Llanfyllin

Town Centre Placemaking Plan

Powys

Trawsnewid Trefi
Transforming Towns

Llywodraeth Cymru
Welsh Government

PREPARED BY OWEN DAVIES CONSULTING

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Llanfyllin

Town Centre Placemaking Plan

Llanfyllin is a small market town located in Montgomeryshire in the north of Powys. The town is the historic centre of trade in the Cain Valley and surrounding area having received a charter to hold a weekly market and annual fair in 1293. Today the town functions as an important service and retail centre for an expansive rural catchment in northern Powys. The town hosts essential facilities such as Ysgol Llanfyllin (primary, secondary, and sixth form), leisure centre, Medical Centre, police station, ambulance station, and Post Office alongside important community facilities and numerous sports clubs.

Llanfyllin has a compact town centre with a wide range of commercial uses. Most businesses in the town centre are independent and there is a balance of shops and services reliant on day-to-day shopping by the local community and specialist 'destination' businesses.

Close to the town centre are important community, education, leisure, and employment activities supporting the town's social and economic activity. Most community and leisure facilities are located outside of the town centre on the site of Ysgol Llanfyllin. Llanfyllin Workhouse is a community, arts, education, environment and heritage destination located outside of the town though closely associated with it. It is the only workhouse in Wales open to the public and managed by a local community trust.

This Placemaking Plan (the Plan) is being prepared with the backing of the Welsh Government's Transforming Towns programme, Powys County Council, and Llanfyllin Town Council with 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 Llanfyllin, to set out a vision for the future of the town centre and to provide an investment plan to help deliver this vision.



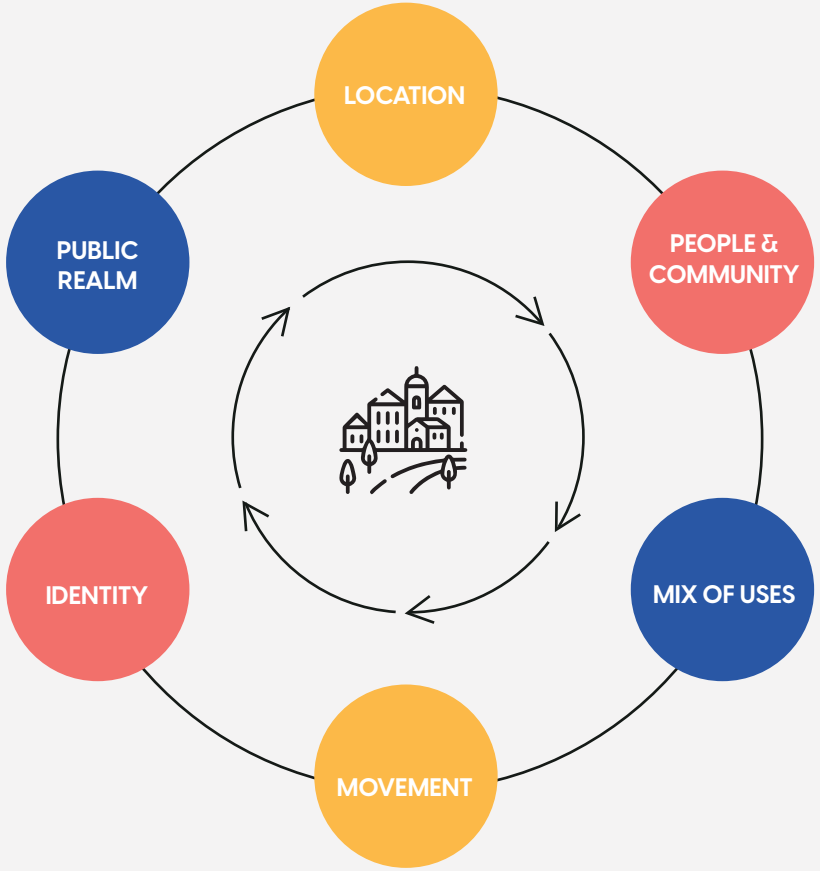
Making the Town Centre a Great Place

02

Historic places like Llanfyllin 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 Llanfyllin 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.



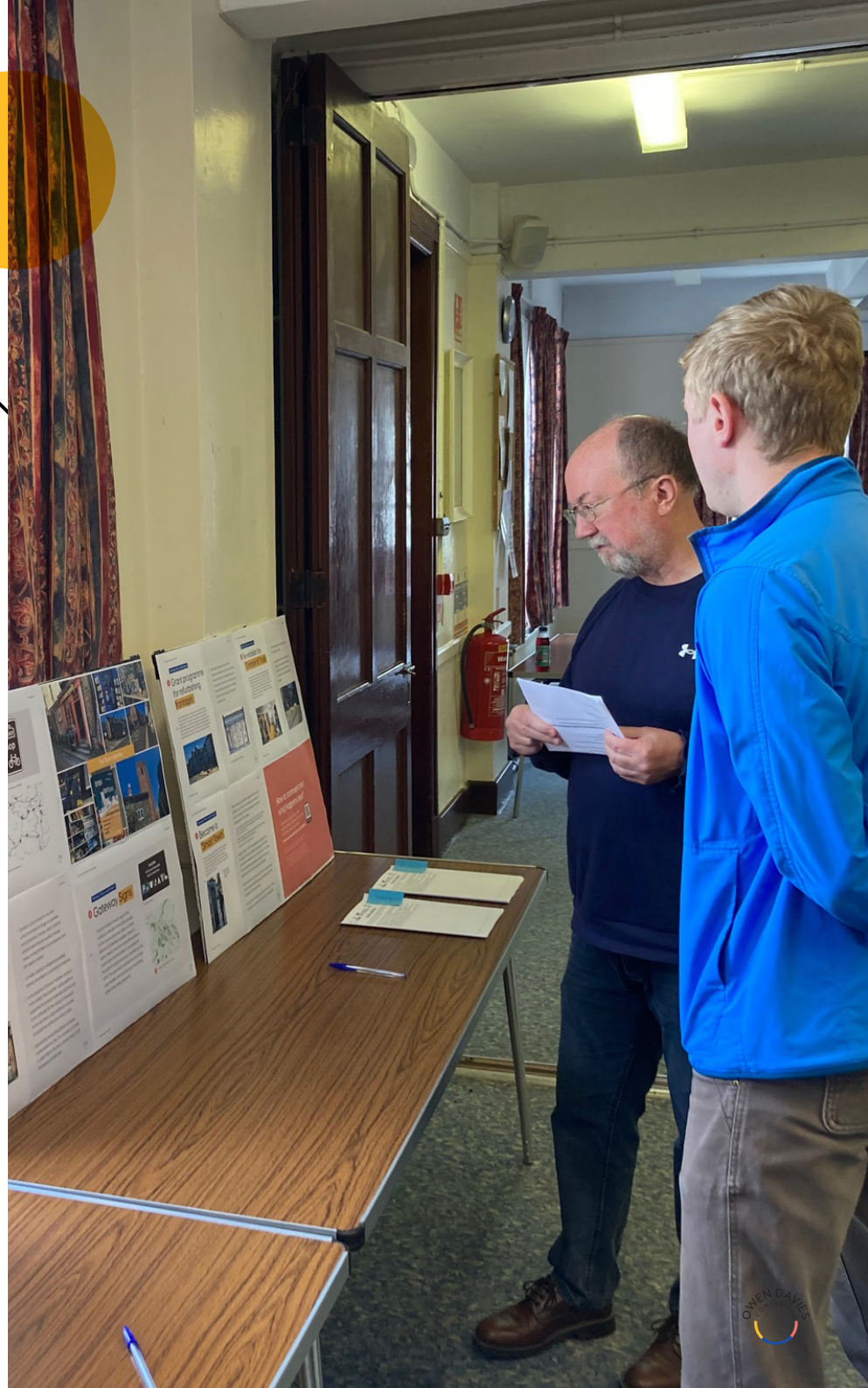
Stakeholder & Community Involvement

This Placemaking Plan has been developed based on the information and feedback provided by the community of Llanfyllin over the past eight months.

From April to July 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, two meetings were held in the Llanfyllin Public Institute in June, and these were attended by 30 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 80 comments and 10 survey responses were submitted, and this feedback informed the development of draft project ideas, which were then discussed with key local stakeholders in August 2023.

In September 2023, the draft Placemaking Plan was put on the online participation hub for review and feedback. The Plan was viewed 392 times by 117 individuals, and 14 comments and seven 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 50 residents and representatives of local businesses and community groups. Paper copies of the Plan were also made available at the public library.

In Llanfyllin, key local stakeholder groups included Llanfyllin Town Council, Llanfyllin Community Initiative, Building Resilience Against Climate Emergency (BRACE) amongst others.

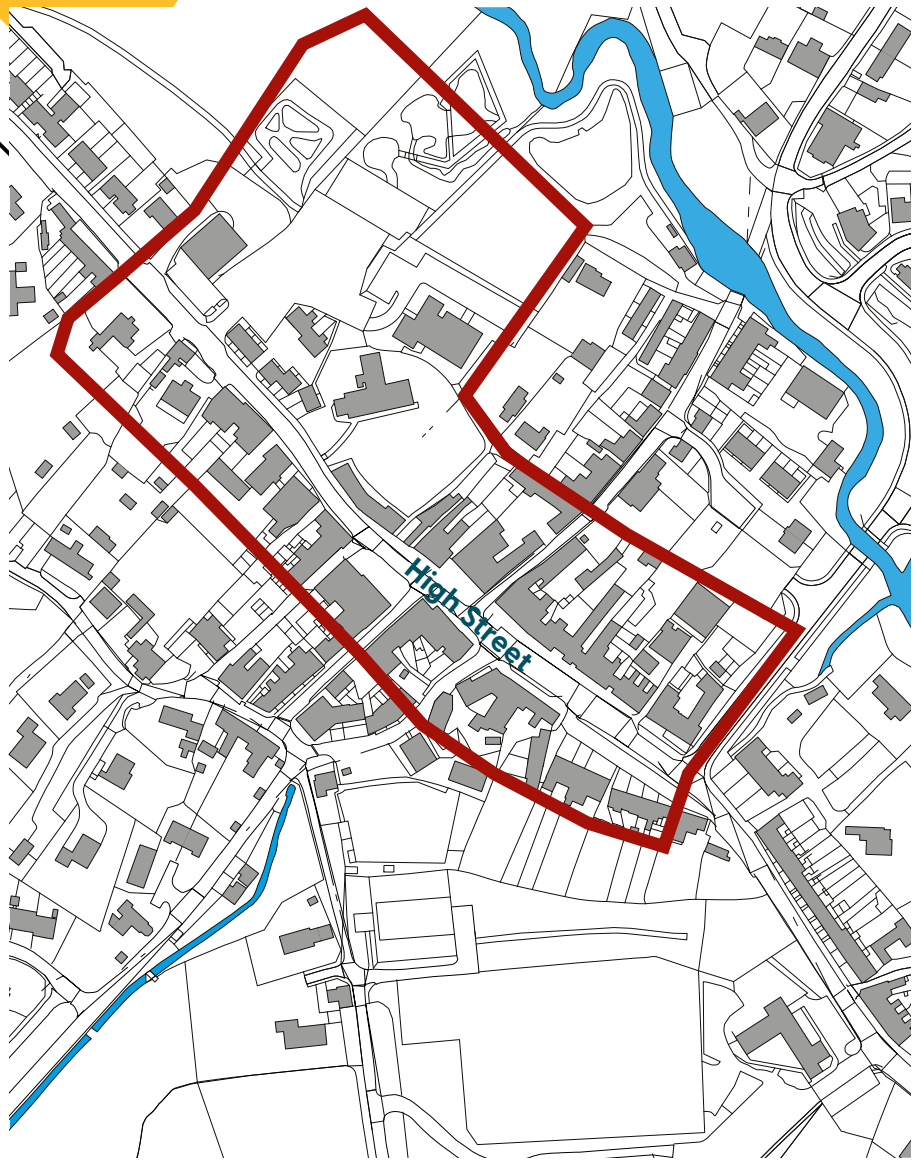


Town Centre

To align with Welsh Government's Transforming Towns programme, the main area of focus for this Placemaking Plan is the 'core' town centre. In Llanfyllin, this comprises High Street and Town Square, Narrow Street, Market Street, Brook Street and Bridge Street.

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 Llanfyllin, the area surrounding the 'core' town centre contains a diverse range of supporting community and leisure uses, including the library, leisure centre, schools, police station, ambulance station, fire station, and Cain Valley Trading Estate and Ffordd y Cain employment areas.

The 'core' town centre – the focus of this Placemaking Plan – and the wider development area are shown in the diagram.



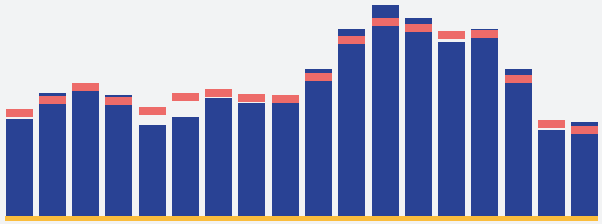
Health Check

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 Llanfyllin Baseline Health Check Report 2023, produced as part of the Placemaking Plan development process and available on request.

Population

Llanfyllin had a population of 1,590 people in 2021, and 8,700 people lived within 5km distance of the town centre. Llanfyllin has an older population and a smaller proportion of people of working age population compared to the national average. The Welsh Index of Multiple Deprivation (2019) shows that Llanfyllin is amongst the 50% most deprived areas in Wales. In addition, there are a high proportion of Welsh speakers with 50% bilingual population in some communities.

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



0 Years

% of all people, 5 year age bands

85+

Public Realm

Llanfyllin's centre has a distinct linear street pattern defined by the old Shrewsbury to Bala Road, with a traditional marketplace that was once occupied by the town hall. Running off the main street at right angles are a regular pattern of streets, indicating a high degree of historical planning. Along High Street, Market Street, and Bridge Street are numerous listed buildings and range of heritage styles from the 17th century, Georgian and Victorian periods.

The consistent building line and traditional shop frontages create a distinctive and appealing streetscape. The buildings also contribute to a strong visual identity that reflects Llanfyllin's commercial history and importance as a market town. Despite the town centre's intrinsic charm, numerous buildings have a slightly worn and shabby appearance and work is required to protect and enhance key buildings and frontages.



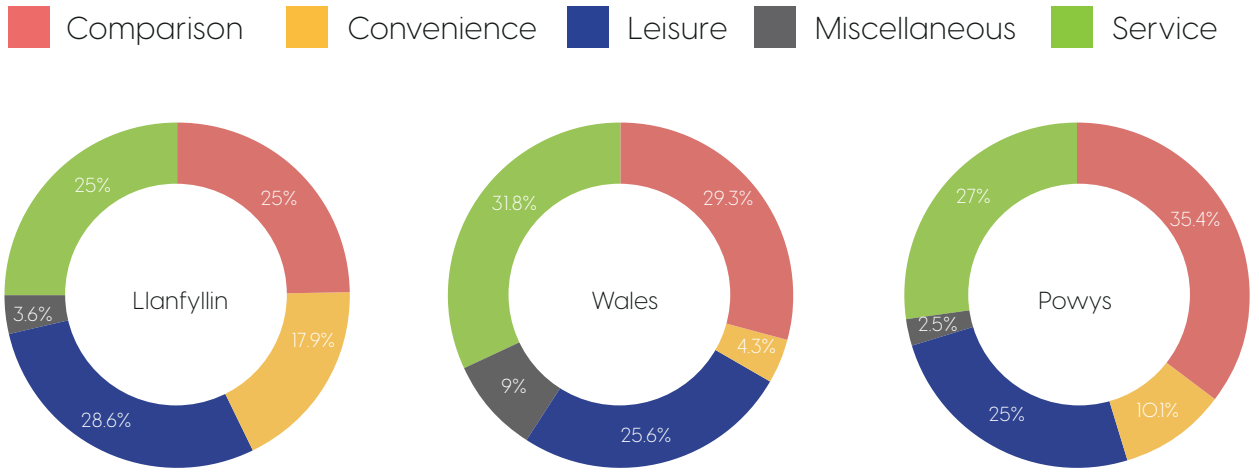
Diversity & Vacancy

Llanfyllin is a local retail centre serving a highly localised catchment area, and most shopping, service and employment needs are met by nearby Oswestry and Welshpool. The town centre is relatively small but vibrant, containing 30 businesses and a good mix of retail, leisure, community and service uses that attracts residents from a widespread rural hinterland. Currently, the town centre has a significantly lower commercial premise vacancy rate compared to the Wales-wide average, at 6.5% compared to 16.5%.

The centre has two distinct commercial areas, including the traditional retail centre around the Town Square and a more recently developed northern 'gateway' including the Spar supermarket, public toilets, main car park, Public Institute, Cae Bodfach community field, and the Medical Centre.

Nine in ten businesses in the town centre are local independent traders. Compared with the Powys and Wales averages, Llanfyllin has an above average proportion of convenience shops (mainly food) and below average proportion of comparison retailers.

Types of businesses as proportion of occupied units:



Most of the independent business are found around the Square and on the High Street, including the high-profile Cane Valley Hotel, Seeds Restaurant and Cross Keys coffee house and community hub. There are also a range of specialist destination businesses such as country sports equipment, women's clothing, dog grooming, local produce and handmade gifts. A short walking distance northwards from The Square is the gateway area containing the supermarket (housing a cash machine and Post Office) and the Medical Centre that provides a primary care and minor injury unit.

In addition to the shops, a traditional weekly market is held throughout the year, with between 5 to 10 stalls dispersed along the High Street. The market lacks a critical mass and visual impact found with many successful street markets and in recent years it has faced changing fortunes with a declining number of stalls and visitors.

In addition to the town centre, the library, leisure centre, primary and secondary schools are all a short walking distance away with good access for linked trips with the local shops.

Movement

Situated at the bottom of a river valley, the layout of the town is mostly flat and suitable for most people to walk or wheel into the centre within 10 minutes. Due to the town's historic layout, however, parts of High Street are narrow and this can make it difficult for pedestrians to move between the car park and Town Square. The lack of formal crossing points has been raised as a concern because of the volume of traffic and heavy goods vehicles.

Llanfyllin rural position means its population is dependent on the private car for travel locally and further afield to Welshpool and Oswestry. There are local bus services that connect the town with as far as Shrewsbury, as well as the surrounding villages, however concerns exist regarding the timing and frequency of bus services.

Attractions & facilities

Llanfyllin is positioned in a popular area for tourism and on a key route towards Lake Vyrnwy and Bala. Many visitors already use the centre as a stopping-off point or a base for exploring the wider area.

In the town centre itself there are a small but nonetheless important range of local visitor attractions:
St Myllin's Church is well known for its world class acoustics and regularly hosts the Llanfyllin Music Festival involving high calibre choral and classical musicians. The church itself, however, requires improvements to increase its use as a performance space and by the community. Associated with the church is St Myllin's Well, a holy well on the western edge of the town that would benefit from improved signage and interpretation.

Cae Bodfach is an attractive 10-acre community space and wetland next to the River Cain and leased to the community as an attractive community garden, orchard, and habitat. Residents and visitors are encouraged to enjoy the area with communal seating and routes for dog walkers. The community are raising funds to purchase the area and to upgrade the popular cycling pump track and skills area.

The Institute is the town's main community building and includes the town's public toilets. As well as hosting numerous activities there is a bimonthly repair cafe (in partnership with Repair Cafe Wales). On the first floor there is a public snooker hall and at the rear a community garden.

Located a mile outside of the town, the Llanfyllin Union Workhouse is a rare example of its kind and plays an important role in attracting people to the area as a visitor centre, workshops, campsite and bunkhouse. It hosts a regular programme of music, arts events and festivals and has potential to further develop its performance and gallery space.

The Llanfyllin area is a popular destination for a range of outdoor activities including walking, running and cycling and its association with mountain biking following the success of the nearby Revolution Bike Park at Llangynog. The Welsh Enduro Mountain Bike Series takes place nearby each year and attracts hundreds of competitors and spectators.

In addition to the arts and music events and festivals, St Myllin's Day celebrations take place each June, the Llanfyllin Show is hosted on the Bodfach Hall estate each August, and there is an annual Christmas market.

Identity

Llanfyllin is renowned as a hub for the arts as the home of nationally recognised artists and various music events. There is also strong sense of environmentalism and the championing of sustainable action and living. In addition, the towns association with mountain biking has led to the growth in the number of professional cyclists living in the area and significance of cycling overall.

Despite these advantages, the town has a relatively subdued visitor profile with limited information available to the public online or through good quality signage and information in the town promoting local businesses, attractions, amenities, and heritage to visitors.

Stakeholders & Partnerships

Llanfylin has an impressive range of stakeholder organisations supporting the management and improvement of the town and its centre. There is a sense, however, that in the absence of a unifying town partnership and coordination between the various organisations, activity is sometimes fragmented.

The Town Council is active in several key areas of the town centre: it is responsible for the management of the weekly market and part of the main car park. Whilst there is no formal business group at present, there are early discussions about re-forming a Chamber of Trade. Environmental concerns are addressed by Building Resilience Against the Climate Emergency in the Cain & Tanat Valleys (BRACE). The group is involved in a range of green initiatives, including the management of the Gardd y Fro community garden and Cae Bodfach forest garden. Arts Connection is active in organising creative events and the St Myllin's Day celebrations. Llanfyllin Community Initiative is primarily focused on the promotion of cycling in the local area and has recently established a local cycling club and is involved in the management of the town centre pump track.

Llanfyllin Constraints and Opportunities

Constraints and Observations

1 Long linear High Street that would benefit from having a centre for activities and events e.g. a consolidated market.

2 Few empty shops and some good independent retailers.

3 Parking and shopping activities are concentrated around the Spar and Llanfyllin Medical Centre at the northern entrance to town.

4 A490 is a busy road through the centre of the town. The benefit is that it bring passing trade but the High Street need to be able to accommodate large vehicles.

5 Attractive meadows providing access to River Cain walks to the north of town.

6 St Myllins Well is a local landmark.

7 Workhouse on the southern edge of town has community events.

Opportunities

8 Create a town square with the capacity to accommodate events e.g. markets.

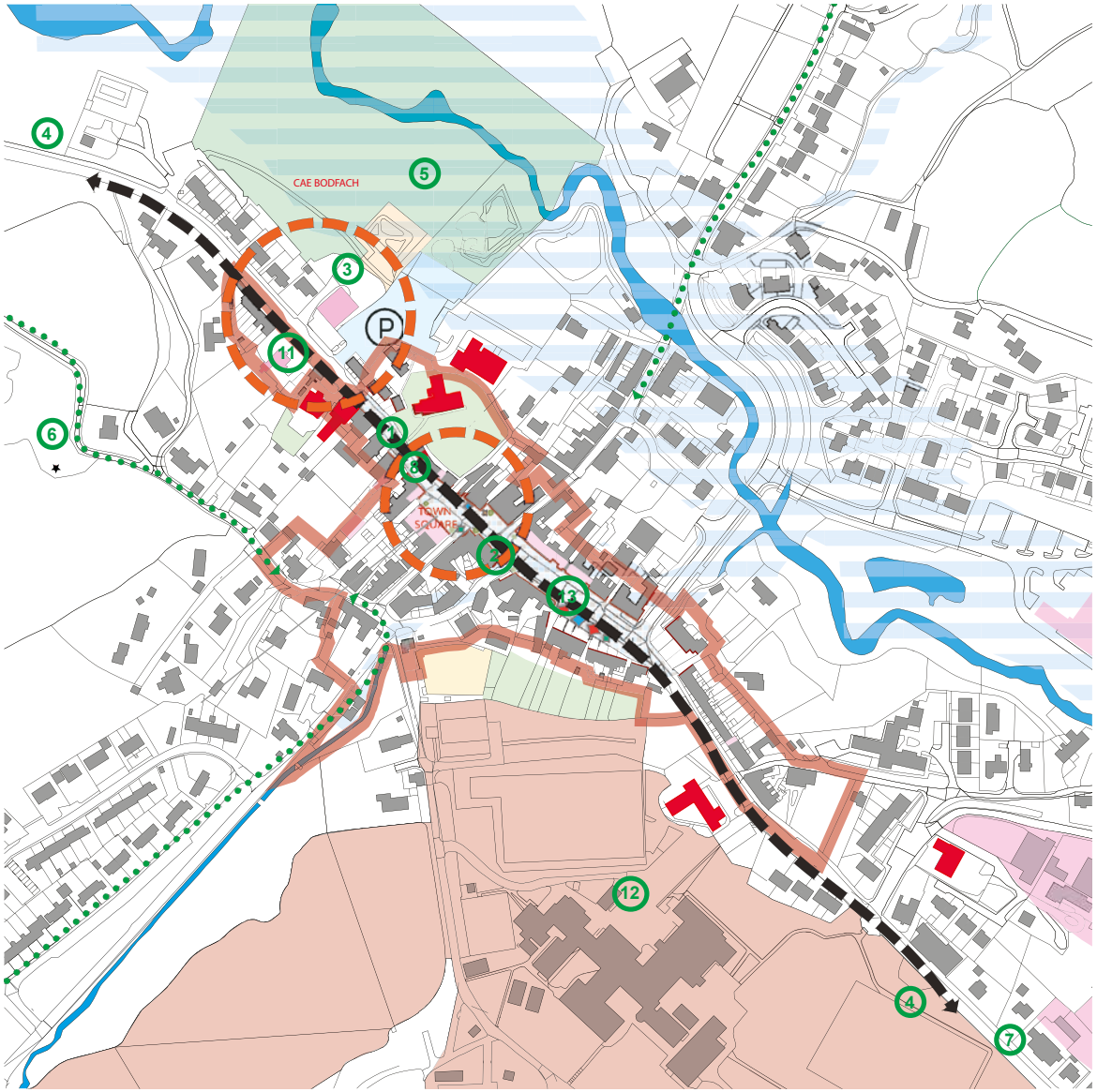
9 Improvements to some shop facades to create a strong character and brand in the town.

10 Some street furniture is dated, broken and could be replaced, relocated or removed. Potential to have a more consistent range of street furniture and public realm details.

11 War memorial could be relocated to a more appropriate location.

12 Attractive playing fields and sports facilities close to the town centre.

13 Potential to have more trees, ecology, sustainable drainage features along the High Street.





Opportunity to create a clearly identifiable town square for community events such as a market



Water meadows on north side of the town centre adjacent to pump track

Key

- Buildings
- River and flood zone
- Conservation area
- Movement Analysis main road
- Pedestrian or secondary routes into town
- Public/community facilities
- Commercial uses
- School and Leisure
- Commercial Centres

Key Issues and Opportunities

Llanfyllin enjoys a number of strengths including a large number of public and community services, a growing population, strong local employment base and an active and enthusiastic civil society. But there are opportunities to create more reasons for people to stop and spend in time in the town centre, particularly considering its closeness to major visitor attractions (e.g. Lake Vyrnwy). This includes investing in public spaces and as local facilities to create animated and attractive spaces as well as capitalising on the town's growing association with cycling, developing the promotion of the town and a series of other actions.



The strengths and weaknesses of the town centre include:

Uses & activity

- Diverse range of businesses including essential shops, specialist independent businesses, and cultural and community facilities outside of the centre.
- Several 'anchors' that attract people to the town from a wide area, most importantly Ysgol Llanfyllin and the Medical Centre.
- Very few vacancies – but existing vacancies do not appear to be actively marketed
- Range of visitor facilities including public toilets, free parking, and picnic benches in community spaces.
- Historic weekly market but stalls are currently dispersed along the high street and struggling for footfall.
- Large areas of the centre in a flood zone (C2), without flood defences.

Destination & identity

- Attractive and historic centre with significant heritage, including unique connection St Myllin.
- Wealth of 19th century and older listed buildings but many have degraded appearance.
- A well-established base for exploring Mid and North Wales, with strong links to Lake Vyrnwy, Berwyn Range, and Eryri (Snowdonia) National Park.
- Growing association with cycling and significant number of walks in the local area.
- Poorly signed and promoted from the strategic roads passing through the town.
- Community-oriented events programme, including Llanfyllin Show – Montgomery's largest agricultural show.
- Artistic and environmentally conscious community reflected by Art Connection and other enterprises.
- Undeveloped online presence and marketing with the need for a unified Llanfyllin brand and identity.

Traffic & Movement

- Free car park in central location and parking available on high street; car park reported to be operating at capacity and frequently full.
- Well-positioned on road network, connections to Welshpool, Oswestry, Shrewsbury within an hour.
- A largely walkable town centre but some narrow pavements and missing pedestrian links can be off-putting and reduce accessibility for people with mobility issues.
- No EV charging in the area; Town Council working with Powys CC to install two EV chargers but likely need for more.
- Regular local bus services but not part of the national bus network and issues reported with bus timetables.

Employment

- A 'working town' with important business and employment areas supporting the centre (e.g. Ffordd y Cain and Cain Valley Trading Estate) - needs protecting and growing to sustain the foundations of the town economy.

Key Objectives

This Placemaking Plan represents an opportunity to build on the town's many strengths whilst addressing key issues to make Llanfyllin a better place to live and work in as well as a more attractive visitor destination.



1 Rediscovering the traditional centre



2 Creating more reasons to stop and visit



3 Elevating the town's profile; strengthen associations with cycling



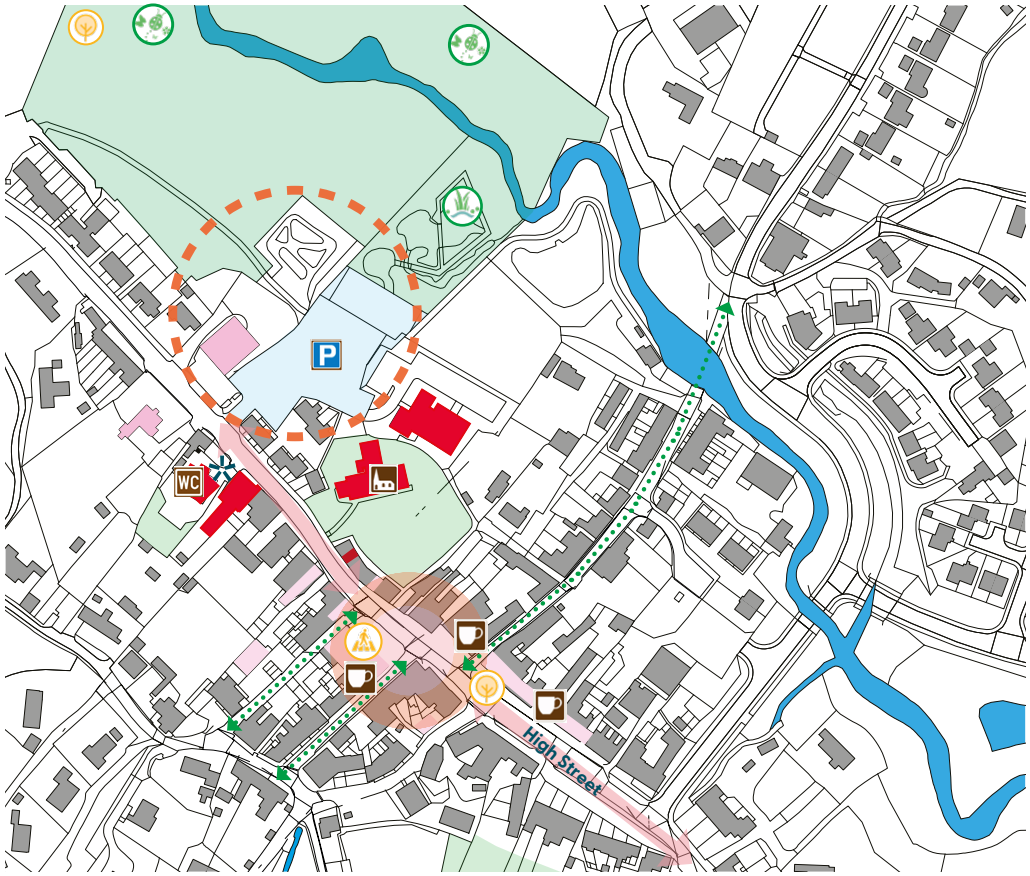
4 Becoming a Smart Town

Project Delivery Areas

There are two project delivery areas which provide a focus for the Plan, each one combining several proposed opportunities 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.

1. Town Square

2. Cae Bodfach Gateway



Suggested Ideas for Llanfyllin

- Gateway
- High Street through Road
- Pedestrian/vehicular routes
- Opportunity for a refurbished Town Square

Key to diagram

- Parking
- Consider pedestrians priority with narrowing or shared surfaces
- Potential to plant more trees
- Cafe/restaurant
- Church
- Public WCs
- Sustainable urban drainage
- Opportunities for ecology
- Pedestrian routes

Town Square

The Town Square is the traditional historic core of the centre (most buildings in this area are listed) and a focal point for community events. Most town centre businesses are located around the Square; hospitality businesses use the pavement in this area, animating the space. One or two market stalls also use the Square for the Thursday market.

The Cain Valley Hotel, which faces the Square from the opposite side of the High Street, benefits from its own landscaped forecourt area and together the two areas create a strong sense of openness at the heart of the town. However, footfall in the centre has reportedly declined as shoppers' attentions have shifted northward to the modern Spar store adjacent to the main car park.

The narrow pavements and speed of traffic can be off-putting and make people less likely to dwell in the area. A major weakness of the Square is its overcrowded nature with cluttered uncoordinated signs, columns, tables, benches, large plinths and utility boxes and very little greenery. In addition, the Square is the setting of the relocated War Memorial, but the location lacks privacy and is often mistreated.

There is an opportunity to improve the central area around the Square and Caine Hotel to create a space which is more attractive and purposeful with greater potential to attract visitors, increase dwell time, as well as support businesses and community events.

Town Square

Actions

- → Create pedestrian priority junctions at the end of Narrow and Market Streets.
- → Relocate the War Memorial to a more respectful and private setting (e.g. the Memorial Garden).
- → Rationalise street furniture in the Square and update existing benches and shades to ensure that they are consistent throughout the space.
- → Introduce planters, street trees, and other greenery to the area.
- → Incorporate creative features/public art within the space to add local character.
- → Install facilities to support the weekly markets and events such as electricity points and access to water.

Concept for the Town Square delivery area











Town Square Vision







Cae Bodfach Gateway



The Cae Bodfach Gateway has become the main arrival point in the town centre because it contains the town's main car park and benefits from adjacent facilities including Spar, Public Institute (including public toilets), Medical Centre, Cae Bodfach community field, and the wetlands.

The area has in many ways become the new centre of the town because of its shopping, community facilities, and parking. The number of available car parking spaces is approaching capacity, and there are several planned initiatives aimed at enhancing the area's community infrastructure. The objective of this project is to unite a series of existing and new initiatives which together have greater potential to make Llanfyllin a better place to live and a more appealing visitor destination.

The former scrapyard site is a longer-term opportunity that could be explored further once the community field has been purchased and improvements delivered.

Cae Bodfach Gateway

Actions

- → Support the Town Council's current plans to purchase of Cae Bodfach to protect previous investment and enable the local community to deliver new initiatives.
- → Support Llanfyllin Community Initiative's plans to redevelop the pump track to create an upgraded cycling facility which builds on the area's grassroots cycling scene and strengthens the town's visitor attractions.
- → Linked with the pump track renewal, extend the Town Councils car park to meet existing demand and support the growth in visitors; use sustainable surfacing such as grasscrete.
- → Improve roadside visitor 'brown' signage at the entrance to the car park to intercept more visitors and raise awareness of the broad range of services and amenities.
- → Install EV charging and create a small number of aires (campervan hook-up facilities) in the car park to encourage long stay and overnight visits.
- → Include new elements of 'natural play' for children.
- → Maintain and improve the wetlands and natural habitats.
- → Linked with the Town Square, relocate the war memorial to a more respectful setting in the Memorial Garden (located in front of the Public Institute)

Concept for the Cae Bodfach Gateway delivery area











Cae Bodfach Gateway Vision











Thematic / Town-wide Projects

The Placemaking Plan also proposes several actions that apply to the whole town centre and will contribute to the delivery of the Plan's vision and objectives for Llanfyllin.

1. Regenerate the weekly market
2 Strengthen identity as cycling and walking destination
3. Promotion and visitor information
4. Gateway signage
5. Grant programme for refurbishing buildings and frontages
6. Become a 'Smart Town'
7. Partnership

Thematic/Town-wide Projects

1 Regenerate the Weekly Market

The market is a historic fixture of the town but in recent times has struggled as footfall has declined and stallholders have pulled out. At present it is dispersed along the high street and lacks a strong enough visibility and vibrancy to attract visitors. The market was once vibrant and successfully managed through a part-time role funded by Town Council. It has become apparent there is a need for a dedicated resource to actively promote and manage the market on a weekly basis.

Actions

→ The redesign of the Square would allow the market stalls to cluster around the area creating a higher level of visibility and vibrancy.

→ Identify new resources for the active management and promotion of the market.



↑ Example of vibrant market stall

Thematic/Town-wide Projects

2 Strengthen identity as a cycling and walking destination.

Llanfyllin benefits significantly from the surrounding picturesque rolling hills and attractive routes linking with Lake Vyrnwy and Berwyn Range. This has established a growing reputation of the area for mountain biking, road cycling and walking. For many years the area has befitted from the nearby Revolution Bike Park (temporarily closed), hosting annual cycling events, and providing a base for several professional cyclists. There are a few potential cycling related investments, including the pump track and proposals for a formal mountain bike trail located at the school, that would build a critical mass of cycling facilities and provide a focus for cycling related tourism.

The town is also surrounded by a large number of walking trails; however, as it is for cycling, very few of these are promoted as a package of curated activities with guides (either printed and online) and appropriate visitor signage. There is a clear opportunity to strengthen the towns base as a centre for cycling and walking in the region, becoming a more appealing start and finish point of these activities.

Actions

- → Invest in an upgraded pump track to create a more appealing cycling attraction.
- → Establish a signposted circular road cycling route which starts and finishes in Llanfyllin as recommended in the 2017 MontytraX study.
- → Installing a bike repair station including pump, tools and stand in the main carpark/adjacent to the pump track.
- → Create guides and other materials promoting the walking trails developed by the Civic Society and others. For example, Montgomery have a large number of trail materials published online and in leaflet form https://www.montgomery-wales.co.uk/
- → Better visitor signs and information promoting the local walks and trails.



↑ Example of a public bike repair station (source: Sustrans)



↑ Example of route signage used for a cycle loop in Shropshire



↑ Example of Montgomery, Powys local promotional materials for walking route



↑ MontytraX circular cycling route

Thematic/Town-wide Projects

3

Promotion and visitor information

Whilst the town has several attractions such as its church, Llanfyllin Workhouse, events, and amenities, there is very little up to date information easily found on-line or in hard copy about visiting the town. Neither does the town have a well-defined visitor identity/brand which leverages on its existing strengths such as links to Lake Vyrnwy, the Berwyn Range, cycling, walking, local shopping and access to services. This will become even more important if the town is located in or near a potential North East Wales National Park.



Actions

- → Develop a clear brand for the town which promotes its range of amenities and attractions; themes which could be incorporated include nearby heritage, walks, cycling facilities, local shopping and the weekly market.
- → Consider utilising or adapting branding already developed in promotional material.
- → In the absence of a town website, create a more unified 'Visit Llanfyllin' online platform, supported by printed materials and that acts as an umbrella for the range of individual events and town organisations to market and promote all the town has to offer.
- → Expand the town's blue plaque scheme, implemented by the Civic Society, to create a visitor trail of the town centre's history and interesting architecture.
- → Improve visitor information and interpretation of historical features, including St Myllin's Well. Expand the town's blue plaque scheme, design and publish a visitor trail of the town centre's history.











The Town's Identity









Thematic/Town-wide Projects

4 Gateway Signs

There are no brown tourism signs at the entrances to the town and existing signage for the car park and public toilets is partially obscured. To intercept a greater number of visitors, there's a need for comprehensive brown tourism signs and information to be located at the north and south entrances to the town (on the A490). The signs need to identify the town's main visitor facilities and attractions such as parking, cafes, public toilets, church etc.



↑ Example gateway sign



Potential locations for gateway brown signs

Thematic/Town-wide Projects

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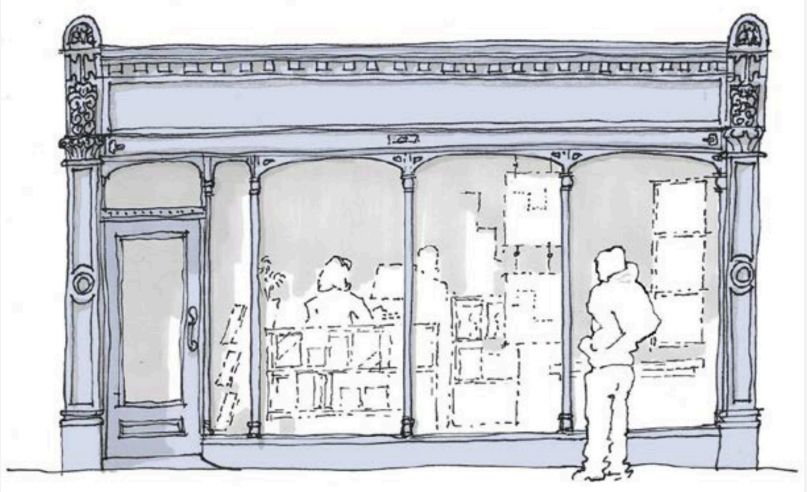
Grant programme for refurbishing frontages

One of Llanfyllin's strengths is its historic centre with a wealth of listed 19th century buildings with attractive frontages, which are a major part of the town's charm and appeal. It is noticeable that a number of the historic buildings and commercial frontages have become degraded and conservation features have been lost. Key buildings such as St Myllin's Church are also in need of improvement to improve their use. Overall, the centre would benefit from targeted improvements for buildings and key frontages around the Town Square and along the High Street.



Actions

→ Targeted property grants for buildings located within the town centre, particularly supporting enhancement of the Conservation Area, restoring heritage features and key frontages. In addition, supporting key buildings to sustain existing activity or to bringing them back into economic use.



↑ Sketch of traditional Victorian shop frontage

Thematic/Town-wide Projects

6 Become a ‘Smart Town’

As well as celebrating its heritage, Llanfyllin 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.



← Digital noticeboard installed by local community group in Rhayader

Actions

→ Secure essential digital infrastructure including ‘ultrafast’ full fibre broadband and 5G mobile coverage. Also install town-wide public Wi-Fi and a LoRaWAN gateway to facilitate smart initiatives.

→ New digital infrastructure will allow data-driven decisions and improve place management. For example:

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

→ Explore ways in which visitors’ experience can be improved through reliable and trustworthy public Wi-Fi and a digital noticeboard in a prominent position that shares local information and offers.

Thematic/Town-wide Projects

7 Partnership

Llanfyllin currently has no partnership arrangements bringing together the range of active groups and organisations working to improve the town and its surroundings. Establishing a new town partnership would strengthen the coordination of activity around mutual priorities and encourage the sharing of expertise and resources.

A notable gap is the absence of a business group, but the production of the Placemaking Plan represents an opportunity to re-establish the Chamber of Trade in order to shape investment into the town centre. A Chamber of Trade provides businesses a stronger and more influential voice as well as a forum for communicating and collaborating together. The body can also lead on initiatives which are priorities to the business community, such as promotion and visitor information. The re-establishment is currently being explored by town centre businesses.



Actions

→ Continue exploring the re-establishment of the Chamber of Trade.

→ Encourage businesses to work together to produce a coherent pattern of seasonal opening hours with the potential to encourage more visitors and lengthens dwell time.



Actions, Delivery and Funding

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 several active groups and organisations working in partnership to implement the Plan. The Town Council 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 Llanfyllin 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 Town Square	2 - Cae Bodfach Gateway	3 - Signage & promotion
Aim	Re-establish a focal point at the heart of the town, reviving the market and supporting events and business	Multi-layered community & visitor destination – encouraging longer visits and overnight.	Better promotion to raise awareness, increase year-round visitors & help people explore
Immediate	· Declutter, reposition and remove surplus street furniture · Create a new focal point for market stalls as part of a new markets revival plan	· Town Council secure fund for purchase – unlock the potential to invest in site · Establish site area masterplan to support funding bids that encapsulates management, pump track, natural play, car park etc	· Establish unified 'destination Llanfyllin' website presence with supporting leaflets & materials for business/hotels
Short-term	· Business frontage improvements enveloping scheme · Target resource improvement for market	Design scheme elements including · Natural play features · Pump track improvements · Car park extension · Electric Vehicle charging Subject to funding - early phase implementation e.g. Pump Track	· Brown tourism signs for town gateways · Heritage trail from car park and Town Square
Medium-term	· Design public realm improvements / traffic management scheme	· Later phase implementation e.g. car park	· Refurbishment & redevelopment
Long-term	· Implement including relocated war memorial		

Town Square

Action	Timescale	Potential funding	Responsibility
Phase 1 – declutter the Square with the aim of creating additional space and a new focal point for the weekly market and town events. Also, to enhance the space for business use and outside seating · Remove surplus and unnecessary signage. · Reduce the number of bins. · Reposition the post-box and grit box towards the edge. · Remove surplus or redundant bollards. · Remove the commemorative slate feature. · Reposition/reduce the wooden tables and benches. · Paint street furniture (e.g. BT street cabinets) conservation black · Enhanced moveable planting	Immediate	Town Council and Powys CC	Partnership between Town Council and Powys CC
Phase 2 – prepare public realm designs to establish the feasibility, cost and delivery options for a new Town Square. Examine options for relocating the war memorial. Prepare funding bids	Short	Transforming Towns	Partnership between Town Council and Powys CC
Phase 3 – secure funding and implement	Medium/Long		Partnership between Town Council and Powys CC



Cae Bodfach Gateway

Action	Timescale	Potential funding	Responsibility
Phase 1 - Secure purchase of the Community Field (£80,000). Continued maintenance and improvement of wetlands and habitats	Immediate	Community fundraising, National Lottery, Transforming Towns	Town Council and partners including BRACE & Community Initiative
Phase 2 - prepare masterplan to establish the layout, feasibility and cost for the renewed pump track, incorporating extended parking and associated cycling, EV charging facilities. Prepare funding bids	Short	Transforming Towns, National Lottery, Be Active Fund, Communities Facilities	Town Council and partners including BRACE & Community Initiative
Phase 3 – secure funding and implement	Medium-long		Town Council and partners including BRACE & Community Initiative

Opportunities

Weekly Market	Timescale	Potential funding	Responsibility
Business Plan – to consider sustainable income generation to cover the running costs, staffing and professional marketing of a vibrant market that attracts sufficient footfall to be commercially viable for stallholders Location – reposition market stalls in a single area, ideally in and around the Town Square. Reference Street Market Guide	Immediate	Town Council, Transforming Towns	Town Council

Visitor signage	Timescale	Potential funding	Responsibility
In consultation with Powys CC Highways, agree the design and cost of new 'brown' tourism information signs to be located at the north and southern approaches to the town centre (A490)	Short	Brilliant Basics	
Install visitor information and town heritage trail signs in the main car park and Town Square. Improve direction signs and interpretation at St Myllin's Well. Explore option of installing digital visitor information signs	Short	Brilliant Basics, Transforming Towns	

Marketing & identity	Timescale	Potential funding	Responsibility
Working in partnership of with the Town Council, Powys CC Tourism and Mid Wales Tourism Association, local tourism businesses and traders to review the visitor brand identity, creation and management of content across all print and social media platforms. Case study Reference montgomery-wales	Short	Town Council	Town Council

Thematic/Town-wide Projects

Building and Frontages Improvements	Timescale	Potential funding	Responsibility
Target commercial and third sector property improvement grants for building and key High Street frontages in need of refurbishment, re-use and enhancement	Immediate/ Short	Transforming Towns	Powys CC

Smart Towns	Timescale	Potential funding	Responsibility
Examine installing town-wide public Wi-Fi and LoRaWAN gateway to facilitate smart initiatives. Express interest with Powys CC for support through the SPF digital infrastructure, place planning and skills development programmes. Town Council to engage with the Smart Towns Wales programme to learn from best practice elsewhere.	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)

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