



Five Year Sustainable Tourism Action Plan and Strategy for Hay-on-Wye and Surrounding Areas



Produced by Hay Tourism Group and Hay Together



**FIVE YEAR SUSTAINABLE TOURISM ACTION PLAN
AND STRATEGY FOR HAY-ON-WYE AND SURROUNDING AREA
PRELIMINARY DRAFT JUNE 2013**

Report to Brecon Beacons National Park Authority

Produced by:

Hay Together & Hay Tourism Group

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1. Executive Summary

AIM

The aim is to increase the tourism expenditure in Hay-on-Wye and the surrounding area over a longer season to sustain and grow the local economy.

OUTLINE STRATEGY

- To develop an events programme that will attract wider range of visitors over an extended season together with a destination marketing plan.
- To develop special interest co-operation groups that will enable affordable and effective marketing programmes to reach wider markets.
- To encourage a more responsive community involvement and support for sustainability action and the tourism economy.

PROPOSED KEY ACTIONS

The thrust of the plan is to build more special events in the style of the existing annual Walking Festival and Bike Fest, exploring the opportunities for Music, Ladies Fashion, and Dark Skies.

To extract greater benefits from the activity market that already exists in the area by forming special interest groups for each activity, researching market segmentation, and designing and promoting programmes that will expand their markets. This can include catered and self-catering accommodation, the bookshop community and equine trekking businesses. One of these actions will be to form a co-operative of the Local Authority Activity Centres that already exist in the area.

The overall promotion and information resources to be revised to meet present day expectations and updated to increase awareness with new stories created to sustain national and international press awareness of Hay and its activities.. More prominence will be given to inclement weather alternatives.

SUSTAINABILITY

Maintaining and building the tourism economy is the key. It has been proposed that Hay should be the centre of a re-forestation plan that would assist to offset carbon production as well as create an opportunity for non-vehicle access to and from the town into the surrounding countryside and villages. Promotion of electric vehicle services to visitors will be foremost and energy saving schemes are proposed.

MANPOWER & FUNDING

It is believed that a well-qualified source of volunteer manpower exists within the area that could be encouraged to help with the execution of the plan and that more effort and research needs to be directed at reaching funding sources.

MONITORING SUCCESS

A programme has been designed to regularly monitor visitors and residents to be supervised by Hay Together.

2. Introduction

The Brecon Beacons National Park Authority under a new European Regional Development Fund, Interreg IV North West Europe Programme Called Rural Alliances has commissioned the Hay Tourism Group with Hay Together to produce a sustainable tourism strategy and action plan for Hay-on-Wye.

The aim of this project has been to work with local businesses and the communities in which they are located to find common interest on which they can work together to develop a sustainable strategy and action plan for tourism.

Tourism is a key element in the economy of Hay-on-Wye and has a strong bearing on the welfare of its citizens.

The project has three cross-cutting themes – Resource Efficiency (promoting and supporting eco-management and practices), Inclusivity and New Financial Models (promoting self-sufficiency and long term mechanisms of funding Alliances, to be developed over the life of the strategy and action plan.

The project is anticipating working toward producing an index to measure the vibrancy of rural areas, which once established will be tested in a variety of locations in partnership with the local Alliance.

This report includes a summary of the tourism and community facilities and activities of Hay-on-Wye and the surrounding area.

It sets out opportunities for growth and suggests actions that can be taken to achieve this. Much will depend on voluntary efforts and the identification of funding sources.

It should be noted that as a result of this project a number of the items in the Action Plan are already being progressed.

Thanks are due to the Brecon Beacons National Park Authority, Rural Alliance funding and the many who have participated in interviews and discussion groups that have contributed to the preparation of this action plan.

2.1. Background and rationale

AIM

The aim is to increase the tourism expenditure in Hay-on-Wye and the surrounding area over a longer season and to sustain and grow the local economy. To identify and incorporate in the action plan aspects that will be inclusive to the local community and help to improve the quality of life.

STRATEGIC GUIDELINES

- To develop an events programme that will attract wider range of visitors over an extended season.
- To develop special interest co-operation groups that will enable affordable and effective marketing programmes to reach wider markets.
- To develop a destination market strategy with the involvement of special interest groups.
- To encourage a responsive community involvement and support for sustainability action and the tourism economy.
- To ensure sustainability the action plan must have in place for each item the manpower team and where necessary the seed money in order to be executed.

PURPOSE

The prime purpose in producing this document is to set out a plan and time scale of activity that will secure a commercial and social future for Hay and surrounding areas and ensure that this is achieved sustainably. The production of a report and action plan is not an action in itself this document is expected to introduce a disciplined guide to future success.

2.2. Methodology and Partnership

This project has endeavoured to consult, discuss, and work with businesses and the community in Hay and surrounding areas to produce a sustainable and feasible tourism strategy and action plan.

The focus has been on developing ownership of the action plan between the businesses, community and Brecon Beacons National Park Authority.

In preparing this plan full consideration has been given to the Rural Alliance Values – Sustainability, Sense of Place and Quality and an expression of these has been addressed locally as part of the Action Plan Development process.

2.3. Vision & Objectives

In pursuit of these objectives it is clear that the identification and encouragement of key local individuals and businesses with specific enthusiasms, interests and skills is fundamental to growing future opportunities. This has already being demonstrated in the creation and development of the walking and cycling festivals.

The creation of co-operative working groups to develop the event strategy will assist in evolution of a cohesive marketing plan.

Overall Objectives:

- To grow the size of Hay's tourism market and so create a demand and opportunity for inward investment in the area.
- To lengthen the visitor season and visitor overnights.
- To create new reasons for visitors to come to the area.
- To develop a co-ordinated marketing plan.
- To provide more activities and events that appeal to the community and visitors and especially family groups.

Sustainability Objectives:

- To promote more visitors to spend more in the area to sustain the local economy.
- To provide an attractive environment that will benefit the community and visitors alike.
- To encourage the community and visitors to consider the use of public transport and available low energy means of transport that are compatible with the Sustainable Strategy set out by the Brecon Beacons National Park Authority.

3. Preparing a Strategy

Meeting Future Visitor Expectations

The town has to strive to maintain its relatively unique atmosphere and country town visual aspect, yet offer the special presence of many bookshops, antique and art and craft shops.

A concerted effort is required to uplift quality through improvement of facilities such as signage, toilets and ease of parking for visitors and coaches.

At the present time two major festivals take place at the same time, late May, which ensures that the town of Hay and the surrounding area accommodation is full to overflowing at that time. Whilst the towns' commercial activists benefit highly from this factor, it is not necessarily in the best interests of the festival visitors and local

residents, who find very expensive accommodation on offer coupled with crowded conditions in restaurants and other facilities.

In practical terms it would be of great benefit to all parties if the two festivals were to be offered at different times of the year, thus spreading the load for everybody and enabling each event to expand naturally and thereby increase the overall revenue and economic balance of the town.

Hay has a reputation as a “quirky” place, with a past that has seen ‘declarations of independence’; ‘crowning of the King of Hay, and the ‘Execution of the King of Hay’, Kindle Free Zone and to an extent the twinning with Timbuktu, all of which has seen a sustained level of national and international publicity for the town, alongside the internationally promoted status as a ‘book town’.

It is perhaps therefore important that such publicity is continually created since it will encourage journalists and the media to continue to look for and publish such stories. In the short term it has been suggested that Hay establishes its own Turner Prize in such a vein with a view to feeding the media expectations.

3.1. Strategy

This strategy and plan relates directly to the Brecon Beacons Sustainable Tourism Plan which stresses the importance of a Sustainable Tourism Strategy is to ensure that there is an appropriate and systematic approach to marketing, product development and visitor management involving all key stakeholders. This strategy is therefore based upon an integrated approach to developing tourism in a way that protect the interests of the community and the environment.

The strategy also follows that of The Welsh Government Strategy for Tourism 2013-2020 in that it focuses on year round attractions, activities and cultural experiences and sees the GB domestic market as its key target for growth.

The specific actions to pursue the strategy are set out in the Action Plan Section 7

It is not considered practical or advisable that all these actions be pursued simultaneously since this would tend to dissipate the energy and focus required to fulfil them as well as distracting from the need to sustain and build upon the already successful activities.

Events or festival titles proposed are all subject to review as titling every new activity as a ‘festival’ may not be helpful to its future success within the area of its specific interests and conflicts of interest may arise.

4. Background to the Market

4.1. The Tourism Economy

A diversity of attractions and events are what draw visitors to Hay and its surrounding areas. It is this diversity that sustains the flow of visitors.

Among these are the scenery and the activity generated by it. The 'booktown' reputation and the promotion of the town through the internationally renowned Literary Festival, and latterly How The Light Gets In Festival. The town also provides a market place for the sales of arts and crafts products, antiques and women's wear, as well as being a long-standing draw for second-homeowners and a sturdy holiday cottage market.

Visitor expenditure is critical in supporting the economy and work opportunities for the town. Expenditure in retail, food and specialist shops brings 'new money' into the town.

The 'activity' sector of tourism is a prime generator of jobs and cash flow for Hay and the surrounding area. See Appendix A1 Page 25

4.2. Visitor Market

There is a diverse, thriving, and widespread visitor market throughout the area. In developing a marketing plan the segmentation of visitor markets and research into the specific access methods are critical. See Appendix A2 Page 33

4.3. Demographics

A preponderance of older people populates the area including a large population of economically inactive and retired people. See Appendix A3 Page 34

4.4. Visitor Survey

The majority of visitors are on a short break and there is a relatively high level of day visitors. See Appendix A4 Page 35

4.5. Wales Tourism Study

Nearly half of visitors to Wales have internet capability and use websites as information sources prior to the trip. See Appendix A5 Page 36

4.6. The Community

House prices are high and housing development opportunities are constrained, second home and holiday home ownership is almost double the Powys average. There is a wide range of community organisations and social clubs to meet the needs of all ages. See Appendix A6 Page 37

4.7. Transport and Parking

Basically public transport is thin on the ground, especially in respect of connections from the railheads at Hereford and Abergavenny. Parking facilities for coaches could be improved.

Parking facilities can be cramped at peak periods. With the rapidly increasing price of petrol and with concern for environmental issues it can be contemplated that the overall tourism market could be encouraged to visit Hay and the surrounding areas by coach transport. See Appendix A7 Page 42

4.8. Information & Interpretation

Much more could be done to inform and guide visitors to major attractions and services. See Appendix A8 Page 43

4.9. Summary of General Facilities

Facilities for public use tend to be on the small side and most often not in the best of condition. See Appendix A 9 Page 45

4.10. Surrounding Area Communities

The surrounding area comprises several vibrant village communities offering a range of visitor attractions. See Appendix 10 Page 46

4.11. Wet & Inclement Weather Alternatives

More could be done to promote the existing facilities that afford protection from inclement weather.

See Appendix 11 Page 48

5. .SWOT Analysis

Strengths	Weaknesses
Hay-on-Wye is established internationally as a bookshop town and for the annual Hay Literary Festival	There is insufficient public transport access from key urban areas
Hay is a small characterful town with a good range of independent shops, offering arts, crafts, antiques and women's wear	Poor website representation of Hay and the surrounding area with no online accommodation reservation service offered
There is a large centrally located car park	Mobile phone reception is generally poor which affects information access and SME development
A wide range of accommodation available, hotel, bed and breakfast, self-catering, caravan and camping sites	Low awareness and exploitation of contemporary communications and media to meet market expectation
Activity operators in the area offer a wide range of adventure activities for all ages and capabilities	Lack of a fit for purpose community hall of reasonable size and status inhibits community activity, particularly for youth, and events growth
The Brecon Beacons National Park, the Golden Valley and the River Wye have significant tourist appeal	Tourist Information Bureau is reactive and not proactive

Opportunities	Threats
By expanding the programme of events and activities and promoting them to wider UK and international markets the tourism economy can grow and prosper.	Current economic conditions are seeing the closure of retail shops
The development of an improved communication and promotion system for Hay products and events will increase the market size	Further closure of bookshops
Co-operative and connected marketing of Hay and surrounding area events and facilities will improve the areas potential for tourists and the community	Increasing competition for the Hay Literary Festival from other UK towns, as well as online via facilities such as the TED Lectures and the Do Lectures.
	Pressure on grants and subventions from Government agencies may reduce future financial support for tourism and community activity

5.1. Competitors

Among the competitors for Hay's tourism market are:

- Other nearby towns with similar but not necessarily the same features (e.g. Crickhowell, Talgarth, Brecon, and other small border towns).
- Proliferation of competing festivals in other towns.
- The other book towns Richard Booth and others have created.
- More accessible towns in the UK offering National Park destination features, closer to urban centres of population.
- Proliferation of arts and literary festivals in other towns across Wales and the UK.
- Continual improving competitor websites accompanied by accommodation reservation and event booking facilities.

6. Action Plan

The basis of the action plans:

- To develop an events programme that will attract a wider range of visitors over an extended season together with a destination marketing plan.
- To develop special interest co-operation groups that will enable affordable and effective marketing programmes to reach wider markets.
- To encourage a more responsive community involvement and support for sustainability action and the tourism economy.

The action plan set out below is divided into three distinct areas:

- *Infrastructure and services* 6.1.

This sets out weaknesses in servicing tourists and proposes solutions.

- *Key Actions* 6.2

The development opportunities.

- *Community Actions* 6.3

Primarily actions that will benefit the community and local businesses, planting acorns from which mighty oaks may grow.

6.1 Infrastructure and Services

a) Development of a co-ordinated Marketing and Promotion Plan

Whilst the creation of new events is a prime strategy for this Plan in sustaining the tourism economy there is a need to co-ordinate activity that will increase and maintain the exposure of the destination to wider markets.

This requires an overhaul of the way in which Hay, its attractions and those of the surrounding area are portrayed to potential visitors and the ease with which visitors can access information and services.

As the individual event development teams are created it will become necessary to co-ordinate the overall activity to provide a continual stream of 'news' and cross fertilisation of promotional material.

The Tourist Information Bureau would wish to be part of this process

As a policy, a proportion of the promotional budget for each of the events can be contributed to the central funding of a marketing plan that recognises the town as a whole.

b) Tourist Information Bureau.

This service is the key to providing visitors with information. It is presently underfunded primarily due to the changing nature of the way in which visitors obtain their information and the services that they can obtain electronically. The demand for printed accommodation brochures is falling when websites and the internet are readily available. Overall the service needs modernising and to be a source of greater product knowledge to fulfil its potential.

To support Hay's tourism economy it is critical to maintain this service. A solution to this can be the amalgamation of tourism and community services in one centre together with the recruitment of volunteer staff. This would improve services, reduce operating costs and increase revenue and provide a badly need focal point for all services.

(This could include the TIB, Community Support, Dial-a-Ride, and perhaps others) An example can be taken from the Crickhowell TIB which operates a range of services and attractions mostly maintained by volunteers.

The work on this report has identified a need for a focal point for Hay services, a matter that needs more discussion to seek and introduce a solution.

The Tourist Bureau operates without any grants and wishes to remain in that position. The Bureau would however, look at ways of working with other groups and examine the possibility of sharing space and recruiting volunteers.

c) Signposting and Public Information

There is a need for a well-positioned town map with supporting directions for surrounding villages. There is a need for a comprehensive approach to signage within the town.

The river Wye and the Warren are not immediately obvious attractions for visitors due to poor signposting.

The proposal to introduce a Hay on Wye map board into the new Cheese Market development is to be welcomed.

Long-distance footpaths need to be given a better profile; the popular Offa's Dyke Path and Wye Valley Walk are not highlighted

With the encouragement and approval of the Hay Town Council it is believed that a scheme of appropriate sponsored signs and maps could be introduced.

Rural Alliance funding could be requested for help in improving these facilities.

d) Website

The 'Official' Hay website provides information about Hay, but does not sell the town and surrounding areas. There is a need for the webmaster to instigate an 'out of date' surveillance system to avoid material input by others being out of date.

There is a need for a website that 'sells' Hay, the surrounding area and all that it offers.

The Hay Chamber of Commerce is organising a meeting to confront the issues raised.

6.2. Key Actions

a) Local Authority Activity Centre Co-operative

Formation of a Local Authority Activity Centre Co-operative. There are three such establishments in the Hay-on-Wye area. This will enable a more productive use of their facilities and their staff and help to ensure that the local authorities that own and operate them will be encouraged to keep them in operation.

Meetings are currently being held with the managers of these centres to seek a way forward. It is believed that means could be devised to make these centres more readily available and open to use by local resident children and young people.

There are 33 Local Authority owned activity centres operating in the Brecon Beacons at the present time, some of them can be subject to closure by their cash-strapped Local Authorities which will have an effect on local jobs, thus marketing spare capacity, facilities and special skills could be critical in ensuring their future.

b) Hay Fashion Week

A proposal to launch a Hay Fashion Week concurrent with the Cardiff Fashion Week, or as a Fringe Festival to the Cardiff Fashion Week. This would incorporate a community fashion show using local models and the goods of all the clothing shops in town, as well as talks (eg by the Laura Ashley group) and workshops, connecting with the Sewing Bee theme, as well as linking in with Hay Does Vintage and looking at an eco-clothing angle of up-cycling and recycling. A clothes swap could be incorporated too. Hay Community Fashion shows have been held very successfully in the past and it is believed that the skills and enthusiasm exists to build on this past experience.

c) Hay Dark Skies Festival

Taking advantage of the Brecon Beacon "Dark Skies" recently awarded status and with the support of the Brecon Beacons National Park, the Hay Literary Festival, South Wales University and other willing helpers.

This event is already being progressed through consultation with individuals and groups who have an interest in benefitting from the dark skies status of the Brecon Beacons National Park. It is proposed that the event will embrace a wide area of the National Park, but will be centred on Hay itself.

d) River Wye Festival

This event will take place in 2014 starting in Glasbury. It is believed that the 2014 event can be the start of a new annual festival that would generate a focus on the activities offered by the river as a centre for sport and recreation. A Group has been formed to plan and organise the 2014 Festival.

e) Packaged Walking and Shopping tours of Hay

This is aimed at particular groups arriving by coach and managed by a local knowledgeable guide who will conduct walks around the town with special emphasis on the antique and women's fashion opportunities. These could be promoted and sold through the Tourist Information Bureau.

Such a service would be even more attractive if language tours could be introduced.

Approved guides will hold public liability insurance.

f) Summer Weekend Walking Programme

Building on the success of the Hay Walking Festival it is planned to organise weekend walks during the summer seasons with a view to sustaining the promotion of Hay as a walker's destination.

g) History Weekends

The Hay History Group are planning to introduce History Weekends to attract visitors to Hay. They are also instituting an old/new picture campaign showing past and present pictures of local shops to draw attention to the historic aspects of the town.

6.2 Community Actions

a) Accommodation

There is no formal organisation that represents the accommodation sector of the area. Many residents of Hay and the surrounding area are dependent upon incomes from the provision of accommodation.

Very few accommodation providers are available for booking online via major portals and the lack of grading inhibits promotion through major sites such as visitwales.com.

Particularly B&Bs are not good at maintaining and keeping their booking calendars up to date, this makes for difficult placing of last minute requests and maintenance of a central booking facility. For the visitor booking accommodation can be a laborious process.

There is a clear need for the co-ordination of accommodation access and for accommodation owners to take an active part in the promotion of the destination when in contact with visitors prior to and during their visit.

There is presently no accommodation provider network. In effect this means that every individual outlet operates independently and does not provide a service for visitors. There is limited information on the www.hay-on-wye.co.uk website which is somewhat inflexible and not particularly forward looking in terms of usability, compatibility (viewable on every platform) and social media.

In the short term it is not believed that an online accommodation booking system can be supported financially.

It would improve the attraction of the Hay accommodation offer and win more promotion if accommodation businesses were to join the Green Tourism Business Scheme. This would meet the growing demand for such qualifying accommodation.

It would also help with the visitor welcome if more accommodation suppliers qualified in the Brecon Beacon [National Park](#) Ambassadors scheme so that they were kept up to date with all the tourism offers and opportunities that exist in the National Park. Membership of Brecon Beacons Tourism would enable attendance at the frequent lectures and courses organised to keep up to date with the latest advances in tourism practice.

It is proposed therefore that a series of meetings are held with accommodation owners and operators, possibly in their different segments of serviced accommodation, self-serviced accommodation and caravan and camping sites.

These meetings will enable accommodation operators to input ideas as to the information and publicity needs of their visitors and to influence the programme of events in terms of availability, co-operation and pricing where special offers can generate more business.

b) Event Central Booking System

It would be of great benefit to organisers of events if the Hay website could introduce an events booking system.

Such a system would enable payment to be received and tickets issued. It would also enable an events listing to be more readily available. It would also mean that event organisers could offer advance tickets (at early bird prices) and therefore guarantee a certain amount of income in advance, thus ensuring cash in bank, even if the weather turns bad!

A list of the regional classical music events is produced called the Grapevine, edited and distributed by John Wren and available in the Tourist Bureau.

c) Image Gallery

There is a need for a photographic resource that can supply excellent photos of the area and people taking part in specific activities. –This proposal organised by the Hay Camera Club will meet the need for supplying press and publications with good quality photographs for reproduction and enhance publicity for Hay-on-Wye. The gallery would later be expanded to include video.

It is additionally proposed that this initiative should be supported by a photography exhibition covering a wider range of material, leading to an eventual Festival of Photography.

d) Fishing

There is already an underlying market of visitors benefitting from fishing opportunities on the Wye. Geof Maynard of Llanthomas Fishery could be approached to act as a promotional base for this sporting activity as well as Kim Tribe who specialises in fishing instruction on the Wye. It would be an opportunity to win publicity for the fishing facility for the disabled facility in Hay. It is understood that a fishing event might be included in the 2014 River Wye Festival, and event that could be introduced as a yearly event. Involving

the Wye and Usk Foundation giving talks about River conservation, ecology etc.

e) Arts & Crafts

There is already an extremely active community based arts and crafts practitioners network in the area. This can be exploited by encouraging local skilled craft workers to offer either individually or in concert 'masterclasses' on day, and preferably longer period sessions, in liaison with local bed and breakfast establishments. The Herefordshire Arts event in September is already an excellent example of encouraging the public to visit and purchase from local artists and crafts workers. Glasbury Arts holds an annual arts and crafts exhibition which is well attended and some of the well supported workshops, which are very popular could possibly be extended.

Hay Arts and Craft Week / or Open Studios week incorporating Sculpture Trail and the production of a workshop/gallery/showplace map are ideas that have been suggested. This is another area where whilst excellent individual shows and organised events are already taking place, there could be considerable advantages in co-operative programme planning and the matching and combining of existing enterprises that would carry greater publicity impact and make cost savings.

More could be made of the Powys Arts Engine exhibition and hands-on demo at the annual Fair on the Square event in Hay town centre.

f) Event Insurance

Event Insurance – through a Central Insurance Funding. This would be a means to reduce the cost of individual insurances for each and every event. It is believed that such a scheme could be promoted through Hay Together as an organising agency.

g) Empty Shops Scheme

Empty shops are a blight on any town and tend to give a poor reflection of the real vibrancy of a town. It is appreciated that the use of empty shops has fundamental problems in matters of insurance liability and Council Tax.

With the help of the Hay Chamber of Commerce and Hay Estate Agents with the community arts and crafts interests it is considered feasible that a scheme for "pop-up" displays could be organised to ameliorate the problem.

There is a need to develop a consistency in Sunday opening during the summer season so that visitors are not entirely disappointed and can be given advance notice of likely shop opening days/hours on the information website.

h) Choir Festival

There are already strong and active choirs singing in the area. There is an opportunity to develop a specialist aspect of singing as well as singing in the Welsh language for a choir that could perform outside the area as a means of promoting Hay and its community activity.

i) Green Olympics

An event yet to be created with the view to spreading the message about sustainability throughout Wales. This project has been proposed by Hay in Transition.

j) History Weekends

This would build on the activities of the new Local History Society and could include Trace Your Ancestor Symposia, which could lead to developing a public service that would appeal to a particular market of visitors.

Trace Your Ancestors Colloquium

In the long term, this is proposed as an extension of the History Weekends and an event that could be expanded to attract overseas visitors and genealogists. Interest in this area is believed to be sufficiently high that fees can be charged.

k) Hay Town Walks

To meet the need of the Tourist Information Bureau a series of Hay Town Walks are being produced (Great Days Out, supported by the BBNPA)

Informal History Walks around the town can be arranged. There is an opportunity to introduce a more formal and commercial operation. The marketing of such to coach companies would engage such visitors to the town more effectively, and could be sold through the TIB.

A scheme for training and 'licensing' guides should be introduced and it is understood that there are those already willing to undertake this task as it has

a relevance to the future opening of the Hay Castle to visitors. Approved guides would be required to hold relevant public liability insurance.

Based on the Hay Walks programme and aimed at relatively easily contacted special interest groups, such as the WI, this will enable managed groups to gain the best out of their visit, may include visits to the Castle, and to enjoy the shopping benefits of Hay.

l) "Try an activity weekend for families"

An offering of a wide range of outdoor activities based on a range of accommodation aimed at families to try their hand at as many activities as can be made available. Weekend Action – 'try an activity' Mixed Event Weekend for Families – (running, biking, etc). Possibly at Easter, and could also be aimed at single parent families as a special market.

m) Walkers are Welcome

There is a need to engage with landowners in order to achieve better relationships and underwrite visitors welcome, whilst at the same time encouraging visitors to respect the countryside and its farmland. There is a scheme to badge 'walker friendly' businesses, primarily B&B's, but to also include early-opening sandwich shops, self-service laundrette, taxis offering luggage transfer service.

It would be helpful to compile a list of Parish Footpath Officers so that a reporting system can be introduced to ensure that footpaths, primarily the key walking routes are suitably maintained.

It is also proposed to introduce a series of 'health walks' to encourage the older community members to exercise in a social format and to encourage exercise. This can be promoted through Community Support and is part of the Walkers are Welcome action plan.

n) Food Event

Based on the Hay Food Festival, a stand-alone event held twice a year encourage the Hay and surrounding area restaurants to co-operate in an offering of dishes based on local food products.

It is proposed that a new Saturday market offering food and produce from local suppliers is started late in 2013.

Encourage local food producers to co-operate with local restaurants and food retailers and together promote their products to visitors.

Encourage the offering of an early evening economically priced 'Walkers Supper' to meet the believed needs of the visiting walking market.

o) Areas for Improving Co-operation

There would appear to be a low level of self-interest co-operation within certain commercial sectors such as:

Bookshops

Accommodation

Horse/Equine interests

Local Authority Activity Centres

Event Listing and promotion

Local Taxi Services

7. Manpower and Fundraising

Festivals and events require a huge amount of time and financial resources therefore it is necessary that the potential benefits are quantified before large efforts are engaged.

Volunteers

Based on the success of the Hay Festival in recruiting volunteers for a wide range of tasks and the record of the Hay Castle Foundation in also recruiting volunteers to assist with the restoration and other tasks it would be a useful task for Hay Together to recruit a volunteer workforce that identifies those with special skills and potential organisers of events and activities.

Such a reserve could be drawn upon to assist with organising and running events and other tasks that are critical to the success of this action plan and other initiatives that arise.

Manpower

A further source of manpower can be accessed through the University of South Wales, where students seeking specific work experience might be

available for 140 hours in their final year subject to the work specification qualifying.

Careers Wales is an all-Wales service that gives people of all ages free careers information, advice and guidance.

Funding Sources

Funding sources are limited and must be approached with care and the presentation of feasible financial plans.

Arts Council of Wales

BBNPA

Sustainable Development Fund – provides financial and practical support for projects which take into account economic environmental, community and cultural issues, and which improve the quality of life for communities in the Park.

Glasu

GRANTnet, a straightforward FREE-to-use service from GRANTfinder, to help small businesses, charitable and community groups find suitable funding.

Hay Recycling Scheme

(£500 to support initiatives benefitting local youth)

Laura Ashley Foundation

Rural Alliances

This report is funded by the EU with match funding from the Welsh Government and has been drawn upon to support the Hay Bike Fest.

Powys County Council

Tourism Funds

Sponsorship

A limited resource, especially where cash donations are concerned.

Visit Wales Tourism Investment Support

Visit Wales Digital Tourism Project

8. Monitoring

Hay Together the Hay community group has begun to organise a benchmarking programme in co-operation with the Gwernyfed School

This exercise proposes to monitor and measure both visitors and residents on their views about all aspects of living and visiting the town at regular intervals.

9. Timescale and Priorities

A table of proposed priorities and related timescale is set out in Appendix 13
See Page 51

10. Where does Hay-on-Wye want to be in ten years' time?

- Partnership working is an overriding theme: effective and well- understood relationships between all involved in the tourism sector ensuring that teamwork is the accepted modus operandi for delivery, based on clear objectives, accountabilities and responsibilities.
- A well-recognised and easily booked destination.
- One of the most noted destinations benefiting from emerging technology.

APPENDICES

A.1. Background to the Tourism Market

The following is a summary of some of the main features that support, entertain, or attract tourists to Hay

Accommodation

Accommodation capacity is aimed at the tourism market. An improved inventory is required and a greater exposure to the appropriate markets should be achieved.

- Commercial
- Bed & Breakfast
- Self-Catering
- Bunk House

- Caravan & Camping Pitches
- The Majestic Bus, Dapper Camping Club, Huts in the Hills)

Hay has constructed a new landing stage below Hay Bridge – The Gliss Project. A Wye Festival is planned for 2014 which would be an excellent occasion for the launching of new river activities. It is understood that the Hay Council would be supportive.

Arts & Crafts

There is a very fertile arts and crafts economy based on Hay and the surrounding areas with a substantial dependence on visitors drawn from very wide regional and national markets. Speciality shops in the town display local craft and art products.

Artisans at Hay, a collection of local and regional artists hold an annual exhibition in the Butter Market in June of each year; many of them are also members of the arts and crafts cooperative The Hay Makers Gallery.

There are various arts organisations active in the county, such as Powys Arts-Engine (a website that tries to promote and support all the many and varied arts practitioners in Powys) and Arts Alive, the local branch being in Crickhowell. These organisations do much to support the arts and point independent, often remotely located artists towards various opportunities, but direct supplier to buyer marketing activity is fairly limited. Powys Arts Month (October) has grown in response to the very successful H-Art open studios scheme, but more could be done in the Hay area. Powys Arts Month was organised by Powys Arts Forum.

Unfortunately the website only displays information from the 2011 event. This is indicative of the problem facing arts promotion.

Interestingly however, on 1st May 2013 Powys County Council's Arts Service circulated a request for artists to complete a Powys Arts Survey. The motivation being to:

“Develop a new approach to marketing the arts collectively in Powys. We are exploring existing marketing initiatives and methods, as well as emerging opportunities for developing more robust and effective means of promoting what's on offer for Powys residents and visitors. We want to bring the arts and other sectors – particularly tourism - together in constructive partnerships to work towards building a stronger cultural identity for the county.”

This is clearly a promising new beginning ...

Sculpture and arts trails can work well in attracting tourists, as they combine a day out with walking, a pre-determined trail and a certain element of discovery. They can

also work well with promoting independent pubs, tea rooms and eateries. Such a scheme would work well in Hay (perhaps during the Walking Festival?) and could be built on annually to incorporate a wider area, drawing people from further afield.

Camping

Outdoors@Hay already operates a family activity camping festival during the Easter holidays, which it is presumed could be expanded to attract a larger audience and perhaps involve more sites. However due to inclement weather this event had to be cancelled in 2013.

The past few years have seen a significant rise in the number of outlets offering Glamping within a ten-mile radius of Hay. Glamping often incorporates add-ons such as wildlife walks, eco products purchased on arrival and access to good quality outlying pubs and restaurants. The Hay area has subsequently seen a healthy rise in the number of visitors coming to camp for the 'extra' experience offered by glamping.

The Hay Literary Festival season annually creates a significant amount of "pop-up" accommodation, when local people go away for half-term and rent their house out as self-catering, or squeeze up and rent out bedrooms. The Festival itself also provides additional accommodation and operates its own two-pronged accommodation finding service (one for 'punters' the other for staff, VIPs, guest speakers, performers, sponsors and visiting colleagues from overseas). This makes a significant hidden contribution to the economy of Hay.

CandiTV Project

A technology that allows visitors to quickly access information about the Brecon Beacons.

Canoe & Rafting

There is already considerable activity on the Wye in this area that brings in large numbers of young people with four very active companies operating. There is possibly the opportunity to introduce competitions that would attract local people and to develop completion elements that would appeal to a wider audience

Classical Music Events

Based on the existing Booths Bookshop concerts and the proposed Castle atrium facility a potential exists to expand the year-round programme. John Stark and Sue Norrington should be encouraged to enlarge and enhance their concert programmes. These are mainly based on the introduction of student and new artists and will help to expand the knowledge of the existence of Hay and introduce a new feature to the area. St Mary's church has already held high quality music events and Glasbury Arts

organises music events. A festival of Chamber music is being proposed for 2014 to take place in Hay.

Cycling

The Brecon Beacons draw cyclists of all ages and variations of the sport including mountain biking and road racing. A BMX circuit is being operated by the Trewern Activity Centre.

Glasbury Arts

An active arts organisation with a regular programme of art shows, music and theatre programmes. Research on sources of customers suggest that 50% of them come from 5 miles or less, 15% from 15 – 50 miles, and the balance of 35% come from 50 – 100 miles, with a total local spend of around £15K.

Globe

Operates a Youth Theatre Club, and a Theatre Club, with Open Mic sessions on Tuesdays. The Globe is open for refreshments most days of the week and offers a wide range of music and entertainment throughout the year.

How the Light Gets In

Organised and promoted by The Globe to run concurrently with the Hay Literary Festival concentrating on philosophical subjects. Regarded by many as the Literary Festival Fringe.

Hay Bike Fest

A new event which first took place in April 2013. A programme of events was organised that attracted substantial community and visitor participation. It has the possibility to become the basis of an annual Tour of Wales event in the longer term and it is believed that future programmes should include more events for women.

Hay Castle Trust

A prominent feature of Hay-on-Wye that is in the process of being restored and remodelled and will become a crucial visitor attraction in due course. The restoration work is likely to take two to three years for planning permissions and completion.

A growing and well supported Foundation, since Hay Castle was purchased from Richard Booth in 2012. Developments at the Castle will be slow due to the need to follow carefully supervised reconstruction, but the results will open a new chapter in Hays' history and will have significant value to tourism by 2016 or so.

The Castle Garden has already been used by community organisations for events.

It is anticipated that the remodelling will offer relatively small but useful event and exhibition space.

Hay Literary Festival

The single largest tourist attraction for Hay, which fills all available accommodation during its eleven-day operation and is a prime income generator for the town. The Festival has overseas spin offs that draw attention to the existence of Hay, plus a Winter Event. The Festival maintains a significant widespread mailing list (c80,000) which could assist with the promotion of new initiatives.

Hay Music

An organiser of classical music events in Hay and the surrounding area and is looking into the possibility of a short festival of chamber music in the future.

Hay Vintage Steam Rally

A very popular event organised by the Three Cocks Vintage Society. It attracts around 5,000 visitors annually and offers family entertainment for all ages, with the main audience group coming from the wider local community. Sited just out of Hay towards Clyro, this event has been operating since 1981. Profits go towards a wide range of local charities, ranging from Hereford to Brecon and including various hospitals and medical organisations.

Hay Walking Festival

Started in 2011 by the Hay Tourism Group it takes place in October of each year. A slow growth and changing features programme is envisaged to sustain and grow the current levels of support. Included are events/programmes that encourage healthy walking, extended walks and features walks with a specific focus (e.g. foraging, photography). 48% of participants are domiciled well beyond the local area and stay in commercial accommodation or with local friends.

History Group

There is an increasing local interest in the history of Hay, which may well give rise to new initiatives that attract visitors in the short to medium-term. A new Hay History Group was established in March 2013, and they are active and energetic. They have a visiting guest speaker from America attending the June meeting and plans are progressing well for a Hay History Weekend to take place annually beginning in September 2013. This will tie in with activities of the Breconshire History Forum and Brecknockshire History Week. Interest comes in response to a successful Heritage Lottery Funding bid made by a local community enterprise who are restoring the old market hall in Hay and plan to open a free access heritage interpretation space in central Hay.

Horse Activity

There are a number of local horse based activity centres that should be encouraged to co-operate in developing a horse based event that will widen nationally the publicity for their businesses and focus attention on the area. The centre at Tregoyd is understood to be the most active in this matter, also Cantref Trekking & Riding Centre, Brecon, Free Rein at Clyro, Bryngwyn near Rhosgoch and The Grange at Capel-y-ffin. It is also understood that a Horse Cluster Riding Group is in existence encouraged/supported by the BBPNA

There is a need for an indoor riding facility to be created, so that there could be an increase in wet weather activity and capacity. A search for suitable unused Agricultural buildings would be helpful.

Institute of Art and Ideas at the Globe

Offers an extensive programme of festivals, arts and community events. The main festival, which coincides with the Hay Literary Festival, is called "How the Light Gets In". A range of evening entertainments is offered and is an available venue for expanding event programmes. Creates a 'centre of town' focus for entertainment,

and offers a range of activities for visitors to overcome wet weather and evening activity alternatives.

Llanigon Show

An annual event that will mark its' 54th anniversary in 2013. It takes place in August and offers traditional agricultural show family entertainment. It is supported by the Llanigon Young Farmers. The talent offered by this group is an underutilised resource.

Shopping

Second hand books are already an attraction followed by antiques, outdoor clothing and women's wear, arts and crafts. Visitors are known to react well to the present offerings in these areas.

This should present an opportunity for more targeted promotion, perhaps based on specific product consortia. In addition a 'day out' in Hay spent mooching around the shops and incorporating a nice coffee, pub lunch or afternoon tea, seems to provide a good deal of activity during times of inclement weather. Not a totally dry alternative, but a good deal more sheltered than many of the outdoor pursuits that also attract people to the town.

Whilst Tuesdays are accepted as half-day closing time, there is confusion about when shops are open. The Tourist Bureau finds it difficult to respond accurately concerning queries about Sunday opening. It would help if the Chamber of Commerce co-ordinated the opening hours that shops would wish to be open.

The Screen at Hay

A film society run by volunteers that organises a September Festival of British films with cabaret style seating and Bring Your Own Drink event at the Booths Bookshop cinema and the Community Centre. The annual event also takes place in surrounding villages.

The Swan at Hay

The Swan at Hay is the towns leading commercial Hotel with significant banqueting and meeting space, a bar and bistro restaurant.

Tourist Information Bureau

Based adjacent to the main car park, it is an independent tourist information service that provides information for visitors with limited opening hours. Opportunity exists for an exterior out-of-hours electronic information service to be installed and the offering of a smart phone reactive information service. As well as a much improved online tourist information resource to include a comprehensive, searchable accommodation availability and booking service.

If sufficient volunteers could be recruited the Tourist Bureau could be open for longer hours.

Transport

To encourage the use of public transport, accommodation services should be encouraged to make timetables easily available and to promote the summer season Beacons Bus Service and Offa's Dyke Flyer, and to include this information on their individual websites. It is noted that Powys will be introducing smart phone reactive information at all bus stops shortly.

Local accommodation operators trend not to promote the use of public transport to their guests and don't make use of tools such as Traveline Cymru to encourage them to enjoy 'car free' days out.

Electric vehicle availability and related charging facilities should similarly be promoted in and through the accommodation sector in their own promotion to visitors. Travel Network Limited provides fun, lightweight, eco-friendly travel across the Brecon Beacons National Park offering the hire of Renault Twizys from local tourist businesses across the Brecon Beacons National Park.

The Brecon Beacons National Park Authority can provide training for accommodation suppliers to become fully acquainted with the transport options.

Walking

Walking is one of the most popular activities of visitors to the area. This is being promoted through the activities of the Hay Tourism Group as well as existing commercial operations such as Drover Holidays.

Walking for Health for the local community is promoted through the Strollers section of Hay U3A.

A2 Visitor Market

Visitors to Hay and the surrounding areas comprise a number of market segments with a good split between activities for all ages. With a view to developing the market for Hay and with particular reference to expanding day visits into longer stays, it is important that a market segmentation exercise is undertaken to focus specific products to specific markets in the most efficient and effective manner.

The market presently comprises:

Primary

- Active Seniors
- Outdoor Activists
- Activity Holidays (Walking, Cycling, Riding, Trekking, Mountaineering)
- Families
- Book Enthusiasts
- Festival Visitors
- Self Catering
- Weekenders
- Day Visitors

Residents of the Valleys

- Hen and Stag Parties at weekends and groups of friends

Secondary

- Youth Groups
- Business/Corporate Activities
- Independent Overseas Touring Visitors
- Second home owners
- Family & Friends
- Local & Community Interest Groups
- Music

Subsidiary Markets (primarily in accommodation and eating establishments)

- Children welcome
- Dogs welcome
- Vegetarians welcome
- Accessible accommodation

A.3. Demographics

2011 Key Census Statistics Hay Community Council

Total Residents 1598

Age	Total	%	Employment Status (Age 16-74)		
0 - 14	225	14.0	Total Residents 16-24	1136	
15 - 19	76	4.76	economically Active	820	72.18
20 - 29	144	46.5	-self-employed	255	22.45
30 - 44	285	15.8	-full-time employees	353	31.07
45 - 59	335	20.96	-part-time employed	161	14.17
60 - 64	134	8.4	-unemployed	36	3.17
65 - 74	176	11.01	-full time student	15	1.32
75+	223	13.9	economically inactive/rtd	193	16.99
			Economically inactive	123	10.83
Sex					
Male	769	48.12			
Female	829	51.88			

There is a preponderance of older people living in the area, including a large population of economically inactive and retired people. However, 22% are self-employed which is an unusually high proportion.

There is a difficulty in keeping and recruiting people for low paid positions – many are dependent on benefits and will not want to work for more than 16 hours a week.

This situation will be hugely affected by the upcoming introduction of Universal Credit and see a significant rise in socially deprived residents.

In 2011 there were 828 households recorded of which 21% was social housing. The current Local Development Plan for an additional 78 affordable houses should bring

the total of households in Hay to over 900 making the social housing percentage less than 19%.

Unfortunately the Local Development Plan does not include any additional recreational or community facilities to meet this increased demand for services and facilities for all age groups.

Additionally, 2013 and onward will see the largest primary school intake for many years putting significant pressure on school places for future residents. In the future this will have a serious impact on the population balance, where already the majority of senior pupils move out of the town to benefit from further education and to find better paid jobs.

The calculations for what constitutes "affordable housing" take into account local income which, in Hay and the wider area is relatively high, however the wages paid to workers in Hay and area are significantly lower making rent and purchase unaffordable to young working people leading to further pressure to emigrate.

Of the resident population, roughly one third can be described as either cared for or carers. A third of the population (533) is over 60 years of age.

A.4. Hay Tourism Visitor Survey

(Key points from BBNPA Visitor Survey 2010 with reference to Hay on Wye set out below)

Majority of visitors on a short break

Most of older generation with relatively high spend potential

Over 50% are repeat visitors

About 25% on day trips

Majority booked accommodation direct with provider

Reasons for visit

- Bookshops
- Festival
- Shopping
- Scenery and countryside

Participation (Treat with caution)

- Walking 63%

- Canoeing 9%
- Cycling 7%
- Creative Arts 4%

Information, Access, Booking – Internet most used

Prior Knowledge of Hay/Area – quite a lot

Complaints (Selected key)

- Direction to Hay and within, street and footpath signage not very good
- Public toilets in poor condition and maintenance
- General dissatisfaction, demand for low cost as well as higher quality and evening alternative to pubs
- No evening entertainment, especially for children
- Little public seating
- Sat Nav difficulties

A.5. Wales Tourism Study 2012

The following are relevant extracts from the current Wales Tourism Study:

- Over three quarters of UK Day Visitors are from Wales
- Nearly half have mobile internet capability, but only 15% of UK Day Visitors had access and used their mobile device during their day trip to find out things.
- During the trip leaflets at attractions are the most mentioned sources of information with over half using these as information sources. This is followed by TIDs: used by just over one quarter of UK Day Visitors.
- The use of websites as information sources prior to the trip is growing. Just over two in five consulted a website for information prior to their trip (up from one in ten in 2009).
- Wales itself and the adjacent regions of North-West and West Midlands account for more than half of all domestic trips and spend

Wales Tourism Strategy 2013

Key Recommendations:

- Develop tourism activity and specialist markets and secure maximum benefits from major events in high profile venues'
- Work to extend the tourism season and associated benefits.

Key focuses:

- Driving a product-led approach that identifies fresh reasons to visit Wales
- Providing opportunities for local communities to deliver memorable visitor experiences

The Strategy identifies a product led approach to developing and marketing tourism in Wales. The GB market is the main market for Wales and will continue to be the main focus. Marketing activity will be increased to London and South East Midlands and Yorkshire, as well as within Wales itself for the first time.

A.6. The Community

House prices are high and housing development opportunities are constrained, second home and holiday home ownership is almost double the Powys average.

There is a need for a more suitable Community Centre that will assist to draw together many of the social, club and cultural activities of the town

The potential loss of the swimming pool at the primary school will not be helpful in sustaining the health and safety of future generations living near to an attractive river site.

Whilst there is a wide scope of activities promoted to visitors and certainly many businesses are based on attracting young people to enjoy what is available in the area, there is little involvement of locally resident young people. This needs to be looked at with a view to getting local young people more closely involved with these activities.

Chamber of Commerce

Financed from annual subscriptions, is responsible for organising the Christmas lighting and funding local enterprises. The Chamber fulfils an important function for the town and has need of greater support to enlarge its role of encouraging local commercial activity.

Community Cupboard

A volunteer organised group that collects food and donations to assist those who may be disadvantaged in respect of a sufficient income to support them.

Community Support

Act as a focus for community activities and produce a listing of services that are available in the area. They operate a volunteer system a 'befriending' service to meet personal needs of local people. As an important community asset it lacks exposure and easy access.

Community Vegetable Patch – supplies local greengrocers

Friendship Club

A social club for senior citizens that meets monthly at Cusop Hall for afternoon tea.

Glasbury Get-Together Club

Has a regular programme of visits to places of interest, theatre. Meetings are held in the Glasbury Village Hall.

Hay Dial-a-Ride

A community car scheme run by volunteers that provides mini-bus and car services at low cost to those over 60 years of age the community. It acts as an important backup to Community Support and maintains continuous links with those who need a wide range of help, advice and companionship services.

Hay in Transition –

A group that encourages 'green' sustainability in the area, they would like to develop a 'group energy purchase scheme' to lower energy costs They have organised Community Rubbish Clearance events

Hay & District Sports and Community Association Ltd..

Founded in 1992 and formed as a Registered Charity in 2001, with a principle purpose of providing facilities for recreation or other leisure activities for the benefit of the inhabitants of Hay-on-Wye and the surrounding districts in the interests of social welfare and improving the conditions of life.

Starting with a 10 acre field, part of which was sold to build a Medical Centre, there are now two full sized football pitches, which were floodlit in 2008. Proposals have been instigated to build a school that would incorporate a Youth Centre and Community Hall and a Nursing Care Home. There has been no recent progress on this matter.

Hay Hotfooters

A very active and popularly supported club that organises various running, training and racing events in the area.

Hay Literary Festival

The Festival organisers are deeply involved in the development and encouragement of community activity. Hay Fever is a programme for children. Volunteers, many of them local help to run many aspects of the festival. Work experience at the Festival is offered to young people.

Hay Festival also offers internships, especially to overseas students from its' partner countries, in Spain, Africa, and Colombia.

Similar stewarding, voluntary and internship placements are available at the Globe during 'HowtheLightGetsIn' in May and Crunch Art Festival in November.

Hay Luncheon Club

Offers an interesting programme of after lunch entertainment.

Hay-on-Wye Markets Ltd.

Owned totally by the Hay Chamber of Commerce is the organiser of the Thursday Market and gets its income from the stall rentals. This income supports the Christmas Lights event, and funds where possible local enterprises.

Hay 'Stitch & Bitch'

Sewing, crafts and knitting group, meets at the Swan weekly and is responsible for the several 'Yarn Bombing' incidents.

Hay Together

Hay Together is a newly formed group of local community organisations and interests with the aim of co-ordinating their activities and to increase awareness and develop benefits from co-operation.

Temporarily office accommodation has been made available to Hay Together at Hay Castle for a meeting and information centre.

Hay Tourism Group

An active group for the promotion of tourism to the area. The Group has already organised the annual Hay Walking Festival and the Bike Fest and who will act as the promoters of several of the proposed actions in this document.

Hay Walkers

An organisation that plans and operates a year round walking programme , primarily for local people and encourages older people to walk.

Hay Women's Institute

A small but generally youthful group of women who campaign for a wide range of local and political causes.

Linking Schools with local businesses

An aim of the Gwynerfed School to introduce pupils to the way in which local business supports the community.

Parents & Toddlers Group

Hay is experiencing something of a 'baby boom' according to the local Health Visitor. Not only are more 30-something couples moving to the area to start a family, but the

existing population are also growing. Two of the local schools are at full capacity and both (Hay and Clyro) are going to be rebuilt during the summer of 2013.

Unsurprisingly therefore there are significant demands for pre-school age children's clubs, play grounds and primary and pre-school holiday activities. There are various parent and toddler groups active in village halls across the Hay area (Llyswen, Llanigon, Clyro, Clifford, Glasbury, Whitney etc) and an active playgroup and parent and toddler singing group in Hay (although it operates from Cusop Village Hall).

The North Weir Trust.

The Trust formed for the benefit of Hay on Wye and the surrounding area. It can provide financial assistance to persons living within ten miles of Hay Town Clock wishing to undertake projects that will either advance their education or extend their professional expertise through voluntary work.

The Warren Club & Butter Market

The Warren Club and Hay Butter Market are administered by a group of local unpaid trustees who are continually endeavouring to maintain this beautiful meadow and have been instrumental in maintaining the Buttermarket.

Town Loyalty Scheme – Totally Locally

A scheme to encourage residents to shop locally by promoting the overall benefits of purchasing from local suppliers and stresses the way in which this supports jobs and the local economy by using pre-prepared publicity material..

The Village Quire, Glasbury

An active choir group who perform locally and around the UK drawing upon a wide range of folk and other music

Youth Activity

There are a range of youth clubs and organisations that support and organise activities for the young. Among these are the Scouts and Beavers who follow the traditional pursuits of scouting.

There is a strong football following among the younger boys, and each year a well-attended football camp is organised by the Hereford Football Club.

Youth Club

Meets on Tuesdays and Thursdays at the Community Centre this club acts as a focal point for young people to 'hang out' with supervision. Powys plans to demolish the building in the near future leaving the young people of the town with nowhere suitable to exercise their energies.

A.6. Transport and Parking

Basically public transport is thin on the ground, especially in respect of connections from the railheads at Hereford and Abergavenny.

The introduction of a French local transport system (Fil'Bus) that engages local taxi services in transporting customers from key arrival points to their Hay and surrounding area local destinations would improve visitor access ability. Such a service is bookable between one hour and one month in advance by telephone or the internet, tickets are issued at a standard rate.

Parking facilities can be cramped at peak periods. Hay Cattle Market lease is renewed every 7 years and 2013 is one such year. It is proposed that the cattle market be used as a car park 6 days a week, but to retain its' market function on Market Days.

With the rapidly increasing price of petrol and with concern for environmental issues it can be contemplated that the overall tourism market could be encouraged to visit Hay and the surrounding areas by coach transport. This implies the introduction of suitable parking areas fitted out to cope with rubbish disposal.

Residents parking system is to be introduced shortly.

During the period of the Literary Festival more attention needs to be paid to traffic control.

Transport

- Generate greater knowledge of what is available.
- Promote electric vehicle rental and charging opportunities.

- Better promotion of the ‘walkers Bus’ service and other bus transport facilities
- Roll out the Hay Festival’s promotion of ‘share a car scheme’ as a means to bring visitors to Hay:
- Hay Festival partners with both goCarShare and BlaBlaCar.com to help connect drivers with spare seats and those needing help getting to Hay. It’s a great way to meet likeminded people, as well as being a big help in reducing carbon emissions and congestion – and it also saves everyone money.
- The festival also suggest people take train to Hereford and hire a car from there via LT Baynham Self-Drive Hirentrol, particularly in respect of parking and awareness of pedestrian needs.

A.7. Information and Interpretation

GPS – based apps.

This is a proposal to create a series of themed walks around Hay. This was trialed during the Hay Festival in 2012 and support will be sought to introduce and extend the themes to include conservation and wildlife as well as historical material. It is understood that this project has been adopted by the Powys Council and work is proceeding on creating two GPS trails for Hay. Funding for such an imitative may be available from the Visit Wales Digital Tourism Project.

Great Days Out

A publication that will offer a programme of activities that can be enjoyed around Hay, including suggested circular walks. This leaflet will be issued by the TIB and distributed among accommodation properties in the surrounding area.

Hay Walking Website

This website has been set up by the Hay Tourism Group and it is proposed that it should carry details of the walking programmes and activities that are available to visitors to Hay. It will also work closely with Walkers are “Welcome initiatives

Hay Website

The ‘Official’ Hay website provides information about Hay, but does not sell the town and surrounding areas. There is a need for the webmaster to instigate an ‘out of date’ surveillance system to avoid material input by others being out of date.

Life in Hay Blog

Has some of the most up to date information on what is happening in Hay, produced by (Lesley Arrowsmith) LifeinHay.blogspot.co.uk

Print

With Collabor8 help a guide to the town “Hay at a Glance” which includes a street map has already been produced and is distributed from the TIB. This has already been regarded as a great success.

Other Guides/Maps

1. Hay Bookshops (Addyman; also to be online)
2. Timbuktu Town Twinning Trail
3. Accommodation Guide – Hay TIB
4. Wye Local – a monthly magazine, carrying advertising for many of Hay and surrounding district facilities and events

Other items required

- Craft/Art Galleries Guide
- Walks from Hay (HTG)
- Events listing
- Hay and Surrounding Area Attractions (HTG/BBNPA)
- Hay Historical Trail Map / Timbuktu twinning map/trail

QR Symbols/Codes

For those with smart phones, a growing market, and the possible introduction by Powys Council of such symbols on bus stops so that timetables can be easily read.

There will be opportunities to introduce town tours and other information to visitors using these symbols strategically placed. The code links the user to appropriate Wikipedia pages in the users own language.

The Timbuktu Trail is to be developed using this method.

Signage

There is no easily found map of the town available, although it is planned to install a town map at the regenerated Cheesemarket.

There is little or no signage to key points of interest, eg: Wye River and other facilities.

Directions to the key walks for visitors (Offa's Dyke, Wye Valley, etc) are not easily found from the town centre

Social Media - Facebook, Twitter and Google + Accounts

As one part of the promotion for Hay and the proposed activities it will be necessary to set up the relevant accounts and to appoint manager for them to ensure consistency and that a policy to be agreed is followed.

Wye Local

A monthly magazine that contains articles from most of the Hay and surrounding area organisations, plus a list of events.

A.8. Summary of General Facilities

Buttermarket, let by the Warren Club

Cattle Market Car Park To be made a public paying car park

Hay Cheese Market – will offer an historical Information focus for the town. The building will open in 2014 and will have an opening ceremony that could be used to launch tourism initiatives

Clyro Court – has potential as it has been a grand hotel with extensive grounds and car parking facilities. Currently run-down and for sale

Community Centre New roof about to be put on, or be demolished?

Council Offices – located in the centre of Hay, more could be made of the meeting rooms and facilities.

Gwernfed School – Gym facilities, available evenings and weekends

Hay Castle & Precincts Garden facility for open air events

Hay Library Green – one of the few green spaces in the town, with a park bench

Masonic Hall

Parish Hall – underused community space.

Primary School Awaiting planning, may evolve into a Community Centre facility

Salem Chapel Schoolroom - has been used as an art gallery, good space, very run down, and in need of structural repair

St John's Chapel – central to Hay, attractive and underutilised, planning permission has been applied for to open as an evening café.

St Mary's Church An especially good organ, recently refurbished with funding from the Heritage Lottery, good space for classical music

Swan Hotel Ballroom Costly heating in the winter

Trewern Activity Centre – indoor climbing wall, outdoor cycling/BMX/pump track

Waterside Landing Stage Inc. Fishing area for the disabled

Warren Conservation area with swimming within walking distance of the town centre

Surrounding Area Various Community Halls, see Appendix A10:

A.9. Surrounding Area Communities

Clifford

The village has a vibrant and popular primary school, with pre-school and nursery. There is a modern and well used village hall (also used by and adjacent to the school). A Beautiful and active church, an Ancient castle with ruins of historic interest, and the River Wye Footpath.

Cusop

Parish on Hays doorstep. Good, modern village hall, new playing field with herb garden, active parish council and another picturesque and well used church. Footpath up through village, passing site of former brick kilns and up towards Hay Bluff and Craswell.

Clyro

Popular and expanding primary school. Brand new kids playground.

Nearest petrol station, with village shop. Car garage, active church and older village hall. Baskerville Arms, provides Facilities for organised indoor and outdoor activities, popular music events.

Various camp sites.

Llanigon

Village school still going (just), garage, dwindling church community, but none-the-less church active at harvest festival, Christmas etc.

Modern and well used village hall (adjacent to school) and floodlit outdoor sports pitch.

Llowes

Radnor Arms, a pub that provides good menus and is open intermittently.

Glasbury

Convenient river access and successful Wye Valley Canoes (inc new bunkhouse, bike hire and Vesper hire). New children's' playground

Petrol Station and shop. Large and well used church. The Harp Inn has a weekly programme of quizzes, games and music entertainment.

Three Cocks

The site of local high school, with wide catchment area. The High School Gym used widely by local community. Successful garden centre, which attracts customers from wide local area. Petrol station and shop

A.10. Inclement and Wet Weather Alternatives

With the increasing accuracy of weather forecasts it is critical that wet weather alternatives are well publicised.

The following comprise activities in Hay that are available during inclement weather:

Antique Shops Antique Market and quality

Arts & Crafts Pottery, Painting and Sculptures, Haymakers Co-operative

Bookshops - wide range of specialities

Cafes, restaurants and Pubs

Cinema Limited opening times, but with new releases

Globe - Globe Fayres and weekend events, Tuesday Open Mic

Seven Stars Swimming pool and sauna for hire

Trewern Activity Centre – indoor climbing wall

Women's Wear shops - about 5 retail outlets selling individual styles.

A 11. People and Organisations consulted

Addyman Books	Anne & Derek Addyman	
Backfold Books	Haydn Pugh	
Boz Books	Peter Harries	
Brecon Beacons National Park	Richard Tyler	
Community Support	Sandra Harvard	
Concerts for Crasswall	Sue Norrington	
Drover Holidays	Luke Skinner	
Eco Travel Network Ltd	Julie Dawson	
Eighteen Rabbit	Louise Davies and Andrew	
Fleur de Lys Antiques	Sally Harman	
Fly Fishing Wales	Kim Tribe	
Glasbury Activity Centre	Jon Everington	
Glasbury Arts	John Fitzgerald	
Globe	Sarah Green	
GPS Storymap	James Roberts	
Gwernyfed School	Stuart Rees	
Hay Bike Festival	Anna Heywod	
Hay Castle Foundation	Nancy Albert	
Hay Chamber of Commerce	John Evans	
Hay Community Choir	Catherine Hughes	
Hay Dial a Ride	Ellie Spencer	
Hay Does Vintage	Jo Hodges & Naomi Parsons	
Hay History Society	Mark Robinson	
Hay Hotfooters	Jo Lord	
Hay in Transition	Tim Organ	
Hay Literary Festival	Andy Fryers	
Hay Music	John Stark	
Hay Pottery	Simon Hulbert	
Hay Together	Nick Hankinson	
Hay Together	Clare Purcell	
Hay Together	Johnny Kramer	
Hay Tourist Information Bureau	Directors and staff	
Hay Walking Festival	Alison O'Grady	

Hay Walks	Dave Bennett	
Hay WI	Ellie Spencer	
Hay Youth Club	Gaynor Keeble	
IAF Design	Ian Foster	
Jump for Timbuktu	Anne Hillyer	
Outdoors@Hay	Mick Collins	
Parent & Toddler Singing Group	Anna Carlisle	
Piece by Peace Festival	Tim Rawlinson	
Powys Tourism	Julie Lewis	
PSM Outdoors	Peter Mayall	
Screen Hay	Karen Davidson	
Swan Hotel	Amy Mackintosh	
Tregoyd Riding	Haydn Jones	
Trewern Activity Centre	Juliet Parker Smith	
Woodlands Activity Centre	Chris Pierce	
West View Guesthouse	Julie Dawson	
Wye Local	Lisa Marie Badham	
Wye River Festival	Rhona Muirhead	
Wye Valley Canoes	Jane Hughes	
Young Farmers Club, Llanigon	Clare Purcell	

A 12. ACTION PLAN TIMETABLE

Key to Priorities and Timescales

Priority	Timescale
H - High Priority	S - Short (Within first year)
M - Medium	M - Medium (Within 2 -3 years)
L - Low	L - Long (Within 4 years)

PROPOSED ACTION TIMETABLE				
Task	When / Priority	Who	Funding	Objective
Activity Centre Co-op	HS	Hay Tourism Group	Self-Funding	Using spare capacity and activities to build a wider visitor market for these centres
Hay Dark Skies Festival	HS	BBNPA/ Hay Festival	BBNPA/Hay Festival	A new event to build the overnight accommodation market
Hay Fashion Week	HS	Hay Tourism Group	Chamber of Commerce	A new event to develop overnight stays
Hay on Wye Website	HS	TBA	Rural Alliance / Self-Funding	To improve the visual and information promotion of Hay and the surrounding area
River Wye Festival	HS (2014)	Organising Committee	AONB + Sponsors	An event that will focus on the delights of the Wye and be the origin of an annual event
Marketing Plan	HM	HTG/Hay Together/TIB	HTG/Hay Together	To win wider publicity for the pleasures of visiting the area
Website	HM	Chamber of Commerce/HTG	Self-Funding	To improve visitor information and services
Accommodation	HM	HTG/Hay Together	Self Funding	Improve promotion of and accessibility to overnight accommodation
History Weekends	HM	Hay History Group	Self-Funding	A new product to attract new markets
Image Gallery	HM	Hay Photographic Society	Self-Funding	A new resource to improve publicity opportunities and involve the local

				community
Weekend Action – Try an Activity	HM	HTG	Self-Funding	A new product to build the family overnight market
Walkers Are Welcome	HM	HTG/WAW	HTG	Improve walking facilities for visitors, especially signage
Hay Town Walks	HM	Cheese Market Group/ TIB/Hay History Group	Self-Funding	New product to attract package tours
Signposting	HM	Hay Council	Council/Sponsorship Rural Alliance	To improve visual access to the towns attractions
Produce Event Calendar	MM	HTG	HTG	With more effective communication build larger audiences
Summer Weekend Walking Programme	MM	HTG	HTG	Sustainable promotion of Hay as a walking destination
Empty Shops Scheme	MM	Chamber of Commerce	Chamber of Commerce/Estate Agents	Sustain local shopping opportunities and appearance of the town
Event Booking System	MM	TBA	TBA	A service that will help to promote events and make booking easier
Event Insurance Scheme	MM	Hay Together	Self-Funding	Assist organisers of events to achieve the best rates of insurance
Hay Bookshop Co-op	MM	HTG	Self-Funding	Encourage publicity for the bookshop sector and generate a wider publicity
Hay Craft Week	MM	TBA	Self-Funding	To focus on the wide range of arts and crafts that can be enjoyed in Hay and the surrounding area
Trace Your Ancestors	LL	Hay History Society	Self-Funding	A new product to enlarge the overall market with perhaps a special attraction for overseas visitors
Horse Activity	LL	HTG	Self-Funding	To promote and encourage the riding and trekking market