



nash
partnership

Talgarth

Town Centre Placemaking Plan



PREPARED BY OWEN DAVIES CONSULTING

DECEMBER 2023



Talgarth

Town Centre Placemaking Plan

Talgarth is a small, ancient market town that by the 19th century was a centre for trade and commerce and famous for its horse fairs. Talgarth continues to be a vibrant working town with a livestock market providing a focus for agriculture and the wider rural community. The town also functions as the local service centre for neighbouring communities that use the primary school, doctors' surgery, pharmacy, library and range of important community facilities and numerous sports clubs.

Talgarth's town centre is small with a handful of shops and services that are mainly reliant on day-to-day shopping by the local community and a few specialist independent traders which help to attract visitors from further afield. Leisure and cultural facilities add to the variety of activities and the annual town centre events help to sustain an important seasonal visitor economy, strengthening the town as a destination for visitors exploring the Black Mountains.

Over recent decades the town has faced several regeneration challenges including the closure of the Mid Wales Hospital, the construction of a town relief road, and the restoration and opening of the town's historic Mill. The present day relocation of the Co-op to a new site on the edge of the town is the latest in a series of major tests for the vitality of the town centre.

This Placemaking Plan ('the Plan') is being prepared with the backing of the Welsh Government's Transforming Towns programme, Powys County Council, Bannau Brycheiniog NPA and Talgarth Town Council. The Plan has a focus on the town centre. Its purpose is to address the current challenges, build on existing initiatives and the work already undertaken to help regenerate Talgarth, to set out a vision for the future of the town centre and to provide an investment plan to help deliver this vision.



Over recent decades the town has faced several regeneration challenges

2

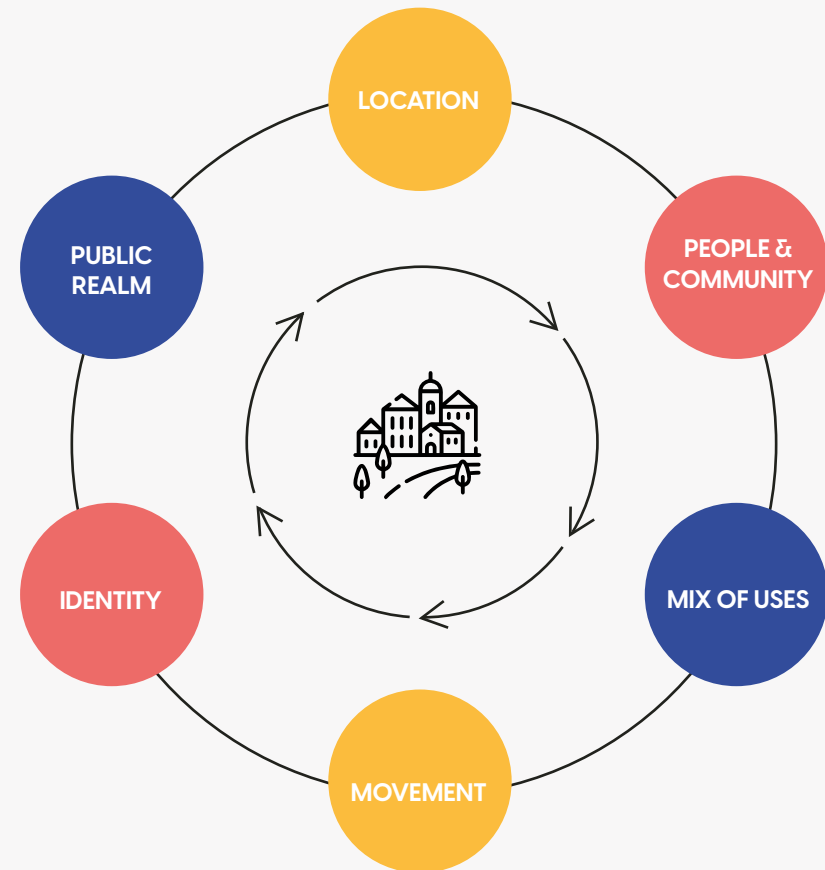


Making the Town Centre a Great Place

Historic places like Talgarth have been a focal point for communities for centuries, and this contributes to their individual identity and that of the wider area and its population.

Places shape us and we continue to shape them. This Plan provides the opportunity to help celebrate and grow the best features of Talgarth whilst reinvigorating the less-loved ones. And the town centre also has a local role to play in helping to address the interlinked challenges of the climate crisis and biodiversity loss.

A great place also needs to deliver on several fronts simultaneously. The Placemaking Wales Charter describes of these as six key themes which work together to make a great place.



Stakeholder & Community Involvement

This Placemaking Plan has been developed based on the information and feedback provided by the community of Talgarth over an eight-month period.

4

From May to August 2023, local stakeholders helped to identify the key issues and opportunities in the town centre and the priorities for the emerging Plan. As part of this, a meeting was held in June, and this was attended by around 15 representatives of local businesses and community organisations. An online participation platform that allowed residents to propose ideas was also launched and promoted locally. More than 18 comments were submitted, and this feedback informed the development of draft project ideas, which were then discussed with key local stakeholders in August 2023.

In October 2023, the draft Placemaking Plan was put on the online participation hub for review and feedback. The Plan was viewed 850 times by 272 individuals, and 56 comments and 19 feedback survey responses were submitted. In October 2023, a public drop-in session to review and comment on the draft Plan was held, and this was attended by over 70 residents and representatives of local businesses and community groups.

In Talgarth, key local stakeholder groups included Talgarth Town Council Talgarth and District Regeneration Group, On The Verge, Grow for Talgarth, Talgarth Mill, Talgarth Walkers are Welcome, and Black Mountain College amongst others.

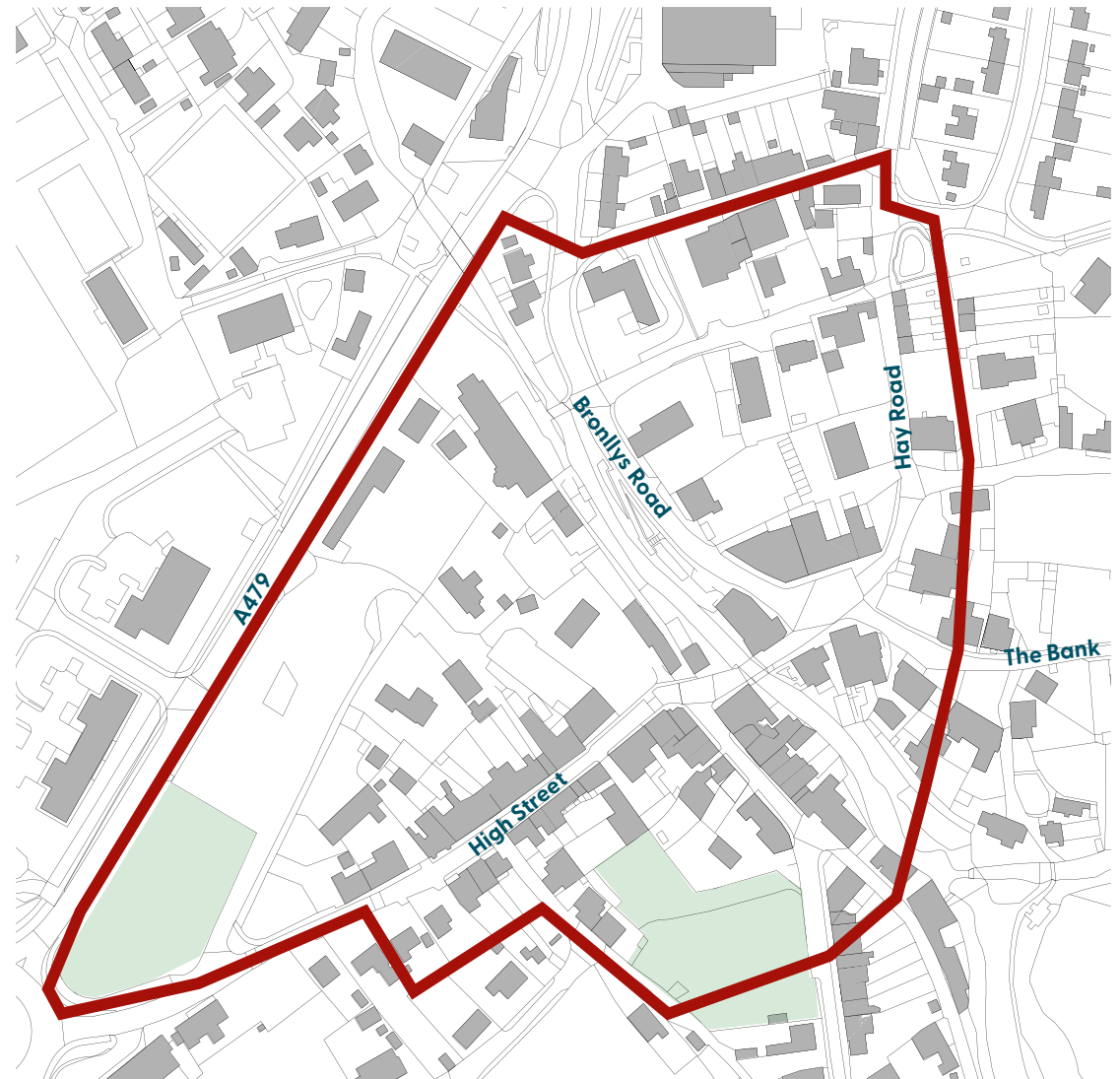


Town Centre

To align with Welsh Government's Transforming Towns programme, the main area of focus for this Placemaking Plan is the 'core' town centre. In Talgarth, this comprises High Street, Bell Street, The Square, Bronllys Road, The Bank and Hay Road.

The Placemaking Plan discusses development activity and opportunities in the area surrounding this 'core' centre when they could have a significant impact on the centre itself. In Talgarth, the area surrounding the 'core' town centre contains a diverse range of supporting community and leisure uses, including sports and recreation facilities, employment sites, the doctors' surgery, the primary school and co-located public library, the livestock market, a small supermarket, and the old school site.

The 'core' town centre is indicated by the red line on the diagram.



Health Check

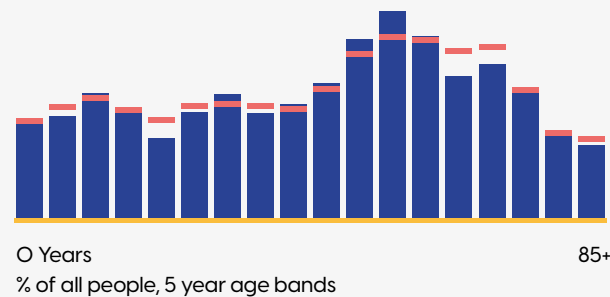
The information in this section provides the context for the analysis and ideas in later sections of this Placemaking Plan. It is a summary of the Talgarth Baseline Health Check Report 2023, produced as part of the Placemaking Plan development process and available on request.

6

Population

Talgarth had a population of 1,254 people in 2021, and around 3,600 people lived within 5km of the town centre. Talgarth has an older population and a smaller proportion of people of working age compared to the national average. The Welsh Index of Multiple Deprivation (2019) shows that Talgarth is amongst the 30% least deprived areas in Wales.

Age profile, Talgarth (blue) and Powys average (red bar)



Public Realm

Talgarth is a compact, attractive and historic town, and its centre contains many eye-catching features including the river, the Square, Talgarth Mill and the Town Hall.

The layout of the centre has been formed by a series of radial routes feeding into The Square and the course of the Ennig. Due to the topography, there is a sense of an upper and lower town, with the Church and former primary school sitting on higher ground above High Street and The Square.

Most buildings are mid-to-late 19th Century, with typical Victorian shop fronts for commercial premises, and terraced and detached houses that reflect an industrial age, interspersed with evidence of medieval and 17th Century houses in High Street.

As well as the riverside area, many of the small open spaces around the town centre are filled by planting or a biodiversity project, and this gives the town a green feel. Subtle features and signs also make the centre feel quirky and humorous, adding to its charm.



Diversity & Vacancy

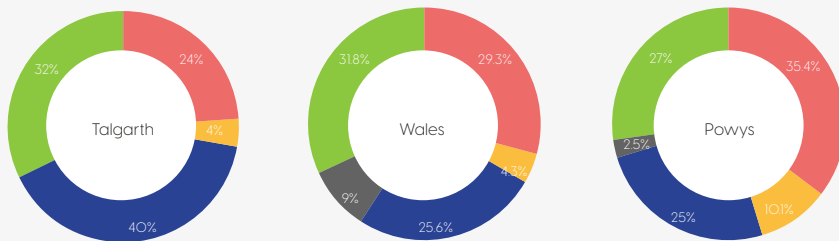
Despite being a small centre, Talgarth contains a good mix of retail, leisure and services uses. Its core 'essentials' offer currently includes a butcher and deli, bakery, grocery store and pharmacy. Leisure businesses include two cafes, a pub, volunteer-run museum, visitor information centre and various forms of visitor accommodation. The services include two hairdressers and among the specialist offer is the interior furnishings shop and ice-cream parlor.

There are very few vacant commercial properties in the town centre, none are actively marketed as available for use and are likely to have been mothballed into would-be residential and storage uses. Bell Street specifically has experienced a substantial decline in its commercial role with the last remaining active frontage provided by The Strand Café.

In comparison with the Powys average, Talgarth has a much smaller retail (comparison and convenience) offer. The proportion of services is slightly above average, however, and it is clear that the range of leisure is a particular strength.

Types of businesses as proportion of occupied units:

Comparison Convenience Leisure Miscellaneous Service



The majority of the town centre's businesses are independent, including the family owned butchers (established in 1935), pharmacy, and the bakery and craft shop located at Talgarth Mill. Several businesses also trade with reduced opening hours and close on a number of weekdays.



Attractions & facilities

One of the centre's major strengths is the level of visitor facilities and attractions. The main attraction is Talgarth Mill, a fully restored 18th century working water mill, shop, bakery and café. The Mill is run by volunteers and managed by Felin Talgarth Mill Ltd, a not for profit organisation. The café and bakery operate under license; the craft shop is run by a co-operative. The early closing times and the lack of full weekend opening of the café were a drawback, although a new café operator has recently extended the opening times. The Trustees have identified the need to improve the Mill's visibility onto the Square with outside street and fixed signage.

The small volunteer run Museum and separate Visitor Centre are also volunteer run on a part time/seasonal basis – nonetheless, both are important visitor facilities.

Talgarth also has a small number of important community facilities within and close to the town centre, including Talgarth Town Hall and public toilets, and Talgarth Church Hall. The Talgarth Community Library is located at Ysgol y Mynydd Du on the edge of the town, and several important sports clubs are also situated nearby.

Talgarth Livestock Market, positioned on the edge of the town centre, is nationally renowned for its weekly sheep sales and attracts buyers from across the UK

Movement

The compact nature of Talgarth means that people with good mobility are easily able to move around it by foot or bike, although in places the pavements narrow significantly because of historic narrow streets, and in places some road junctions are wide from when the trunk road passed through the town centre, before the building of a bypass.

Talgarth is surrounded by fine countryside and this can be accessed via public rights of way leaving the town in all directions. The town's (currently free) public car park is close to the town centre, but road signage to it and pedestrian signage from it could be improved.

The town is currently served by three bus routes, including two TrawsCymru services, but they are infrequent and even more so on Sundays.

Identity

Talgarth is described and marketed as a small, ancient market town and a base from which to explore the Black Mountains and Bannau Brecheiniog and visit the nearby towns of Brecon, Crickhowell and Hay-on-Wye. However, it

is also home to a number of prominent community groups and organisations focused on environmental issues. Black Mountains College in particular has a growing national profile as a centre for environmentalism and sustainability, and has strengthened the town's present-day 'green' personality.

The town does not have a central visitor-focused website, and there is no single brand for the town widely used across printed and online marketing materials.

Stakeholders & Partnerships

In addition to the Town Council, Talgarth is home to an active network of community organisations, including those promoting the town, driving its regeneration, working to improve the town's sustainability, organising events, and coordinating sports teams and social clubs. The Talgarth and District Regeneration Group is a body joining up and coordinating various stakeholder groups.

Further background analysis can be found in the Talgarth Baseline Healthcheck Report 2023.

Talgarth Constraints and Opportunities

Constraints and Observations

- 1 Co-op convenience store has moved from the town centre to the town edge. How can customers be encouraged also to visit the town centre.
- 2 A new school is located on the edge of town. The safety and quality of footpath need to encourage parents & children to visit the town centre as part of the school run.
- 3 Large, free public carpark located close to the town centre however footpath links are not direct and could be better signposted.
- 4 The relief road means that there is less passing trade through the town centre and visitors can miss it.
- 5 Narrow roads through the town centre over the river bridge can be tricky to negotiate and pavements are narrow in places.

Opportunities

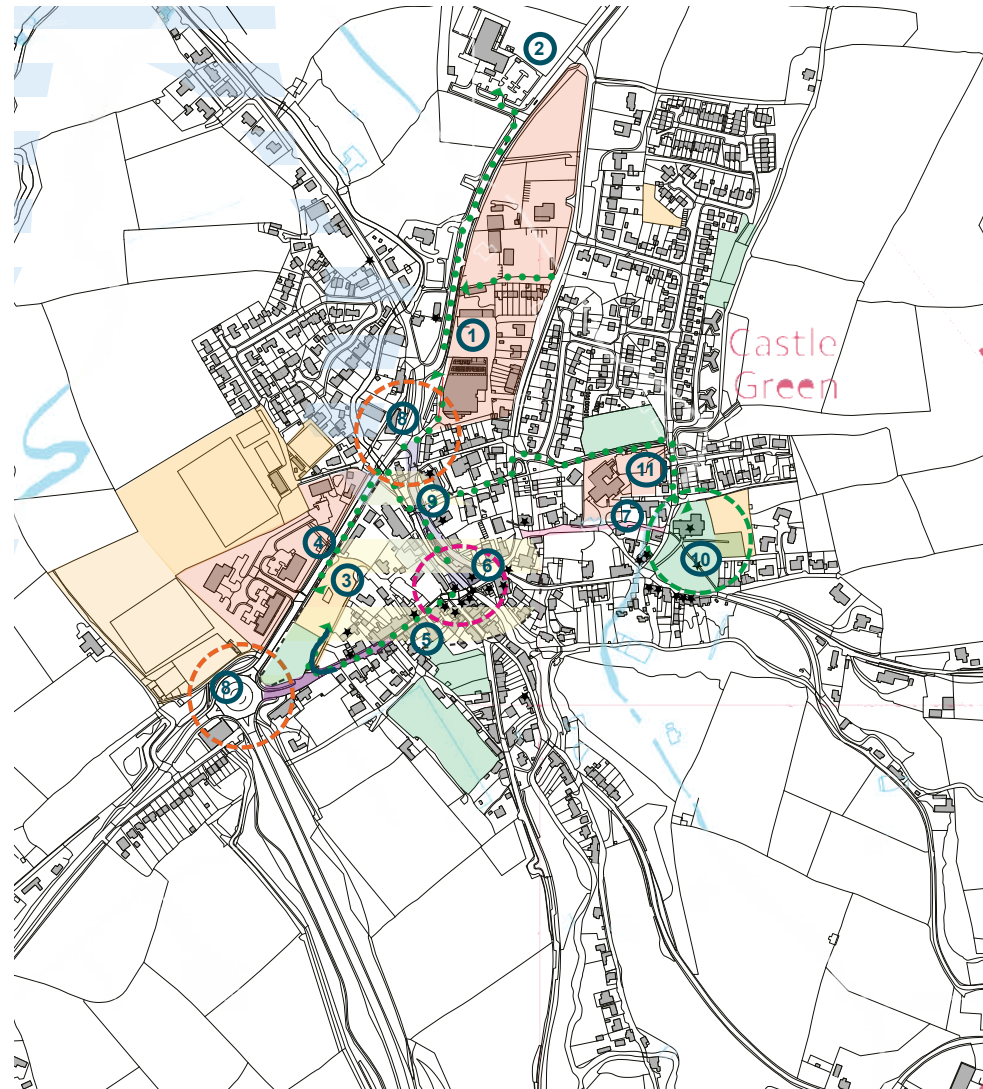
- 6 Create a new town square outside the former Co-op looking at public realm improvements.

Opportunity for new commercial premises in the former Co-op with improved shop fronts and residential accommodation over.

Mill, tourist information and Town Hall (with WCs) create focal points in the town centre.
- 7 Former school site maybe redeveloped for housing which is walk-able to the town centre. The existing school building is an opportunity to create employment or education facility.
- 8 Opportunity to create clearer gateways/entrances into the town centre with signposting or public realm improvements just as junction narrowing surface treatments and branding to illustrate the Mill and Town Hall.

Coordinated exercise in town branding and marketing including physical features eg flags, colours, logos and web material highlighting community facilities and events.
- 9 Bronllys Road has attractive river frontage with planting, seating and memorials. Could this concept be developed further, linking to activities in the Mill and creating stronger gateway into town.

Existing hotel has potential to be expanded and is well positioned in town centre.
- 10 Attractive Church and Church yard with local heritage interest provides tranquil setting close to town centre
- 11 Former hospital site an employment and housing opportunity on the edge of town.



Opportunity to create a clearly identifiable town square for community events such as a market outside refurbished shop fronts of the former Co-op



The Mill, cafe and waterfront garden are significant local assets to draw people into the town centre

Key

- Buildings
- ★ Listed buildings
- River and flood zone
- Conservation area
- - - Gateways to the town centre
- ... Important pedestrian links
- Community uses
- Commercial uses
- Church and church yard
- Green spaces

Key Issues and Opportunities

Despite many challenges, Talgarth enjoys significant strengths many of which have reinforced its reputation as a visitor destination and gateway to the Black Mountains. In recent years the town has cultivated a distinctive 'town of gardens' character and there is clearly a passionate local community.

The numerous grassroots activities, a strong sense of environmentalism and a range of cultural and sporting institutions provide the foundation for activities across the year. However, the Co-op relocation has considerably altered the character of the town centre as well as the level of footfall and activity.



The strengths and weaknesses of the town centre include:

Uses & activity

- Small yet diverse, with a mix of essential shops, specialist independent businesses, cultural and community facilities.
- Very few vacant buildings, resulting in few opportunities for new business growth and expansion.
- Important vacant buildings such as the Old School require sustainable economic and community uses.
- Impressive range of visitor facilities including free public toilets, Visitor Centre, Museum and historic mill.
- Inconsistent business opening hours – some weekdays there are more businesses closed than are open.
- Undeveloped evening economy.

Destination & identity

- Attractive and historic town centre with many eye-catching features.
- Recognised for access to the Black Mountains and a base for walking, cycling and gliding.
- Poorly signed and promoted from the strategic roads passing through the town.
- Well-known seasonal events and festivals that highlight the towns strengths (e.g. Walking Festival and Festival of the Black Mountains).
- Underdeveloped online presence and minimal marketing with the need for a unified Talgarth brand and identity.

Traffic & Movement

- A walkable town centre, however, most of the public spaces give priority to vehicles and parking.
- Historic streets with narrow pavements and poor accessibility for most users including people with mobility issues.
- The car park lacks clear intuitive wayfinding for the town centre.
- Livestock Market experiences shortage of on-site parking on market days.

Employment

- A 'working town' with important business and employment areas supporting the centre – these areas need protecting and growing to sustain the foundations of the town economy.

Living


- Prevent the unsustainable loss of homes to short term lets and help sustain a younger and economically active population.
- Opportunities exist to convert buildings and build new affordable homes close to the centre.
- Ensuring that the phosphate stripping 'headroom' is sufficient to allow new residential developments whilst meeting obligations to protect the River Wye catchment.

Learning

- The growth of the Black Mountains College has created a need for a range of facilities and student accommodation ideally situated close to and within the town.

Key Objectives


The relocation of the Co-op has changed the appearance of the centre and reduced footfall, traffic, and activity in the centre. Whilst this is a concern, and an underpinning issue for this Plan, it is also an opportunity to re-examine what is currently working well and not so well in Talgarth, whilst identifying how the town might wish to attract new investment in the future. In response, the key objectives of the Plan are to make the town centre:

 **1** More attractive for new footfall-generating businesses, community and educational uses

 **2** Easier to discover, navigate, walk, and wheel through

 **3** Better-designed, greener and livelier during the day and at night

 **4** Forward looking with modern EV and digital infrastructure

 **5** Better promoted with a unified online presence

Project Delivery Areas

There are four project delivery areas which provide a focus for the Plan, each one combines several proposals with the potential to transform the centre. The Plan also identifies several crosscutting actions that apply to the whole town centre and help to deliver the vision and objectives.

13



1. The Square



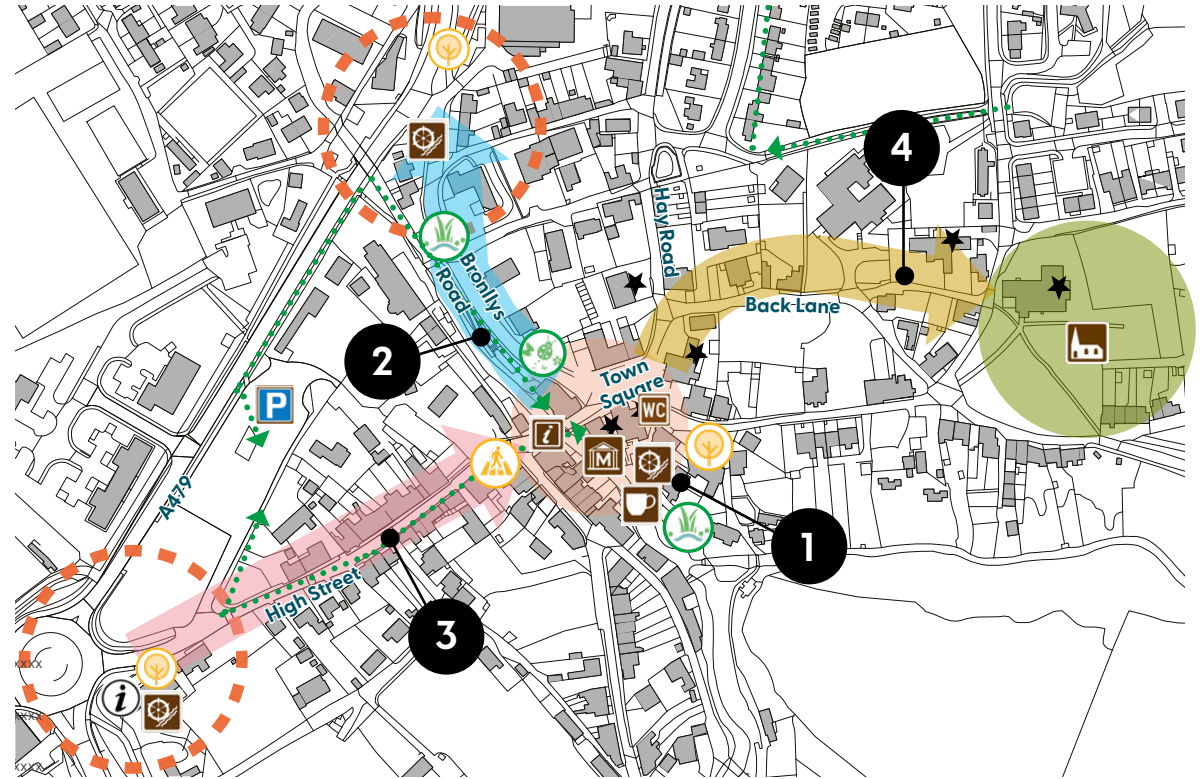
2. Bronllys Road and gateway



3. High Street, Bell Street, car park and gateway



4. Back Lane and the Old School



Town centre traffic flow

Several proposals within the Plan identify opportunities to improve the town centre public realm in ways that enable greater use of outside spaces by businesses, visitors and residents, and support local initiatives like those working to improve the town's green spaces.

Whilst improvements can be made with the existing road layout, due to the historic nature and narrowness of some streets, more ambitious changes to pedestrian spaces are only possible if the layout is changed - for example, by introducing one-way traffic along the Bronllys Road and High Street. The potential to take a more ambitious approach is a longer term option for

the centre, nonetheless it is reflected throughout the ideas presented in the rest of this Plan.

Based on the public and stakeholder feedback received in developing this Plan, further work is required to build a consensus around the advantages of a one-way system. Would making the centre more pedestrian friendly and widening pavements outweigh the trade-offs—such as potential inconvenience to some residents and businesses?

Any future change to traffic flows will require specific feasibility and design work, as well as the following of statutory procedures, including further public consultation and approval.

The Square



Home to the Town Hall, Mill, Visitor Centre and several characterful buildings, The Square is the historic core of the town and can become an even stronger focal point for residents and visitors.

The relocation of the Co-op has changed The Square's appearance and character by leaving a

prominent building vacant and reducing the size of delivery vehicles, traffic volumes and demand for parking. The opportunity exists to reimagine The Square so it supports new and existing businesses, attracts new footfall and builds on its strengths as an attractive historic centre.

The Square

Actions

- Improve the public realm (for example, by widening pavements) in key areas of The Square, such as outside The Mill and outside the Visitor Centre, to make it more pedestrian friendly and to create more opportunities for seating, greenery/planting, business use and community activities.

- If a one-way scheme were to be implemented, there would more space for greenery/planting and/or use by businesses created outside The Mill and along the riverside on Bronllys Road.

- Install bike racks in a more prominent location to encourage their use by residents and passing cyclists.

- 15 → Implement a shop frontage improvement enveloping scheme for the key commercial frontages, including Liverpool House, Coronation House and London House. Use traditional shop frontage design and materials, and use colours to link properties and brand the town.

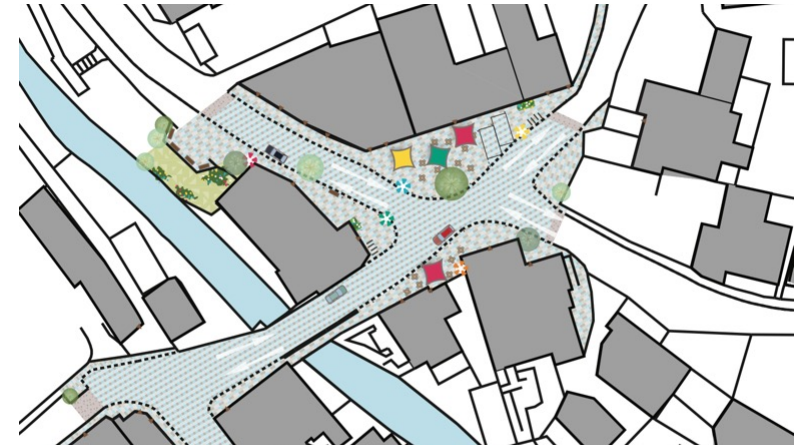
- Repurpose Liverpool House, creating smaller more appealing business units and living accommodation above.

- Explore the potential for future relocating community facilities back to the centre including the community library and Post Office.

- Improve signage and the fabric of the basement Market Hall to make it a more attractive and useable space e.g. acoustic soundproofing. The potential exists for holding regular markets and meanwhile uses like pop-up small traders and local producers.

- Ensure the public toilets opening hours support the evening economy e.g. use by customers of The Mill and other businesses.

A Vision for The Square



↑ Existing traffic flow

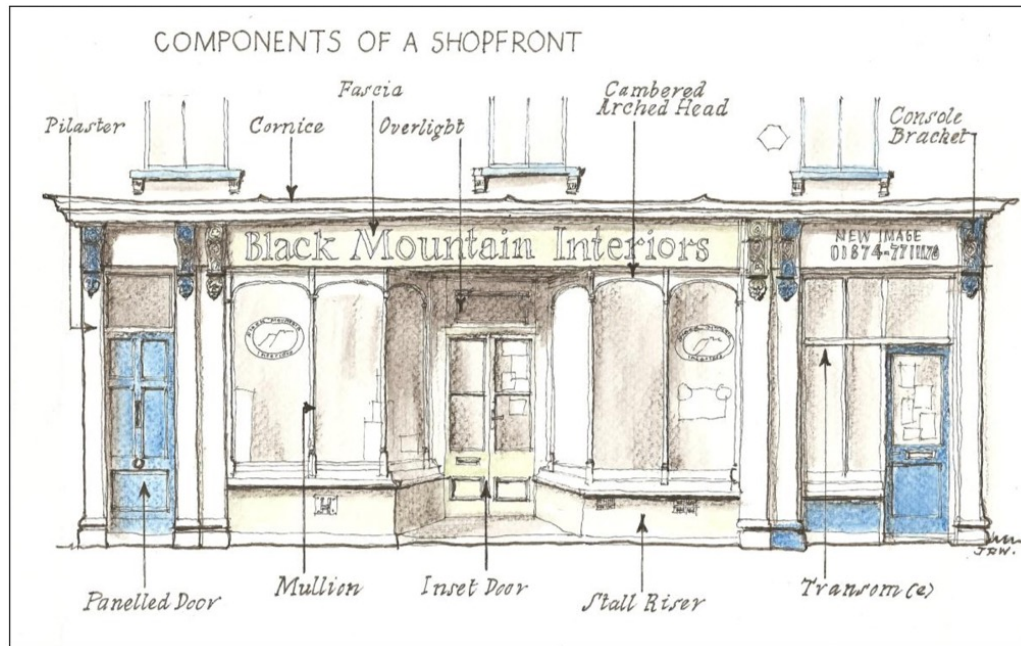


↑ One-way traffic flow

Illustration on following page taken from Talgarth Conservation Area Appraisal and illustrates the components of a traditional shopfront, using Phoenix House, Talgarth as an example.



Town Square Vision



Bronllys Road



This area is a naturally attractive gateway and favourably positioned to attract the attention of visitors travelling through Talgarth from Mid Wales and Herefordshire.

17

The relocation of the Co-op to the A4078 increases the area's importance and the need to strengthen the connection between the centre, A4078, the school, library and doctors. The opportunity is to create a larger and more distinctive riverside parkland that plays to the strengths of a 'town of gardens' and Talgarth's associations with sustainability.

Bronllys Road – Riverside Park

Actions

- Narrow the road to create an opportunity for a high-quality riverside park with more green space.
- Opportunity to introduce natural and playful features appealing to the young and families.
- Create a more respectful setting for the war memorial.
- Introduce sustainable drainage features, native planting, trees, and seating.
- Install street lighting column banners promoting the town, its history, culture and green areas between the Square, the Bronllys Road-A479 junction and Co-op to encourage passers-by to visit the town centre.

18



Image of Talgarth riverside on following page courtesy of T&DRG.

Riverside Park Vision →



Riverside Park Vision

 MONMOUTH PEDIA

PORTH I GYMRU
PORTH DIGIDOL
I'R BYD

GATEWAY
TO WALES
DIGITAL
GATEWAY TO
THE WORLD



High Street and Bell Street



The traditional High Street continues to decline in importance as a shopping area however it has potential to capture additional footfall with an increase in visitor numbers walking from the car park in the direction of the centre.

The High Street is the most direct route between the main car park and The Square, although narrow pavements and two-way traffic make it less attractive and easy to move through. Whilst opportunities are limited, the introduction of one-way traffic would allow the importance and attractiveness of the area to be improved, although

the impact on residents and businesses should be taken into consideration.

Bell Street is no longer a shopping street but it remains an important route from to The Rocks and Pwll-y-Wrach nature reserve. And maintaining vehicle access to the former hospital site to protect its future re-development means that opportunities to improve the public realm are limited. Small improvements, however, could be made to the junction with High Street to give greater priority to pedestrians crossing to/from the town centre.

High Street and Bell Street

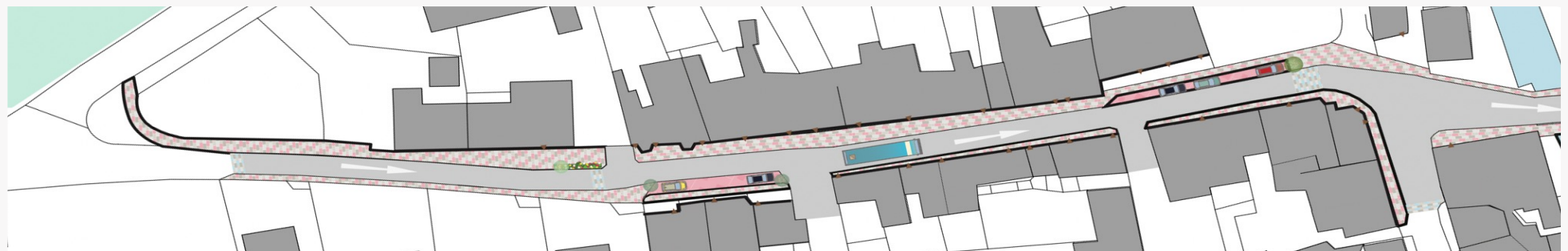
Actions

- Improve the public realm in High Street to encourage greater footfall from the direction of the car park with the benefit of supporting High Street businesses. Treat High Street and The Square as a single high-quality public space.

- One-way traffic flows in High Street, if supported, would allow for wider pavements and additional on street parking. Improvements to the Bell Street junction would also improve walking to the town centre.



↑ Current High Street



↑ High Street Vision

High Street Car Park



There is a need for clearer and more consistent town wide 'gateway' signage that effectively directs visitors to the car park via the rugby club roundabout instead of through The Square.

at the new Co-op and will encourage passing drivers to stop, charge and call into the town centre whilst they wait.

Within the car park, signs and information for visitors looking for the centre are not clear, although upcoming investment from Talgarth Walkers are Welcome will help to address this.

Whilst the car park is currently free of charge, there is a possibility this could change in future to bring Talgarth in line with towns across Powys. Because the focus of the Plan is on managing the impacts of the Co-op relocation and long term regeneration, a grace period before parking charges are considered would allow the impacts of the Co-op relocation to be understood and addressed.

The recent investment in public Electric Vehicle charging points provides a counterbalance to those

High Street Car Park

Actions

- Make road signs on the town approach roads more clear, and use them to direct long-stay visitor traffic to the car park.

- Make the pedestrian signage in the car park more informative, and promote the route via High Street to visitors looking for the most direct route to the town centre's businesses.

- Discuss with Powys CC a grace period for regeneration improvements to take effect before considering parking charges.

- Explore the feasibility of providing electric hook-ups and waste facilities to encourage and manage overnight stays by campervans, and linked to this provide facilities for day cyclists/walkers like a bike/boot wash station.

23



↑ Examples of pedestrian signage required near the entrance of the car park.

→ the new EV charging points in the car park



Back Lane and Old School



24

The route from The Square and Back Lane towards the old school and St Gwendoline's Church connects several important buildings with the centre and has potential to be improved with heritage signs and visitor information. Furthermore, the old school building is one of the few opportunities of scale near the centre capable of delivering additional footfall generating economic and community uses.

Back Lane and Old School

Actions

- Explore the opportunity to install heritage trail signs to link The Square and the historic buildings above the town centre, potentially linking into the new town-wide trails being developed by Talgarth Walkers are Welcome.
- Support further investigations into the repurposing of the old school building. Its use should ideally attract additional levels of economic and community activity, drive footfall to the town centre and support activity throughout the day/week.



Signage

Current roadside signage directing first-time visitors into Talgarth and providing information about its attractions and facilities to passers-by is low-key and potentially confusing.

26

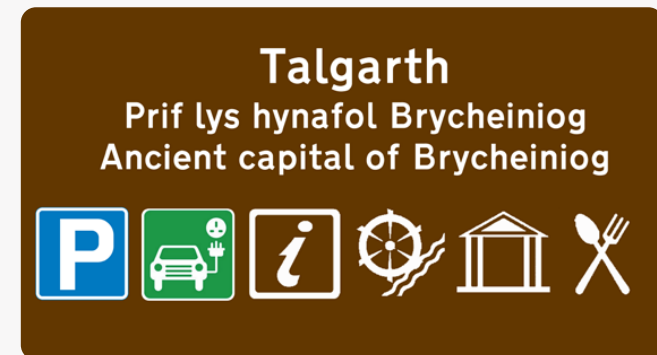
Pedestrian signage in and around the town centre is low-quality and, in some places, out of date.

Actions

- Install informative and attention-grabbing brown tourism signs at the main gateways to the town: Bronllys Road-A479 junction, rugby club roundabout, and on the A479 approach from Bronllys. The signs need to carefully promote the town's main visitor facilities and attractions.
- Improve pedestrian signage within the town centre, between the historic centre and the public car park, and between the historic centre and the new Co-op. This should include using high-quality fingerpost signs more in-keeping with the historic character of the town centre.



↑ Example Bronllys Road-A479 gateway signage



↑ Example rugby club roundabout-High Street gateway signage

Place Management

There are several actions that can be taken to support the organisations and people committed to making Talgarth town centre a better and well-managed destination.

27



Actions

- Improve the promotion of the town with a clearer place brand that projects the best image and manages perceptions about Talgarth. As well as being presented as a base for exploring the Black Mountains, a hub for walking, cycling and gliding, and a historically significant town, Talgarth could also be promoted as a town of gardens, community spirit, and centre of environmentalism and sustainability.

- In the absence of a town website, establish a unified online identity under the name 'Visit Talgarth', complemented by printed materials. This identity will serve as an umbrella for marketing and promoting all that the town has to offer, including local events and organisations.

- Use new methods, like a strategically-located digital noticeboard, to display the new marketing collateral and promote local events and independent businesses.

- Encourage businesses and key organisations like the Visitor Centre to work together to create a coherent and engaging pattern of seasonal opening hours that encourage more people to visit and lengthen their stay.

Smart Towns and Digital Infrastructure

28

As well as celebrating its history, Talgarth should look to the future and embrace the concept of a Smart Town: a place that uses technology to collect local data that is used to inform decision-making. Improving the town centre's digital infrastructure can make it an easier place to visit and a more attractive place to spend time.

There are existing programmes that could help fund and deliver investment including the digital infrastructure, place planning and skills development programmes delivered by Powys County Council or the Smart Towns Wales programme. Both programmes provide opportunities to learn from best practice and share resources with other places adopting the Smart Towns approach.

Actions

→ Secure enabling digital infrastructure like full-fibre broadband and 5G mobile coverage. Install town centre public Wi-Fi to facilitate other smart schemes.

→ Generate near-real time and hyper-local data and use this to take data-driven decisions about place management using both new and existing digital infrastructure. For example:

- Sensors or a public Wi-Fi system could monitor footfall in the town centre, providing data to inform funding applications or business plans.
- Sensors could be used to help monitor the soil and moisture condition of street planters and other green infrastructure. This data could inform watering schedules and therefore potentially save water and reduce costs.

→ Explore ways in which new digital infrastructure can be used to improve a visitor's experience of Talgarth. For example:

- Providing reliable and trustworthy free Wi-Fi in public spaces like The Square to encourage people to spend more time in them and using the network's splash page to promote upcoming events or local businesses.
- A digital noticeboard positioned in a prominent position can be used to promote upcoming events and local businesses or provide up-to-date local information.



↑ Example of a digital noticeboard elsewhere in Powys promoting a local event

Impact of Town Centre Holiday Lets

29

Stakeholders have raised concerns about the lack of control and loss of prominent town centre commercial and residential buildings to 'Airbnb' style holiday lets and the impact it is having on town centre living and the availability of local homes.

The Plan encourages the situation to be monitored and if necessary, the Local Planning Authority (Bannau Brycheiniog NPA) to use its existing powers to make it necessary to apply for planning permission to change from a dwelling to a holiday let.



Actions, Delivery and Funding

30

The Plan has built broad agreement among stakeholders and the wider community for a range of potential actions and investments in the town centre. Some projects have the potential to be delivered immediately as likely funding and the commitment from a lead body is already in place. Other projects will be longer term and aspirational, requiring further feasibility work, planning and identification of appropriate funds.

Project delivery also requires the contribution and coordination of a range of stakeholders with a long-term commitment to the prosperity of the town. The Town Council are pivotal to overseeing the Plan, as well as the Talgarth and District Regeneration Group in helping to build a partnership to implement the Plan. Either body can lead on certain projects, but there is also a need for leadership on individual projects from private individuals/business, community organisations, and local charities or Trusts. The next steps include a partnership discussion with the relevant organisations to agree roles




and responsibilities. Powys County Council's Town Centre Liaison Officer and Regeneration Officer are available to guide and support Talgarth through this and future stages.

Because of time, resources and available funding, it will not be possible to tackle each project at once, and some ideas need a phased approach. The action plan is categorised by the following priorities and timescales.

1. **Immediate** – quick-win permanent or temporary projects, likely deliverable within 12 months.
2. **Short term** – projects that require further planning, funding, and statutory approval, likely deliverable within 12- 24 months.
3. **Medium to long term** – significant projects that need further feasibility studies, design, consultation, planning, statutory approvals and substantial funding; likely deliverable within 2 to 5 years.

Priority Projects

Stakeholders have identified the following package of three projects as priorities, as they have the greatest potential to better promote the town centre, make it easier to discover and navigate, and to increase activity within it.

	 1 - The Square	 2 - Signage & information	 3 - Old school
Aim	<ul style="list-style-type: none"> · Increase daytime & evening activity & protect the heart of the town. 	<ul style="list-style-type: none"> · Better promotion to raise awareness, increase year-round visitors & help people explore. 	<ul style="list-style-type: none"> · Repurpose a significant building & encourage activity near and in the town centre.
Immediate	<ul style="list-style-type: none"> · Support the Mill café to extend opening hours, growing the evening economy. · Repurpose Liverpool House for small business & residential use. · Enhance the basement of the Town Hall to introduce regular events, pop-up activity & trading opportunities. 	<ul style="list-style-type: none"> · Promotional banners positioned on street lighting columns between town centre & new Co-op. · Unified 'destination Talgarth' website/ online presence. 	<ul style="list-style-type: none"> · Further feasibility to develop business plans, funding bids & establish sustainable uses.
Short-term	<ul style="list-style-type: none"> · Business frontage improvements enveloping scheme. 	<ul style="list-style-type: none"> · Improve pedestrian wayfinding and information signage from the car park & within the centre. 	<ul style="list-style-type: none"> · Secure new temporary education & community facilities near to the centre.
Medium-term		<ul style="list-style-type: none"> · Digital visitor noticeboard · Brown tourism signs. 	<ul style="list-style-type: none"> · Refurbishment & redevelopment.
Long-term	<ul style="list-style-type: none"> · Public realm improvements / traffic scheme. 		



The Square

Action	Timescale	Potential funding	Responsibility
<p>Phase 1 – redevelop Liverpool House and improve the frontages of the other key commercial buildings.</p> <p>Improve the internal condition of the Town Hall basement/Market Hall and promote its regular use by local businesses/meanwhile uses.</p>	Immediate	Transforming Towns	Private property owners Town Council
<p>Phase 2 – prepare public realm improvement designs to establish the feasibility, cost and delivery options for making The Square more pedestrian friendly, including assessment of changes to traffic flows.</p>	Medium	Transforming Towns	Partnership between Town Council and Powys CC
<p>Phase 3 – secure funding and implement.</p>	Long	Transforming Towns	Powys CC

32



Bronllys Road and Gateway

Action	Timescale	Potential funding	Responsibility
<p>Phase 1 – install banners on street lighting columns</p>	Immediate	Brilliant Basics Transforming Towns	Partnership between Town Council and Powys CC
<p>Phase 2 – produce feasibility study for expansion of Riverside Garden</p>	Medium	Transforming Towns	Partnership Powys CC, On The Verge & Grow for Talgarth
<p>Phase 3 – secure funding and implement</p>	Long	Transforming Towns	Partnership Powys CC, On The Verge & Grow for Talgarth



High Street, Bell Street, car park and gateway

Action	Timescale	Potential funding	Responsibility
Install improved pedestrian signage in car park. Install improved road signage on approaches to town and remove redundant signage.	Immediate	Brilliant Basics Transforming Towns	Partnership between Town Council and Powys CC
Produce feasibility study for introduction of basic campervan facilities in car park.	Short	Transforming Towns	Partnership between Town Council and Powys CC
If supported by local stakeholders, explore the feasibility of making changes to traffic flows and conduct necessary public consultation.	Medium-long	Transforming Towns	Partnership between Town Council and Powys CC

33



Back Lane and the Old School

Action	Timescale	Potential funding	Responsibility
Install heritage trail signs, linked with town trails produced by Talgarth Walkers are Welcome.	Immediate	Brilliant Basics	Town Council
Conduct necessary further feasibility work to enable repurposing of old school building.	Immediate	BBNPA Sustainable Development Fund	Partnership between T&DRG, Powys CC and BBNPA

Thematic/Town-wide Projects

Visitor signage		Timescale	Potential funding	Responsibility
	Action: In consultation with Powys CC Highways, agree the design and cost of new 'brown' tourism information signs to be located on the approaches to the town centre (A479).	Short	Brilliant Basics	Partnership between Visitor Centre, Town Council and Powys CC
	Action: Install pedestrian signage in the town centre, between the historic centre and the public car park, and between the historic centre and the new Co-op.	Short	Brilliant Basics, Transforming Towns	Partnership between Visitor Centre, Town Council and Powys CC
Marketing & identity		Timescale	Potential funding	Responsibility
34	Action: Working in partnership with the Town Council, Powys CC Tourism and Mid Wales Tourism Association, local tourism businesses and traders to revive/establish a new visitor brand identity for Talgarth, the creation and management of content across all print and social media platforms.	Short	Town Council	Partnership between Town Council, Powys CC and Mid Wales Tourism Association
	Action: Look to best practice from elsewhere, such as the Destination Montgomery model that included a funded post to coordinate activity.	Short	UK Shared Prosperity Fund	Visitor Centre Town Council
Smart Towns		Timescale	Potential funding	Responsibility
	<p>Actions:</p> <p>Examine installing town-wide public Wi-Fi to facilitate smart initiatives.</p> <p>Express interest with Powys CC for support through the SPF digital infrastructure, place planning and skills development programmes.</p> <p>Town Council to engage with the Smart Towns Wales programme to learn from best practice elsewhere.</p>	Immediate/ Short	Transforming Towns Powys CC	Town Council in partnership with Powys CC

Funding

Many of the proposals require funding for their implementation or revenue for their ongoing management and maintenance. Establishing new sources of income, including grant funding, will enable the delivery of a better quality and managed town.

This section provides an overview of the main potential sources of funding, although each project is likely to be eligible for a range of funding from multiple sources depending on the type of scheme. Online funding platforms, such as [Funding.Wales](#) and from [Powys CC](#) are a good source of information. PAVO provides funding support to community and voluntary organisations and can help identify small grants and major capital [PAVO funding](#).

▶ Transforming Towns Placemaking Grant

A Welsh Government funding programme administered by Powys CC. The fund is designed to cover a broad range of interventions (residential, commercial, green infrastructure, public realm, site acquisition, street markets, outside trading, digital). A full list of eligible interventions can be found in the [Framework of Interventions](#).

Applications must be made to Powys CC Regeneration@powys.gov.uk (£250,000 is the maximum grant).

▶ Sustainable Development Fund

A Bannau Brycheiniog National Park Authority fund for communities to deliver economic, environmental, community and cultural benefit – further information: [SDF Fund](#).

▶ Brilliant Basics Tourism Fund

A Welsh Government capital fund to deliver small-scale tourism infrastructure improvements projects that support the wider tourism offer and support basic facilities to remain open all year and into the evening. (£300,000 is the maximum grant).

▶ Shared Prosperity Fund

A UK Government fund for projects and programmes which meet an investment priority:

- Communities and Place
- Supporting Local Business
- People and Skills.

The Mid Wales Regional Investment Plan, produced by Ceredigion and Powys County Councils, sets out the investment priorities for the region. Powys has been allocated £22,704,129 of core funding between 2022 and 2025.

To learn more and bid for funding, contact Powys CC: ukspf@powys.gov.uk

▶ Wales Tourism Investment Fund

A Welsh Government fund delivered in partnership with Development Bank of Wales, providing patient capital to tourism businesses for projects that will stimulate growth and create/safeguard jobs. To learn more and apply, contact Welsh Government: WTIF@gov.wales (Loans of £100,000 to £5,000,000 for qualifying projects).

▶ **Be Active Wales Fund** – Grants available for community sport clubs and organisations for projects that aim to reduce inequality, create long-term sustainability and/or introduce new or different ways of operating. (£300 to £50,000).

▶ National Lottery Awards for All Wales

Grants for projects that bring people together and improve places and spaces that matter to the community, delivered by voluntary or community organisations. (£300 to £10,000).

▶ National Lottery People and Places

Larger grants for voluntary, community or public-sector organisations for projects that:

- Support organisations to adapt or diversify to respond to new and future challenges.
- Support communities adversely affected by COVID-19.
- Support communities and organisations to become more resilient to help them to respond better to future crises.

Two grant programmes, medium (£10,001 to £100,000) and large (£100,001 to £500,000).

▶ Community Facilities Programme

A Welsh Government fund for community and voluntary organisations to provide or improve community facilities, see [gov.wales](#) to learn more.

Two grant programmes, small (£5,000 to £25,000) and large (£25,001 to £300,000).

To apply, contact Welsh Government:

CommunityFacilitiesProgHelp@gov.wales