Strategic Compatibility</b>	Compatible with objectives within the Wales Property Strategy (2004-2008) to improve the existing stock of property within Wales.
<b>Links to Vision and Objectives</b>	This investment will contribute to the objective to establish Brecon as a working hub that supports small to medium sized enterprises in the town and ensure future provision of employment space.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Upgrade areas of the site which are dated / in poor condition;</li> <li>• Sub divide premises where needed to create smaller scale units; and</li> <li>• Enhance the site to ensure continued investment and occupier interest.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Willingness of owners / occupiers to invest in premises;</li> <li>• Ownership variations within the site.</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Detailed consultation with the owners / managers of Ffrwdgrech Industrial Estate;</li> <li>• Consultation within the current occupiers to establish future need;</li> <li>• Gain planning consent for any future changes / improvement works to the site; and</li> <li>• Market the site to encourage future occupiers.</li> </ul>
<b>Timescale</b>	Short to Medium Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Owners and occupiers of Ffrwdgrech Industrial Estate (Investors)</li> <li>• Welsh Assembly Government (DE&amp;T)</li> <li>• BBNPA (Planning Authority)</li> </ul>



<b>Key Consultees</b>	<ul style="list-style-type: none"><li>• Owners / managers of Ffrwdgrech Industrial Estate.</li><li>• Occupiers of Ffrwdgrech</li></ul>
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<b>Project SE4</b>	<b>Business Incubation Centre</b>
<b>Location</b>	Various potential sites including existing employment sites in Brecon, the Canal Road area or on brownfield sites within the town centre.
<b>Descriptions</b>	<p>This project looks to provide a physical hub to enable the growth of micro businesses into SME businesses. The centre would provide facilities to support the growth of companies within a range of sectors, including manufacturing, food, craft and media / IT. Facilities such as conference and meeting space, training and computer rooms, small-scale business units and ‘test centres’ to trial products and facilitate growth would be available. Alongside this the centre would include in house business information services (potentially the relocation of Business Eye). The centre would be strongly linked with Coleg Powys who could jointly use facilities at the centre or assist in training needs of businesses. Ideally, this project would be developed alongside <a href="#">Project SE5</a> and bolted onto the public sector hub, sharing facilities such as administration, ICT connections and meeting space.</p> <p>A couple of similar projects have recently been developed in Conwy in the form of the Conwy Business Development Centre and Glasdir, the Rural Development Centre. Both these facilities offer meeting and conference facilities, IT suites and business support. The rural enterprise centre also offers a community aspect where the hall can be used for small-scale events.</p>
<b>Strategic Compatibility</b>	This project supports strategic objectives looking to grow indigenous business and support the transition of small scale businesses into larger medium sized enterprises.
<b>Links to Vision and Objectives</b>	This project contributes to establishing Brecon as a working hub assisting in the development of new businesses in to larger scale operations, raising local employment and skills levels.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Develop flexible business accommodation providing a stepping stone between micro businesses and SME’s;</li> <li>• Provide business accommodation that has lower rent levels and short lease periods to encourage growth; and</li> <li>• Develop a facility which offers all the infrastructure (ICT etc) and support to enable business growth.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Availability of land and premises to provide incubation facilities;</li> <li>• Future growth of micro industries into more established SME type businesses.</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Further feasibility into the development of incubator units;</li> <li>• Assessment of suitable sites / premises;</li> <li>• Obtain planning consent for the facility.</li> </ul>



Timescale	Medium to Long Term
Lead Partners	<ul style="list-style-type: none"><li>• The Partnership</li></ul>

<b>Project SE5</b>	<b>Public Sector Hub</b>
<b>Location</b>	Options to be explored as part of the LDP process if to be progressed.
<b>Descriptions</b>	<p>Both Powys CC and BBNPA has expressed a desire to rationalise office and meeting space, largely through encouraging home working and the BBNPA will review their requirements by 2009. The opportunity exists to create a visionary public sector hub within Brecon which would house both office and meeting facilities for Powys, BBNPA and potentially Dyfed Powys Police. This hub could also provide facilities to support SME businesses including meeting space and high speed ICT connections along with related public sector functions such as Employment Services and Business Eye.</p> <p>Alongside these facilities, the hub would also include a 'one stop shop' for the community and local business where people can access information on council services and the availability of grants / support.</p> <p>Any development site would need to be subject to the standard planning process / appraisal as part of the LDP process.</p>
<b>Strategic Compatibility</b>	This project is compatible with objectives within the Wales Spatial Plan and strategic aspirations of both PCC and BBNPA.
<b>Links to Vision and Objectives</b>	Contributes to developing Brecon as a sustainable hub within which management is cohesive and delivered through a multi sectored partnership approach.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Meet aspirations of both bodies to encourage increase home working;</li> <li>• Reduce the number of staff travelling to Brecon;</li> <li>• Unify office and meeting facilities of the key public sector bodies;</li> <li>• Centrally locate public sector advice and office space; and</li> <li>• Rationalise land and premises in the ownership of Powys CC.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Buy in' to shared facilities and cohesive approach</li> <li>• Development site for new facilities</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Detailed consultation within Powys, BBNPA and Dyfed Powys Police;</li> <li>• Site assessment / feasibility work; and</li> <li>• Obtain planning consent, site acquisition and design.</li> </ul>
<b>Timescale</b>	Medium to Long Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• The Partnership</li> <li>• Dyfed Powys Police</li> </ul>



<b>Key Consultees</b>	<ul style="list-style-type: none"><li>• Land Owners</li><li>• Powys LHB</li></ul>
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<b>Project SE6</b>	<b>Powys Local Health Board Offices</b>
<b>Location</b>	Powys CC Asset
<b>Descriptions</b>	<p>It is a short term priority of Powys Local Health Board to relocate approximately 90 administrative / office based staff members from an unsuitable premises in Bronhlys to Brecon. The long-term plan for these staff would be that they are located within the new ATU hospital development. Because of these longer-term development plans PLHB are reluctant to invest in a new office building and therefore are looking for 1,900 sq m (20,000 sq ft) of office space within Brecon.</p> <p>This project looks to ensure that this short-term need is met within Brecon. This could be achieved through the facilitation of a shared facility with PCC which would bring the added benefit of economies of scale and illustrate the potential benefits which all parties can gain through the creation of a public sector hub.</p>
<b>Strategic Compatibility</b>	This project contributes to objectives relating to economic growth found in Winning Mid Wales and the Wales Spatial Plan.
<b>Links to Vision and Objectives</b>	Contributes to objectives to establish Brecon as a working hub which is also the focus for the provision of key public services.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Support the short term needs of a key local employer;</li> <li>• Facilitate longer term plans of PLHB to retain hospital and administrative services within Brecon.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Local Health Board location decisions;</li> <li>• Availability of space within PCC offices</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Continued dialogue between PCC and PLHB</li> </ul>
<b>Timescale</b>	Short term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Powys Local Health Board (Occupier)</li> <li>• Powys County Council (Potential Lease Holder)</li> <li>• BBNPA (Planning Authority)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Powys Local health Board</li> </ul>

<b>Project SE7</b>	<b>Brecon Agri Centre</b>
<b>Location</b>	Warren Road, Brecon
<b>Descriptions</b>	<p>Through consultation the current owners of Brecon Cattle Mart, McCartneys, have expressed an interest in developing activities alongside the sale of cattle and livestock. This development could include the creation of a small-scale abattoir but would require further consultation with the owners. The market could also expand the sale of farming products.</p> <p>Consultations with the Welsh Assembly Government have revealed that alongside demands for local food and the need for traceability growing stronger over recent years there is an opportunity for Brecon Cattle Mart to diversify away from purely the sale of cattle and livestock and become a agri centre for the region.</p> <p>This project looks to assist local farmers achieve the demands of their customers enabling the sale and preparation of meet locally, bringing the highest possible traceability to local food. Consultation with WAG (Rural affairs) has suggested demand locally for a small-scale abattoir facility within Brecon, capable of culling and cutting to a high quality. This facility could be used by farmers within the region looking to sell locally and would centralise culling, cutting and packaging activity. It would also contribute somewhat to reducing 'food miles' in the region. The developments at Brecon Cattle Mart look to widen the centres role within the community and support the diversification of the local agricultural sector whilst also contributing to the delivery of value added agriculture in the region. Although perhaps the obvious location for such developments, the site would need to progress through the standard planning processes.</p>
<b>Strategic Compatibility</b>	This project contributes to strategic aspirations to grow the availability of local food, particularly the traceability of that food and sale within local markets, reducing food miles.
<b>Links to Vision and Objectives</b>	This project seeks to maintain Brecon as a living and working hub, strengthening an important traditional industry and providing facilities for the industry to move forward and meet the demands of local markets.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Ensure the future of the mart alongside changes in the sector;</li> <li>• Develop facilities at the mart site; and</li> <li>• Increase employment opportunities.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Changes to CAP and the agricultural industry;</li> <li>• Willingness of the mart owners to invest; and</li> <li>• Planning consent.</li> </ul>

<p>Work to be Undertaken</p>	<ul style="list-style-type: none"> <li>• Further consultation with McCartney's</li> <li>• Feasibility study into the need for an abattoir</li> <li>• Gain planning consent for the development of the facility; and</li> <li>• Develop mart into an agri centre.</li> </ul>
<p>Timescale</p>	<p>Short to medium term</p>
<p>Lead Partners</p>	<ul style="list-style-type: none"> <li>• Brecon Cattle Mart / McCartney's (Investors)</li> <li>• BBNPA (Planning Authority)</li> </ul>
<p>Key Consultees</p>	<ul style="list-style-type: none"> <li>• Local producers</li> <li>• National Farmers Union</li> <li>• Farmers Union of Wales</li> <li>• WAG (Rural Affairs)</li> <li>• Hybu Cig Cymru</li> <li>• Meat Hygiene Service</li> <li>• Association of Independent Meat Suppliers</li> <li>• National Federation of Meat and Food Traders</li> </ul>

<b>Project SE8</b>	<b>Canal Basin Development Brief</b>
<b>Location</b>	Canal Road, Brecon
<b>Descriptions</b>	<p>The Canal Road area of Brecon offers the main brownfield redevelopment opportunity within the town. Sites along Canal Road are well located for access to the river Usk and the presence of Theatre Brycheiniog offers opportunities to create a cultural core within the town. The area contains a variety of public and private sector landowners and where possible views of these have been gained as follows:</p> <ul style="list-style-type: none"> <li>▪ Robert Price – No plans to relocate long term</li> <li>▪ Elim Church – would consider relocation and require larger church</li> <li>▪ Theatre Brycheiniog – plans to expand to rear of premises for dance studio</li> <li>▪ Western Power – Awaiting response</li> <li>▪ Government Offices – development potential</li> <li>▪ Playing fields – development potential if acceptable alternatives could be found</li> </ul> <p>The area which would be covered by the development brief is already established for arts, culture, tourism and public services. Within the land available for regeneration a number of opportunities could be achieved including:</p> <ul style="list-style-type: none"> <li>▪ Creation of a public sector hub for the town</li> <li>▪ Theatre Brycheiniog's expansion plans</li> <li>▪ Expansion of the Brecon &amp; Monmouthshire Canal to provide further berths</li> <li>▪ Residential development</li> <li>▪ Employment development</li> <li>▪ Car parking</li> <li>▪ The potential for a new church (Elim Church)</li> <li>▪ Provision of visitor infrastructure e.g. toilet/shower/storage facility</li> <li>▪ Improved heritage signage and interpretation in relation to the canal</li> <li>▪ Improved linkages between the canal and river and improved access to both waterways.</li> </ul> <p>The brief would look at the area in detail and develop a masterplan for the area considering both those uses that wish to remain in the area and new uses for current vacant or occupied sites where development opportunities exist.</p>

Strategic Compatibility	This project contributes to objectives to create sustainable communities within the Wales Spatial Plan and Winning Mid Wales whilst also contributing to tourism objectives within the Inland Tourism Strategy and the BBNPA Sustainable Tourism Strategy.
Links to Vision and Objectives	This project would contribute to developing Brecon as a first class visitor hub, a lively and creative hub and as a well managed hub.
Objectives	<ul style="list-style-type: none"> <li>• Reflect the aspirations of all current landowners within this area;</li> <li>• Look to regenerate the area to create a waterfront environment, utilising the river and canal;</li> <li>• Incorporate potential expansion plans of British Waterways.</li> </ul>
Dependencies / Risks	<ul style="list-style-type: none"> <li>• Aspirations of land owners</li> <li>• Development constraints (e.g. flooding)</li> </ul>
Work to be Undertaken	<ul style="list-style-type: none"> <li>• Commission the development of a Masterplan for the Canal Road area;</li> <li>• Consult with Environment Agency in relation to flood risk and river access;</li> <li>• Gain planning consent for re-development.</li> </ul>
Timescale	Medium to long term
Lead Partners	<ul style="list-style-type: none"> <li>• The Partnership</li> </ul>
Key Consultees	<ul style="list-style-type: none"> <li>• Landowners / Tenants</li> <li>• Powys CC (Highways)</li> <li>• Environment Agency</li> </ul>

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<b>Project SE9</b>	<b>Market Hall</b>
<b>Location</b>	Market Street / High Street
<b>Descriptions</b>	<p>The Market Hall in Brecon is a popular facility containing a mix of uses from full time, small-scale retail units, a twice weekly market and a variety of youth activity within the ground floor space.</p> <p>This project looks to develop the role of the market hall in retail terms. The weekly markets are very popular and permanent retail units well used, however it is felt that the possibility of expanding the permanent retail aspect of the hall should be explored further. The building presents an opportunity to house small-scale units which can be used by start up businesses looking for space to make and sell products. These units could be provided within the ground floor area of the Hall or within an area of the upper floor, however, it is considered that new uses must not effect the operation of the twice weekly markets.</p> <p>There is also the opportunity for the market to extend into adjoining garage premises, a use which feels out of place in the area. This extension would expand the retail provision but is reliant on finding an alternative site for the current garage occupiers.</p>
<b>Strategic Compatibility</b>	This project contributes to strategic objective to encourage entrepreneurship activity whilst also looking to improve the retail base within Brecon, creating a more desirable visitor destination.
<b>Links to Vision and Objectives</b>	This project contributes to developing Brecon as a first class living and visitor hub, contributing to the town's retail base.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Develop Brecon's retail offer;</li> <li>• Provide small scale business units for start up businesses where products can be made and sold;</li> <li>• Better utilise space within the Market Hall.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Occupier interest if units were developed;</li> <li>• Funding to achieve changes;</li> <li>• Space for current users of ground floor space.</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Further feasibility into the development of Market Hall;</li> <li>• Development of the events programme for the Hall.</li> </ul>
<b>Timescale</b>	Medium term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Powys CC (On Street Services)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Powys CC</li> <li>• Brecon Chamber of Trade</li> </ul>

Project SE10	Brecon Employment Marketing
<p><b>Descriptions</b></p>	<p>Brecon is the main town within the Brecon Beacons National Park and is strategically located along a number of major road links. The town is within easy reach of markets to the south, north and east and therefore provides an attractive business location. This accessibility combined with its renowned natural surroundings makes Brecon a first class town for both large scale and SME style business investment.</p> <p>This project looks to develop promotional / marketing material for the town and its key employment sites and premises including Brecon Enterprise Park, Ffrwdgrech Industrial Estate and the Regional Employment Site. A similar style of promotional material has been used previously by the Welsh Assembly (WDA) in Llandrindod Wells and looks to provide potential investors with an overview of the market, and the availability of sites and premises whilst also promoting the quality of life in the area and the business support mechanisms in place.</p>
<p><b>Strategic Compatibility</b></p>	<p>This project is compatible with employment objectives of strategies at regional and national scale, promoting existing and future employment sites and premises to ensure local employment opportunities.</p>
<p><b>Links to Vision and Objectives</b></p>	<p>This project contributes towards the objective of establishing Brecon as a working town with high quality, sustainable employment opportunities.</p>
<p><b>Objectives</b></p>	<ul style="list-style-type: none"> <li>• Promote Brecon's role as a key employment centre;</li> <li>• Provide easy to access information for use by property agents and potential investors; and</li> <li>• Market employment sites within the town to ensure continued occupier interest.</li> </ul>
<p><b>Dependencies / Risks</b></p>	<ul style="list-style-type: none"> <li>• Availability of funding</li> <li>• Willingness of site / premise owners to become involved.</li> </ul>
<p><b>Work to be Undertaken</b></p>	<ul style="list-style-type: none"> <li>• Consult with estate owners / managers to establish need;</li> <li>• Gain funding;</li> <li>• Develop marketing brochure.</li> </ul>
<p><b>Timescale</b></p>	<p>Short Term</p>
<p><b>Lead Partners</b></p>	<ul style="list-style-type: none"> <li>• Welsh Assembly Government (Marketing)</li> </ul>
	<ul style="list-style-type: none"> <li>• Employment site / premises owners;</li> <li>• Welsh Assembly Government (DE&amp;T)</li> </ul>

<b>Project SE11</b>	<b>Retail Marketing &amp; Distinctiveness</b>
<b>Location</b>	Brecon Town Centre
<b>Descriptions</b>	<p>Brecon's position at the centre of the National Park makes it a key settlement for retail activity, both for those living within the National Park and those visiting.</p> <p>This project looks to market and promote the town to specific businesses and create a local business base that is distinctive and offers a range of permanent businesses and temporary weekly events such as the twice-weekly markets. The Chamber of Trade wish to undertake research in order to identify current market gaps and therefore target appropriate investors. Alongside this, the Chamber is looking to develop a Brecon retail website and a leaflet outlining the services offered by the Chamber to investors / retailers.</p> <p>Key to Brecon achieving this vision is the availability of accommodation and organisations and groups such as the Chamber of Trade who are able to promote and market the town to businesses / retail outlets they wish to see within the town. The chamber should be supported in this role in the future.</p>
<b>Links to Vision and Objectives</b>	This project assists in establishing Brecon as a well-managed hub and looks to ensure that the town has a progressive Chamber of Trade working to ensure a high quality, well promoted retail offer. Indirectly, this project contributes to creating a first class visitor hub, a lively and creative hub, and a living hub.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Support the development of the Chamber;</li> <li>• Attract where possible distinctive retail businesses to Brecon.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Willingness of investment from new retail</li> <li>• Work of the Chamber of Trade / Town Council</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Consult with retailers in the town to establish needs;</li> <li>• Consult with visitors and locals;</li> <li>• Develop improved marketing and promotional material;</li> <li>• Develop a retail strategy to take the offer forward.</li> </ul>
<b>Timescale</b>	Short term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Brecon Chamber of Trade (Consultation / Engagement)</li> <li>• Brecon Town Council (Investment / Funding)</li> <li>• BBNPA</li> <li>• Powys CC</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Retailers</li> </ul>

## 5.4 Achieving Sustainable Accessibility

<b>Project SA1</b>	<b>Strategic Transport Links</b>
<b>Location</b>	Various routes around Brecon
<b>Descriptions</b>	Road transport links around Brecon provide strategic linkage north to south and east to west. This project looks to ensure that Brecon capitalises on opportunities to build links to the Mid Wales economy through planned road infrastructure improvements along with making the most of opportunities offered by the current upgrading of the A465, increasing connectivity between Brecon and settlements to the east and west. The project particularly looks to ensure that strategic investment in the A470 and A40 is achieved. This investment is to include the provision of climbing and overtaking lanes along these key routes, improving accessibility north from Brecon into the mid and north Wales economies.
<b>Strategic Compatibility</b>	Linked to objectives with 'One Wales'  Lined with objectives within the emerging Regional Transport Plan
<b>Links to Vision and Objectives</b>	This project contributes directly to the objective to create Brecon as an accessible hub. The project also indirectly contributes to ensuring that Brecon is an attractive location within which to live, work and visit.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Ensure Brecon continues to be accessible alongside planned growth;</li> <li>• Improve linkages to the Mid Wales economic markets; and</li> <li>• Capitalise on accessibility improvements such as the duelling of the A465.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Funding to implement planning infrastructure improvements.</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Work with TraCC to ensure schemes are prioritised in the emerging Regional Transport Plan.</li> </ul>
<b>Timescale</b>	Medium Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• TraCC (Planning &amp; Investment)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Transport Wales</li> <li>• Powys CC</li> </ul>

<b>Project SA2</b>	<b>Town Centre Traffic Management</b>
<b>Location</b>	Bus Gates (The Watton) Entrance points along A470 / A40
<b>Descriptions</b>	<p>Alongside investment in traffic management within Brecon over recent years new restrictions have been implemented which have come up against some criticism from local people and have proven difficult to manage / enforce. This project looks to ensure restrictions are enforced effectively within the town centre.</p> <p>To achieve this enforcement the project supports the implementation of a lowering bollard system at the bus gates, allowing buses, taxi's and emergency vehicles to pass but not general motorists.</p> <p>Alongside needs to improve traffic management within the town centre it is an aspiration of Powys CC to implement new strategic signage along the main arterial routes into the town to ensure that visitor traffic is directed along the A40 Brecon bypass and into the town along the Watton (B4601). This signage would relieve pressures currently placed upon the Watergate junction within the town and would direct visitors directly towards the main town car parks within easy walking distance of the town centre.</p>
<b>Strategic Compatibility</b>	These projects contribute to accessibility objectives set out in Achieving our Potential, the BBNPA Management Plan and the Unitary Development Plan documents of both PCC and BBNPA.
<b>Links to Vision and Objectives</b>	This project contributes to Brecon as an accessible hub with strong transport connections.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Improve access to Brecon for visitors;</li> <li>• Improve enforcement of new traffic regulations within the town centre; and</li> <li>• Implement strategic signage to direct tourists along the A40.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Local Opposition</li> <li>• Bus operator buy in</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Powys CC to work with Local Members to overcome concerns;</li> <li>• Implement traffic control measures at bus gates to prevent general through traffic (e.g. rising bollard system)</li> </ul>
<b>Timescale</b>	Short to medium term
<b>Lead Partner(s)</b>	<ul style="list-style-type: none"> <li>• Powys County Council (Highways)</li> <li>• Welsh Assembly Government (Transport / Visit Wales)</li> </ul>



<b>Key Consultees</b>	<ul style="list-style-type: none"><li>• TraCC</li><li>• Local Members</li><li>• Local community</li><li>• Welsh Assembly Government</li></ul>
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<b>Project SA3</b>	<b>Sustainable Transport Network</b>
<b>Location</b>	Rural Hinterland
<b>Descriptions</b>	<p>The provision of sustainable transport in Brecon is important for both the local community and visitors to the area. The lack of a railway connection to the town means that a reliance is placed on bus services for public transport provision and it is these services which need to be of high quality to ensure communities and key facilities are accessible in a sustainable way.</p> <p><b>Visitor Transport</b></p> <p>This project looks to support the development of sustainable visitor transport within Brecon and the surrounding National Park. At present there are gaps within services such as the Beacons Bus during certain times of the year which could be filled, enhancing the service and the availability of sustainable transport options for visitors. Alongside improvements to services, there is also a need to market providers and routes and link these sustainable services to activities within the National Park such as the Beacons Way. Some suggestions for improvements already explored by the National Park include:</p> <ul style="list-style-type: none"> <li>▪ Further development of the Beacons Bus in line with aspirations of BBNPA to extend services over longer periods of the year;</li> <li>▪ Development of the taxi network (linking walkers / riders to routes etc)</li> <li>▪ Bus and train walks publications</li> <li>▪ Development of an all park bus timetable;</li> <li>▪ Development of a public transport visitor guide;</li> <li>▪ Use of sustainable transport for business and for events and festivals; and</li> <li>▪ Development of a sustainable transport website.</li> </ul> <p><b>Local Community Services</b></p> <p>This project looks to ensure that Brecon is able to fulfil its role as a key town centre being accessible by those living within its rural hinterland. Specifically the project looks to improve services within the areas to the north and west of Brecon where it has been suggested there is a gap in provision. The provision of sustainable transport is key to enabling Brecon and its hinterland to grow and develop further.</p>

Strategic Compatibility	Brecon Beacons Sustainable Tourism Strategy and connectivity objectives within Achieving Our Potential and the BBNPA Management Plan.
Links to Vision and Objectives	This project contributes to establishing Brecon as an accessible hub for those living within the local community and those visiting the town.
Objectives	<ul style="list-style-type: none"> <li>• Ensure Brecon is accessible by sustainable transport; and</li> <li>• Provide public transport services in areas where there currently appears to be gaps.</li> </ul>
Dependencies / Risks	<ul style="list-style-type: none"> <li>• Willingness of bus operators to expand services and availability of funding to achieve provision.</li> </ul>
Work to be Undertaken	<ul style="list-style-type: none"> <li>• Work with BBNPA to develop current transport proposals;</li> <li>• Powys CC to identify key gaps within service provision.</li> <li>• Gain revenue support to extend services.</li> <li>• Work with TraCC.</li> </ul>
Timescale	Medium term
Lead Partners	<ul style="list-style-type: none"> <li>• Powys CC (Transportation)</li> <li>• BBNPA (Tourism)</li> <li>• Local bus service providers</li> </ul>
Key Consultees	<ul style="list-style-type: none"> <li>• Bus service providers</li> <li>• TraCC</li> </ul>

<b>Project SA4</b>	<b>Bus Interchange: Phase 2 Improvements</b>
<b>Location</b>	Heol Gouesnou
<b>Descriptions</b>	<p>Phase one infrastructure works to provide the physical aspects of the new bus interchange have recently begun. The new facility is of strategic importance to bus services within the region and will provide a key arrival point for bus travel within the town along with a drop off area for coach tours to the town, removing coaches from the town centre.</p> <p>This project looks towards a phase two scheme for the interchange which looks to provide an improved link from the interchange into the town centre and signage for walkers / cyclists along associated facilities such as public conveniences, tourist signposting and facilities such as cycle stands and luggage lockers. Alongside these provisions, the project also looks towards public realm improvements along the routes between the bus interchange and the town.</p>
<b>Strategic Compatibility</b>	This project contributes to objective within Achieving our potential, the Central Wales Draft Interim Statement and the BBNPA Management Plan to improve connectivity within the area.
<b>Links to Vision and Objectives</b>	This project will assist in establishing Brecon as a connected and accessible hub with strong regional transport connections. The interchange will provide a convenient information point directing to a range transport modes.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Create a modal interchange through the provision of information and facilities such as bike and equipment storage.</li> <li>• Establish convenience facilities at the interchange for the use of the local community and visitors.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Funding for key facilities</li> <li>• Space requirements for developments</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Consultation with Powys CC in relation to implementation of facilities;</li> <li>• Gain funding for facilities</li> </ul>
<b>Timescale</b>	Medium term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Powys County Council (Highways &amp; transportation)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• TraCC</li> <li>• Powys CC (Cycling Officer)</li> <li>• Powys CC (Public facilities)</li> <li>• Powys CC (Highways &amp; Transportation)</li> </ul>

Project SA5	Themed Trails
Location	Brecon & Surroundings
Descriptions	<p>This project looks to establish Brecon as a sustainable hub which can be easily accessed by a variety of non-motorised transport modes. Specifically the project looks to create a series of safe, convenient and well maintained themed routes which will be developed to provide access to key facilities and locations. These routes could be developed around themes including:</p> <ul style="list-style-type: none"> <li>▪ <b>Environment</b> (Linkages into the hinterland such as river and mountain circular walks and those through the Groves)</li> <li>▪ <b>Heritage &amp; Culture</b> (linking the theatre, castle, museums and cathedral);</li> <li>▪ <b>Town Centre</b> (creating a route exploring some of the 'hidden' historic streets and buildings and the retail offer of Brecon)</li> <li>▪ <b>Leisure</b> (Linking facilities such as the canal, river and boathouse facility)</li> <li>▪ <b>Geo-Trail</b> (Linking to the materials of the built environment within the town centre and launching visitors into the wider Geopark).</li> </ul> <p>Alongside the development of these themed routes the project also looks to ensure that effective signage and promotion is in place along with resources to implement and maintain key routes.</p>
Strategic Compatibility	<p>Brecon Beacons Walking Strategy (provision for incidental and primary walkers)</p> <p>WTB Walking Strategy</p>
Links to Vision and Objectives	<p>This project contributes to objectives to establish Brecon as an accessible hub, a lively visitor hub, and a living hub, providing sustainable walking and cycling links for both visitors and the local community.</p>
Objectives	<ul style="list-style-type: none"> <li>• Encourage walking as an incidental activity;</li> <li>• Provide good quality links around Brecon town and into its hinterland; and</li> <li>• Establish a series of themed trails.</li> </ul>
Dependencies / Risks	<ul style="list-style-type: none"> <li>• Land ownership</li> </ul>
Work to be Undertaken	<ul style="list-style-type: none"> <li>• Consultation with key stakeholders including retailers and owners of attractions;</li> <li>• Consultation with DE&amp;T and Visit Wales to explore the availability of funding; and</li> <li>• Development of interpretation and promotional materials.</li> </ul>
Timescale	Short to Medium Term



Lead Partners	<ul style="list-style-type: none"><li>The Partnership</li></ul>
Key Consultees	<ul style="list-style-type: none"><li>Welsh Assembly Government (Visit Wales)</li></ul>

<b>Project SA6</b>	<b>Boathouse / Town Centre / Canal Linkage</b>
<b>Location</b>	Brecon Riverside
<b>Descriptions</b>	<p>At present there is an identified gap in the pedestrian linkage between the Canal area, and the promenade / boathouse. This gap focuses on the area around the Usk bridge and the River Honddu.</p> <p>This project looks to complete / enhance this link and considers two options. The first looks at long term aspirations to provide an innovative link over the river Honddu, linking the current riverside walk to the Promenade area. If deemed un-feasible, the second option looks to improve the public realm and pedestrian linkages over the Usk Bridge, along the Watergate, over the Honddu Bridge and onto the Promenade.</p>
<b>Strategic Compatibility</b>	This project contributes to achieving accessibility objectives of the wider strategies and looks to encourage the access of key facilities through walking and cycling.
<b>Links to Vision and Objectives</b>	This project contributes to establishing a connected and accessible hub along with improving the links around the town.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Create a safe accessible route to connect some of the towns key facilities / attractions</li> <li>• Provide a link between the current riverside footpath and the Promenade</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Flood risk concerns with the bridge link option.</li> <li>• Cost of infrastructure</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Further research the option to provide a direct link between the current path and the Promenade</li> </ul>
<b>Timescale</b>	Short to Medium term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Powys CC (Leisure &amp; Recreation)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Environment Agency</li> </ul>

## 5.5 Promoting Integrated Tourism

<b>Project T1</b>	<b>Integrated Quality Management</b>
<b>Location</b>	Brecon Town and environs
<b>Descriptions</b>	<p>At the centre of the National Park Brecon should be striving to achieve high levels of quality in all aspects of tourism, from the promotion and marketing of the town to the accommodation base and quality of attractions.</p> <p>The establishment of a web-based information system would enable the development of a co-ordinated IQM and destination management mechanism for the town and surrounding area, ensuring that the offer within Brecon is co-ordinated and managed effectively and that the sector as a whole is striving to achieve quality.</p>
<b>Strategic Compatibility</b>	Complies with Visit Wales policy to drive up quality standards throughout the sector and is in line with the sustainable tourism framework set out in the Wales Spatial Plan.
<b>Links to Vision and Objectives</b>	Major contribution towards developing Brecon as a first class visitor hub, a managed hub, and a connected hub through ICT development
<b>Objectives</b>	Adoption and implementation of recognised international system for destination management and development
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Cooperation of all key public and private sector tourism and tourism-related bodies</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Appointment of a professional co-ordinator</li> <li>• Web-based system set up</li> <li>• Development and management of IQM and destination management system</li> </ul>
<b>Timescale</b>	Short Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• The Partnership</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Powys County Council</li> <li>• BBNPA</li> <li>• Welsh Assembly Government (Visit Wales)</li> </ul>

<b>Project T2</b>	<b>Brecon Castle</b>
<b>Location</b>	Adjacent to Castle of Brecon Hotel
<b>Descriptions</b>	<p>The remains of Brecon Castle add a great deal to the town's history and it is considered that, as an attraction, the remains are currently underutilised.</p> <p>This project would re-establish the castle as a major historical attraction, drawing people to the town and providing access to a valuable historical resource through improved interpretation and linkages to similar attractions within the surrounding areas. The castle would become an attraction on the potential historical themed trail for the town.</p>
<b>Strategic Compatibility</b>	Fits well with both TPMW and BBNPA policy objectives to enhance the area's tourism offer
<b>Links to Vision and Objectives</b>	First class visitor and learning hub
<b>Objectives</b>	To reinstate the castle as a major tourism and educational attraction
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Significant public sector capital support</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Excavation and renovation of main castle fabric</li> <li>• Provision of access to all levels</li> <li>• Adaptation of part of building and site to commercial heritage use</li> </ul>
<b>Timescale</b>	Medium Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Dedicated historical and commercial trust</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Cadw,</li> <li>• BBNPA (Planning Authority)</li> <li>• TPMW</li> <li>• BBT</li> <li>• Brecon Town Council</li> </ul>

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<b>Project T3</b>	<b>Accommodation</b>
<b>Location</b>	Brecon and surrounding area
<b>Descriptions</b>	<p>A comprehensive and dependable quality offer which enhances the area's image and gives visitors an easily accessible and wide range of accommodation from which to choose.</p> <p>This project looks to work alongside organisations such as Brecon Beacons Tourism to ensure that accommodation providers within Brecon and the hinterland are striving to meet quality standards and gain recognition through Visit Wales grading and within wider marketing and promotional material for the area. This project requires owner investment which must be linked to improved marketing and offer for the area.</p> <p>Alongside this, the project looks to support entrepreneurship activity in the establishment of new, high quality accommodation facilities to serve the area. One such example of this entrepreneurship is the Castle of Brecon Hotel. The hotel is currently undergoing renovation with a vision of developing into a high quality facility for business and visitor tourists. The refurbishments will provide enhanced accommodation as well as new meeting and conference facilities.</p>
<b>Strategic Compatibility</b>	Fits with Visit Wales, BBNPA, TPMW and Powys County Council drives for quality and integration.
<b>Links to Vision and Objectives</b>	Assists in creating a first class visitor and well managed hub.
<b>Objectives</b>	Developing a highly competitive accommodation offer across all holiday accommodation types, serviced and non-serviced.
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Full participation by accommodation providers and other tourism actors</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Upgrading of accommodation and food offer</li> <li>• Development of conference and seminar provision</li> <li>• As part of IQM approach, development of a comprehensive and accessible information platform</li> <li>• Establishment and maintenance of a Beacons quality standard</li> <li>• Promotion of comprehensive accommodation offer</li> </ul>
<b>Timescale</b>	Short to Medium Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Brecon Beacons Tourism (Promotion / encouragement / quality manager)</li> <li>• Cambrian Hotels Ltd (Castle of Brecon Hotel)</li> </ul>

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Key Consultees	<ul style="list-style-type: none"><li>• Visit Wales</li><li>• Invest Wales</li><li>• TPMW</li><li>• BBNPA</li><li>• Powys County Council</li></ul>
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<b>Project T4</b>	<b>Events &amp; festivals</b>
<b>Location</b>	Brecon and surrounding area
<b>Descriptions</b>	<p>Brecon has been very successful in the past in operating a number of events and festivals such as Brecon Jazz, the Food Festival and the Brecon and County Show. It is felt that the current programme could be expanded bringing associated employment and spend benefits for local retailers.</p> <p>This project looks to enhance and build on the success of current events and festivals and develop an innovative programme of community-based and supported year round events to extend the reach and diversity of events-centred tourism in the area</p>
<b>Strategic Compatibility</b>	Fits with Visit Wales, TPMW and BBNPA commitment to development of year-round interest-based tourism
<b>Links to Vision and Objectives</b>	Enhances Brecon's identity as a first class visitor and creative hub
<b>Objectives</b>	To build on the success of Brecon Jazz by developing a year-round programme of complementary events and activities
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>Strong working cooperation between public and private sector sponsors and local events delivery organisation</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>Further development of Brecon Jazz</li> <li>Development of other local events and festivals</li> <li>Co-ordinated management and marketing</li> </ul>
<b>Timescale</b>	Short Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>The Partnership</li> <li>HSBC Brecon Jazz (Investment / Promotion)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>Voluntary / Community Sector</li> <li>Brecon Beacons Tourism</li> </ul>

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<b>Project T5</b>	<b>Attractions</b>
<b>Location</b>	Brecon and area
<b>Descriptions</b>	<p>Brecon has a number of high quality visitor attractions which are recognised for their collections and history. Consultation has suggested that certain attractions within the town have, in the past, considered working together in order to share overhead and running costs. (e.g. Brecknockshire Museum and Brecon Military Museum).</p> <p>As part of the integrated tourism approach, this project looks to encourage attractions providers to work together to provide a more seamless offer to visitors, with ideas such as joint ticketing, joint marketing and combined events.</p>
<b>Strategic Compatibility</b>	Fits well with TPMW and BBNPA's drives for improved quality attractions provision in the area
<b>Links to Vision and Objectives</b>	First class visitor and learning hub
<b>Objectives</b>	To facilitate greater operational and marketing cooperation between the town's main existing tourism attractions
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Co-operation by attractions providers</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Exploration and agreement on areas for co-operation</li> <li>• Development and delivery of joint activities</li> </ul>
<b>Timescale</b>	Ongoing
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Brecon Beacons Tourism (facilitator)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Attractions providers</li> <li>• Brecon Town Council</li> <li>• BBNPA</li> <li>• TPMW</li> <li>• Powys County Council</li> </ul>

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<b>Project T6</b>	<b>Activity Tourism</b>
<b>Location</b>	Brecon and the National Park
<b>Descriptions</b>	<p>Activity tourism provides one of the main tourism growth markets within Wales and with the beauty of the surrounding natural environment, the Brecon Beacons is key to the growth of this sector within South Wales. The area offers many opportunities for walking, cycling, horse riding and more bespoke activities such as mountain boarding.</p> <p>This project will build on the area's appeal to active tourists looking for quality recreation opportunities and providing facilities associated with growth activities (e.g. bike wash facilities).</p>
<b>Strategic Compatibility</b>	Ties in well with various Visit Wales activity tourism policies and TPMW's commitment to inland and water-based tourism development. It also fits with BBNPA's approach to sustainable tourism development.
<b>Links to Vision and Objectives</b>	Contributes to aspirations to become a first class tourism hub, and a lively and learning hub
<b>Objectives</b>	To enhance the area's reputation as a quality activity tourism destination in the UK
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Strong working links between tourism accommodation providers, tourism marketing bodies and those offering activity tourism opportunities</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Close co-operation by activity tourism providers</li> <li>• Development of access opportunities (information and physical)</li> <li>• A co-ordinated marketing effort</li> </ul>
<b>Timescale</b>	Short Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Beacons Active (Facilitator / Quality manager)</li> <li>• Brecon Beacons Tourism (Promotion / Marketing)</li> <li>• TPMW (Resource Investment / Marketing)</li> <li>• BBNPA</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Activity tourism providers, Visit Wales, TPMW, Powys County Council</li> <li>• EA / CCW</li> </ul>

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<b>Project T7</b>	<b>Marketing &amp; Communication</b>
<b>Location</b>	Project based in Brecon
<b>Descriptions</b>	This would be a further development of Brecon Beacons Tourism's aims to combine and co-ordinate marketing and information systems in a more effective manner.
<b>Strategic Compatibility</b>	Contributes to Visit Wales and TPMW aims for better quality and co-ordination.
<b>Links to Vision and Objectives</b>	Fits with first class visitor and connected hub aspirations.
<b>Objectives</b>	As part of the IQM approach, a commitment to integrated marketing and information management systems.
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Public and private sectors working together effectively</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Establishment of a common information platform for tourism providers</li> <li>• Improved communication between tourism providers</li> <li>• Integrated marketing activity</li> </ul>
<b>Timescale</b>	Short Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Brecon Beacons Tourism (Facilitator)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Visit Wales</li> <li>• TPMW</li> <li>• Powys County Council</li> <li>• BBNPA</li> </ul>

<b>Project T8</b>	<b>Tourism Management</b>
<b>Location</b>	Brecon town
<b>Descriptions</b>	<p>An integrated town management system would enhance the appearance and operation of the town, improving the lives of residents and visitors.</p> <p>This project looks to support the work of Brecon Beacons Tourism and implement such a system, enhancing the overall visitor experience.</p>
<b>Strategic Compatibility</b>	Fits with Welsh Assembly Government's strategic town approach and TPMW's tourist hub priorities for central Wales
<b>Links to Vision and Objectives</b>	First class visitor and well managed hub
<b>Objectives</b>	To establish an effective destination management partnership for the town
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Close co-operation by civic and private sector partners</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Establishment of a public-private town management group</li> <li>• Ongoing and co-ordinated management programme</li> </ul>
<b>Timescale</b>	Short Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• The Partnership</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• BBNPA</li> <li>• Powys County Council</li> <li>• Visit Wales</li> <li>• TPMW</li> </ul>

<b>Project T9</b>	<b>Local produce</b>
<b>Location</b>	Brecon and the National Park
<b>Descriptions</b>	<p>The availability and quality of local produce is increasingly important, alongside the need for traceability.</p> <p>This project looks to meet these growing demands and work to provide a link between local food producers and tourism businesses and retailers, adding to the quality and range of locally available produce by linking menus and local food sales to locally produced or reared food.</p> <p>The project looks to ensure that local organisations such as the Chamber of Trade and local eateries / accommodation providers are working alongside and are aware of projects such as the Rural Development Plan and the WAG's / TPMW Local Food Talks food tourism pilot project.</p>
<b>Strategic Compatibility</b>	Delivers True Taste of Wales and Visit Wales' Sense of Place commitment
<b>Links to Vision and Objectives</b>	Working hub, first class visitor hub and carbon conscious hub (in relation to reducing food miles)
<b>Objectives</b>	To enhance both the tourism and retail offer with quality locally produced food and food products, enhancing the sense of local rural distinctiveness
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Subscription by local food producers to quality, dependable supply</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Development of a local food consortium dealing with supply and distribution</li> <li>• Building up local demand through peer-related promotion</li> <li>• Incorporation of local food offer into overall integrated tourism promotional activities</li> </ul>
<b>Timescale</b>	Short to Medium Term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Brecon Beacons Tourism (Promotion / Co-ordination)</li> <li>• BBNPA (Co-ordination / Facilitation)</li> <li>• TPMW (Marketing / Co-ordination)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Agricultural and horticultural sector</li> <li>• Welsh Assembly Government (Rural Affairs)</li> <li>• Powys County Council</li> </ul>

<b>Project T10</b>	<b>Water Activities</b>
<b>Location</b>	River Usk and tributaries & Brecon and Monmouthshire Canal
<b>Descriptions</b>	<p>The River Usk and its tributaries are prominent features within Brecon and along with the Brecon and Monmouthshire canal the town offers a number of waterways (both natural and manmade).</p> <p>This project looks to improve access to and use of these waterways through activities such as walking, fishing and non-motorised watersports. Access to the river should be improved through the provision of high quality slipways and access points, particularly at areas such as Brecon Boathouse, the Promenade, and the Canal Road area, linking the canal and River Usk. Alongside access for non motorised watersports, other activities such as fishing should be promoted within the town and associated facilities such as equipment hire established alongside demand.</p>
<b>Strategic Compatibility</b>	This project meets tourism objectives within strategies such as achieving our potential and the inland tourism study.
<b>Links to Vision and Objectives</b>	This project contributes to establishing Brecon as living hub, encouraging access and use of the towns main watercourses. The project also contributes to the objective to create a first class visitor hub, particularly with the increase in popularity of watersports and activities such as walking and cycling.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Promote the use of Brecon's rivers and canals for recreation purposes (walking, cycling, fishing, kayaking, wildlife watching etc);</li> <li>• Improve opportunities for access to the waterways; and</li> <li>• Continue to manage and promote the environmental qualities of the rivers and canal.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• SSSI &amp; SAC designations (Fish and Otters)</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Develop access routes and access to the rivers;</li> <li>• Ensure management plan is in place to protect the environment of the rivers alongside increased use.</li> </ul>
<b>Timescale</b>	Short term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• The Partnership</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Environment Agency</li> <li>• Countryside Council for Wales</li> <li>• British Waterways</li> <li>• Inland Waterways Association</li> </ul>

<b>Project T11</b>	<b>Brecon Boathouse</b>
<b>Location</b>	The Promenade
<b>Descriptions</b>	<p>Brecon Boathouse, one of the towns most prominent water based facilities has the potential to provide a key tourism / activity area for the town. It is the only centre within the town offering access to the river for boating purposes.</p> <p>The current Boathouse facility is of low quality and profile, dated and in need of investment to make a major unique attraction. Despite this, the facility has the potential to provide a key facility as part of a wider riverside recreation space. This project looks to ensure that facilities at Brecon Boathouse are upgraded to provide a focal point for water activity in Brecon and give the river and the promenade area a higher status within the town.</p> <p>It is considered that a new or upgraded facility could offer improved hospitality offer with higher quality building containing some food provision and improved facilities for boat hire. The project also considers the inclusion of facilities for water users such as showers and boat wash facilities alongside equipment hire for activities such as fishing. Links to the site could also be improved and the Boathouse could be one of the attractions along the themed trails project. It is likely that these improvements will require a change to the current lease agreements to a longer-term lease for the site.</p> <p>An ambitious proposal for the boathouse has recently been drawn up for a mixed use development including some residential and recreation space.</p>
<b>Strategic Compatibility</b>	This project meets many of the tourism objectives within wider strategies such as BBNPA Sustainable Tourism Strategy and the Inland Tourism Strategy.
<b>Links to Vision and Objectives</b>	This project looks to enhance a key facility within the town to improve the visitor offer and develop the town as a visitor hub whilst also offering potential to develop residential accommodation, establishing Brecon as a living hub.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Redevelop boathouse facilities to a modern standard;</li> <li>• Promote facilities available at the boathouse; and</li> <li>• Encourage and improve access to the River Usk from the facility.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Powys County Council (landowners)</li> <li>• BBNPA (Planning Authority)</li> <li>• Current lease holder (Applicant)</li> </ul>

<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Gain planning consent for redevelopment;</li> <li>• Market the facility as a visitor destination;</li> <li>• Consult with the Environment Agency and Countryside Council for Wales in relation to increased river access.</li> </ul>
<b>Timescale</b>	Short to medium term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• Powys County Council (Leisure Services)</li> <li>• Current leaseholder (Potential Investor)</li> <li>• BBNPA (Planning Authority)</li> <li>• Brecon Beacon Tourism (Promotion / Marketing)</li> </ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"> <li>• Powys CC</li> <li>• Current lease holders / future lease holders</li> </ul>

<b>Project T12</b>	<b>Town Centre Environment</b>
<b>Location</b>	Brecon Town
<b>Descriptions</b>	<p>Brecon's built environment contains a great deal of history with over 500 listed structures and a number of important structures and features including the barracks, castle and cathedral, Georgian architecture and medieval street pattern. This project looks to both improve the built environment within Brecon and better promote assets, linking them to attractions and facilities within the wider area.</p> <p>The built environment within Brecon could be improved in order to create an attractive living, working and retail environment. Improvement work has recently come up against funding barriers and this issue needs to be resolved to ensure the maintenance of the town's heritage. Improvements could be achieved through simple schemes such as shop front improvement schemes and painting schemes to provide a sense of identity to the area.</p>
<b>Strategic Compatibility</b>	Contributes to creating Brecon as a visitor hub and a sustainable community.
<b>Links to Vision and Objectives</b>	This project looks to promote and enhance Brecon's historic built environment and raise the profile of attractions and link them to facilities in the wider area, establishing Brecon as a visitor hub.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Enhance the image and profile of Brecon's built environment through simple improvement schemes;</li> <li>• Raise the profile and visitor experience at Brecon's key heritage attractions; and</li> <li>• Establish Brecon as a hub for heritage from which visitors can be launched into the surrounding areas.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Funding</li> <li>• Heritage site owners / occupiers</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Work with BBNPA (Will Hughes) and BBT to establish a town network of heritage attractions (inline with the theme link project)</li> <li>• Gain funding to implement new interpretation and signage; and</li> <li>• Work with Visit Wales to promote assets and linkages to the wider area.</li> </ul>
<b>Timescale</b>	Medium to long term
<b>Lead Partners</b>	<ul style="list-style-type: none"> <li>• BBNPA (Planning Authority)</li> <li>• BBT / Brecon Action (Marketing / Promotion)</li> <li>• Powys CC (Economic Development)</li> </ul>



Key Consultees	<ul style="list-style-type: none"><li>• TPMW</li><li>• Heritage site owners / managers</li><li>• Herian</li></ul>
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<b>Project T13</b>	<b>Canal Basin Extension</b>
<b>Location</b>	Canal Road, Brecon
<b>Descriptions</b>	<p>This project looks to progress the long term aspirations of the British Waterways to extend the Brecon and Monmouthshire canal to provide horizontal berths for visiting boats. Although previous discussions have been held, no proposals or draft ideas have been developed for the extension, although British Waterways would like to see a canal basin created similar to those examples within Llangollen and Oswestry. These berths could be provided as an overall redevelopment of the Canal Road area, aided by relocation of buildings such as the current Job Centre.</p> <p>Alongside these aspirations to provide further berths, the project also looks to maximise the potential the canal offers as a heritage attraction. This project could be developed as part of the proposed heritage trail around Brecon with improved interpretation and additional facilities exploring the canal's relationship to features such as the Hay Tramway, lime kilns, along with its links to Cardiff and other settlements along its route.</p>
<b>Strategic Compatibility</b>	This project contributes to strategic tourism objectives at a regional and local level. It reflects objectives to better utilise inland waterways and provides opportunities for longer staying visits to Brecon by canal boat.
<b>Links to Vision and Objectives</b>	This project contributes to establishing Brecon as a first class visitor hub and a lively and creative hub.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Provide further canal berths within easy access of Brecon town centre;</li> <li>• Developed themed canal trips (e.g. trips linked to Theatre breaks)</li> <li>• Develop interpretation and signage in relation to the canal and associated infrastructure.</li> </ul>
<b>Dependencies / Risks</b>	<ul style="list-style-type: none"> <li>• Land for expansion</li> <li>• Availability of Canal boat trips</li> <li>• Linkages from the canal to the town centre</li> </ul>
<b>Work to be Undertaken</b>	<ul style="list-style-type: none"> <li>• Input into the development brief for Canal Road;</li> <li>• Explore feasible options for provision of extra berths;</li> <li>• Work with Mid Wales Tourism Partnership and BBT to progress interpretation provision.</li> </ul>
<b>Timescale</b>	Medium to long term



<b>Lead Partners</b>	<ul style="list-style-type: none"><li>• British Waterways (Design / Investment)</li><li>• BBT / Brecon Action (Promotion / Marketing)</li><li>• BBNPA (Planning Authority)</li><li>• Powys CC (Economic Development)</li></ul>
<b>Key Consultees</b>	<ul style="list-style-type: none"><li>• Environment Agency</li><li>• Inland Waterways Association</li><li>• Countryside Council for Wales</li></ul>

## 5.6 Delivery

<b>Project D1</b>	<b>Regeneration Management Group / Partnership</b>
Location	N/A
Descriptions	Due to the identified multi-layered public sector within Brecon and the issue of who is 'responsible' for the town, this project looks to develop a regeneration management group, responsible for taking forward identified project opportunities. This group would contain representatives from the various bodies within Brecon (Powys CC, BBNPA, BBT, Brecon CoT etc) and would be the primary delivery vehicle for this strategy.
Links to Vision and Objectives	This project contributes indirectly to achieving all objectives identified within the strategy.
Objectives	<ul style="list-style-type: none"> <li>• Ensure that projects are delivered</li> <li>• Ensure that key groups are actively working together</li> </ul>
Dependencies / Risks	Availability / willingness of staff and volunteers to meet and work together.
Work to be Undertaken	<ul style="list-style-type: none"> <li>• Identify relevant representatives from the various bodies / organisations</li> <li>• Form the working group to take forward the outcomes of this strategy</li> </ul>
Timescale	Short term
Lead Partners	<ul style="list-style-type: none"> <li>• The Partnership</li> </ul>
Key Consultees	<ul style="list-style-type: none"> <li>• Identified stakeholders</li> <li>• Local communities</li> </ul>