

Brecon 20:20

Our Town – Our Future Residents' Survey Results



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Sustainable
Development Fund

Brecon 20:20 Town Plan - Residents Survey

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Brecon 20:20 Town Plan - Residents Survey

1. Introduction

The Brecon Town Plan survey, "Brecon 20:20 Our Town – Our Future" was completed by residents in the Spring of 2018. This document details the results of that survey.

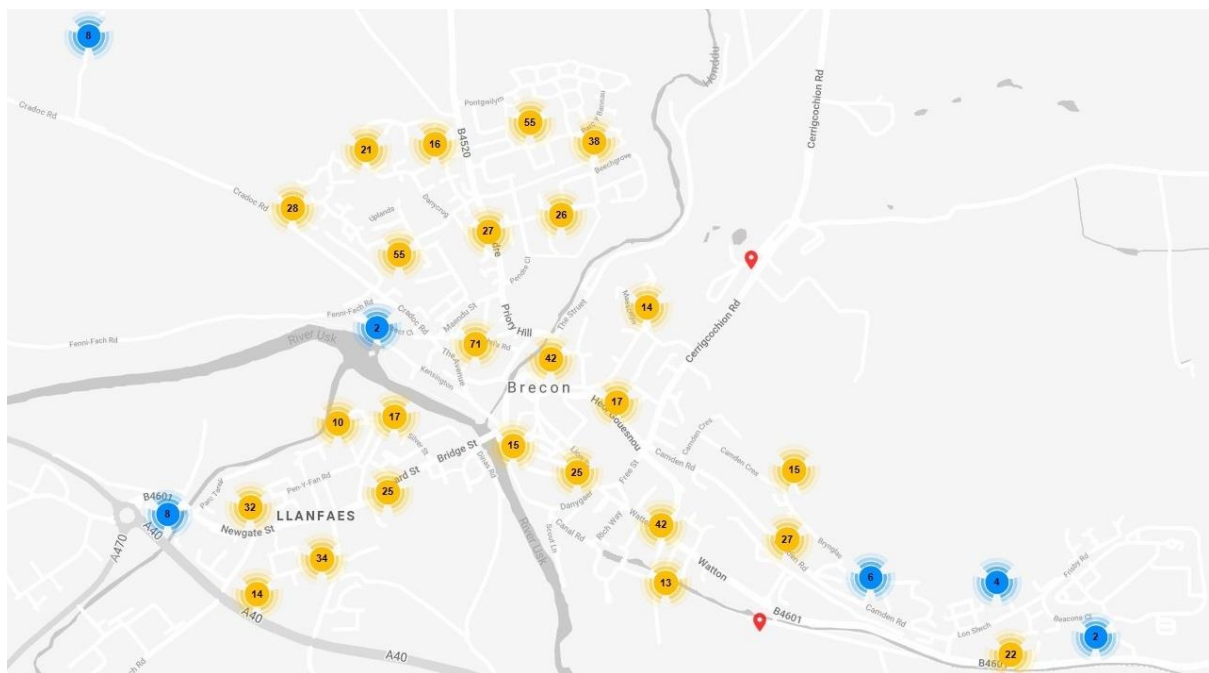
In total there were 895 responses of which 887 were received in English & 8 in Welsh. 201 of the total of 895 forms were completed online (1 in Welsh).

An analysis of where respondents live, their age and gender are contained in this introduction following which are the results of the individual survey areas.

Residents from across the town & the wider area completed the form and this can be seen in the analysis below.

Postcode:

Answered: 854 Skipped: 41 (Response rate **High**)

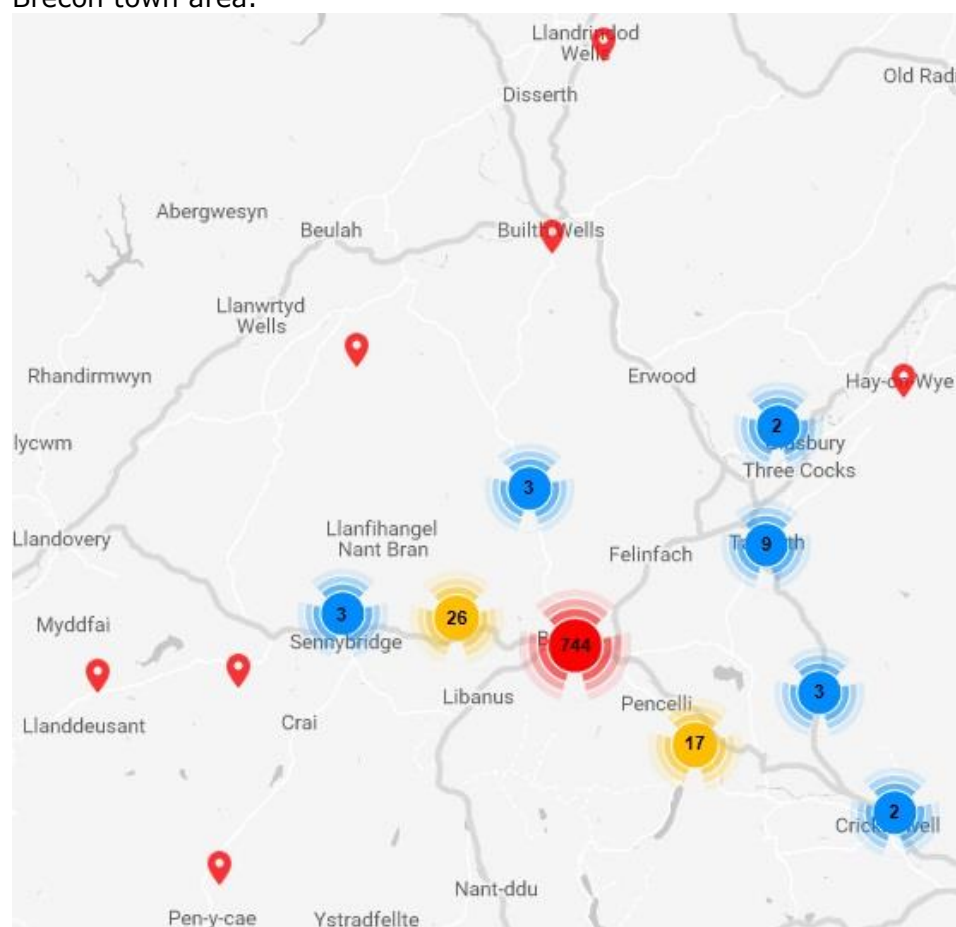


The top 10 postcode areas in Brecon which responded:

(1)	St John`s Road	71
(2)	Pontgwilym	55
(3)	The Struet	42
(4)	Beechgrove	38
(5)	Llanfaes	34
(6)	Newgate Street	32
(7)	Cradoc Road	28
(8)	Camden Road/Pendre	27
(9)	Beechgrove/Orchard Street	26
(10)	Dan-y-Gaer	25

There were 854 postcode responses from the total of 895 responses, and out of these, 41 were left blank; 30 incomplete; and 98 required amending to make valid. After data

validation, 817 postcodes were accurate for analysis. 725 responses were located in the Brecon town area.

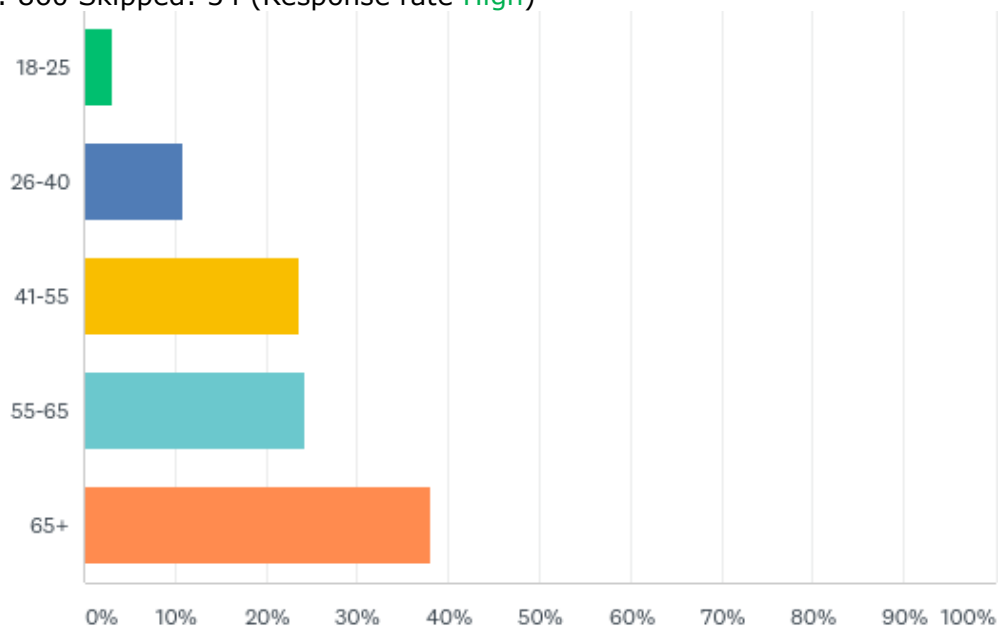


Completed surveys received from outside the Brecon town area:

(1)	Cradoc	22
(2)	Talybont-on-Usk	12
(3)	Libanus	5
(4)	Llanspyddid	5
(5)	Llangorse	4
(6)	Talgarth (LD3 0)	4
(7)	Trallong	4
(8)	Cwmdu (NP8)	3
(9)	Felinfach	3
(10)	Llanfilo	3
(11)	Lower Chapel (LD3 9)	3
(12)	Sennybridge (LD3 8)	3
(13)	Three Cocks (HR3)	3
(14)	Aberbran	2
(15)	Aberyscir	2
(16)	Bwlch	2
(17)	Crickhowell (NP8)	2
(18)	Glasbury (HR3)	2
(19)	Llanhamlach	2
(20)	Builth Wells (LD2)	1
(21)	Hay (HR3)	1
(22)	Llandefalle	1
(23)	Llandeusant (SA19)	1
(24)	Llandrindod Wells (LD1)	1
(25)	Llangammarch Wells (LD4)	1
(26)	Pen-y-Cae (SA9)	1
(27)	Pontfaen	1
(28)	Trecastle (LD3 8)	1
Total		95

Age of Respondents

Answered: 860 Skipped: 34 (Response rate High)



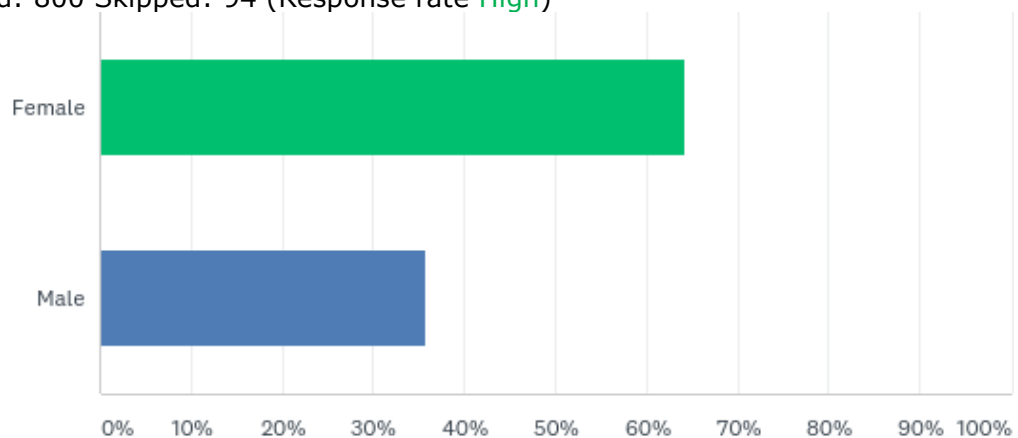
ANSWER	RESPONSES
--------	-----------

18-25	3.14%	27
26-40	10.81%	93
41-55	23.72%	204
55-65	24.19%	208
65+	38.14%	328
Total		860

Lowest responses from the 18-25 age group (3.14%) and 26-40 age group (10.81%), with level of engagement generally increasing with age.

Gender of Respondents

Answered: 800 Skipped: 94 (Response rate High)



ANSWER	CHOICES	RESPONSES
--------	---------	-----------

Female	64.13%	513
Male	35.88%	287
Total		800

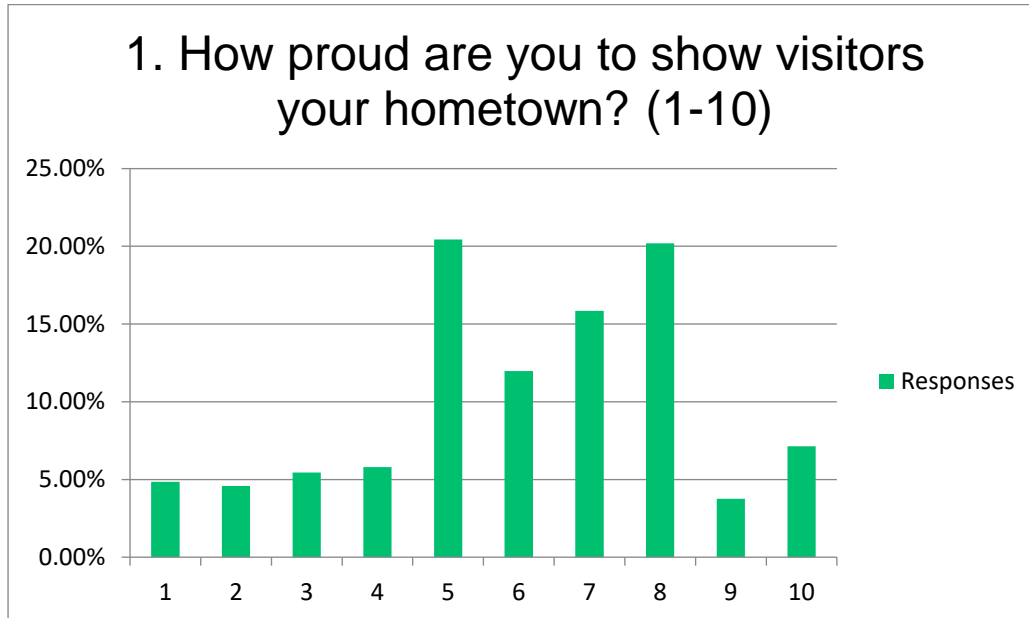
Almost double amount of responses from females compared to males.

2. Street Scene

1. How proud are you to show visitors your hometown? (1-10)

1 = Poor 10 = Excellent

Answered: 827 Skipped: 67 (Response rate **High**)

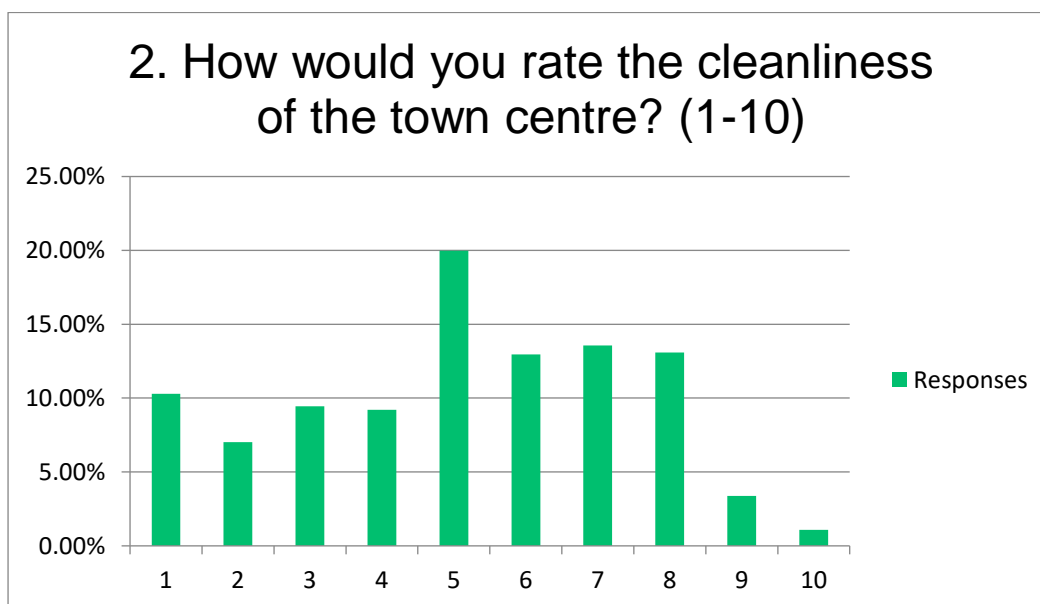


79% of respondents rated this question at 5 or above suggesting that residents are proud to show visitors the town of Brecon.

2. How would you rate the cleanliness of the town centre? (1-10)

1 = Poor 10 = Excellent

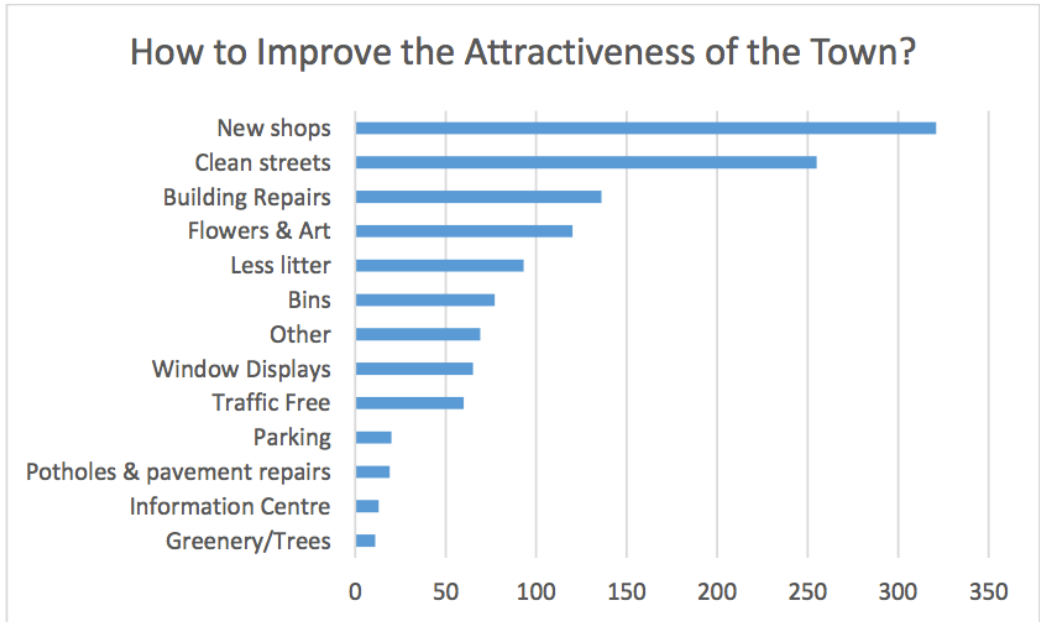
Answered: 826 Skipped: 68 (Response rate **High**)



With 56% of respondents scoring the cleanliness of the town between 1 and 5 and only 1% rating cleanliness at 10 cleaning up the town is an area for improvement.

3. We could improve the attractiveness of the Town Centre by...?

Answered: 712 Skipped: 182 (Response rate **High**)



4. How do you think the architectural heritage of the town could be promoted to benefit the town?

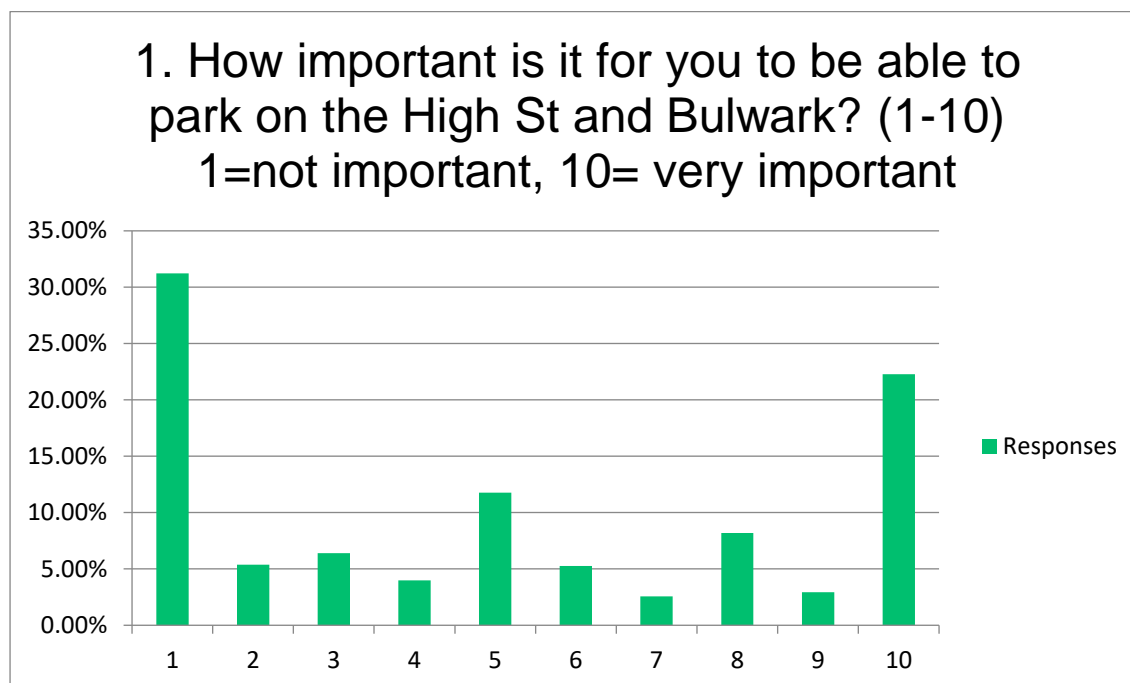
Answered: 558 Skipped: 336 (Response rate **Medium**)



3. Parking and Traffic

1. How important is it for you to be able to park on the High St and Bulwark? (1-10) 1=not important, 10=very important

Answered: 781 Skipped: 113 (Response rate High)



ANSWER	RESPONSES	
1	31.24%	244
2	5.38%	42
3	6.40%	50
4	3.97%	31
5	11.78%	92
6	5.25%	41
7	2.56%	20
8	8.19%	64
9	2.94%	23
10	22.28%	174
Total		781

"How important is it for you to park on the High St and the Bulwark?"

A total of 459 people (59%) scored this in the range 1-5. This result was interpreted as respondents saying this was not very important. The highest percentage of any score was 31% rating it as only a "1".

A total of 322 answers, (41%) were in the 6-10 range. These responses were interpreted as saying they regarded it as quite important. 174 people (22%) scored it "10".

An overall analysis could be that parking in these two streets is not that important to the majority of Brecon's population. Although 22% rated it as highly important, some of them may not have done so if an alternative parking strategy was presented to them at the same time.

Conclusion: Parking on The Bulwark is not important to the majority of people, but it is very important to those who do use it.

2. Ideally, how long would you prefer to stay in the following areas?

A=30 mins, B= 1hr, C= 2hr, D= more than 2hrs

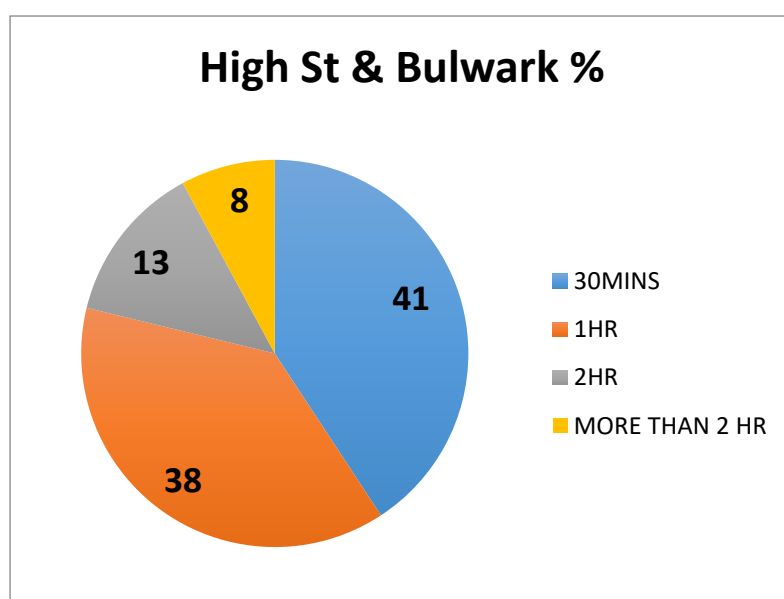
Answered: 752 Skipped: 142 (Response rate **High**)

The responses are easy to interpret, but provide hard data on parking requirements

		High St + Bulwark	%	Co-op car park	%	Bus station	%
30MINS	A	269	41	45	6	82	13
1HR	B	251	38	110	15	35	5
2HR	C	88	13	260	37	51	8
MORE THAN 2 HR	D	52	8	296	42	476	74
		660	100	711	100	644	100

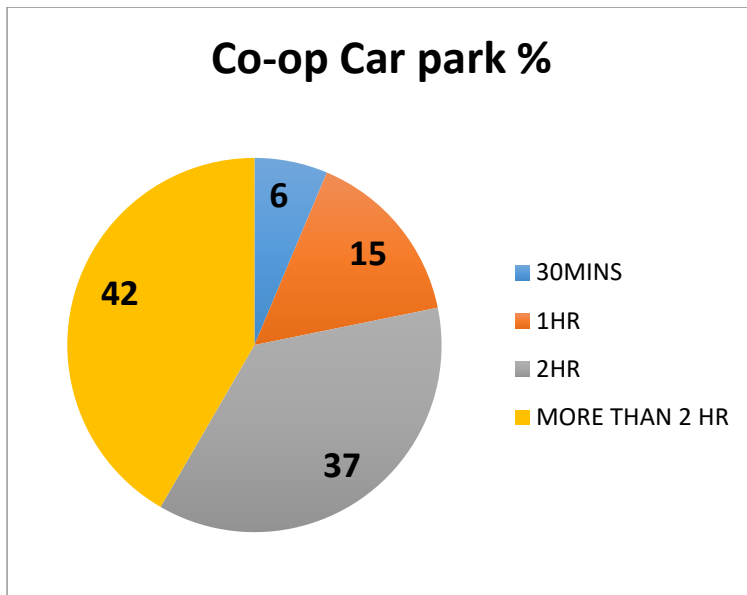
High St and Bulwark

269 people answered A, (41%). 251 answered B, (38%). 88 answered C, (13%) and 52 answered D, (8%). A total of 660 answers.



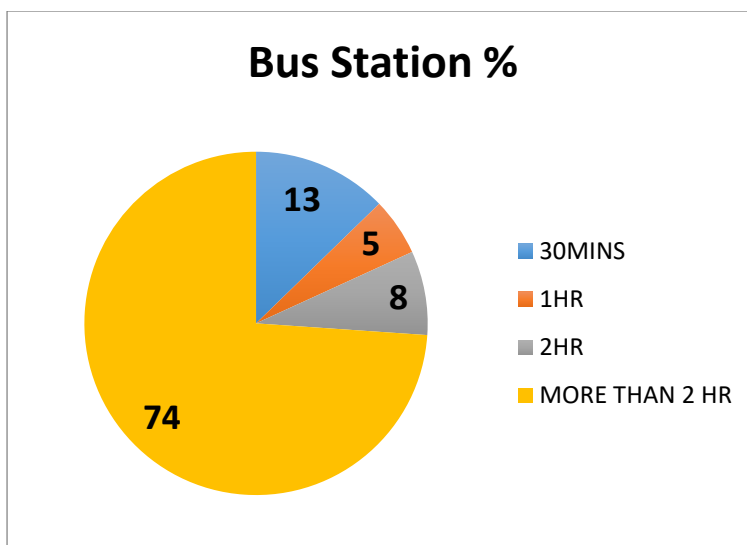
Co-op

45 answered A (6%). 110 answered B (15%). 260 answered C (37%) and 296 answered D (42%). A total of 711 answers.



Bus Station

82 answered A (13%). 35 answered B (5%). 51 answered C (8%) and 476 answered D (74%). A total of 644 answers.



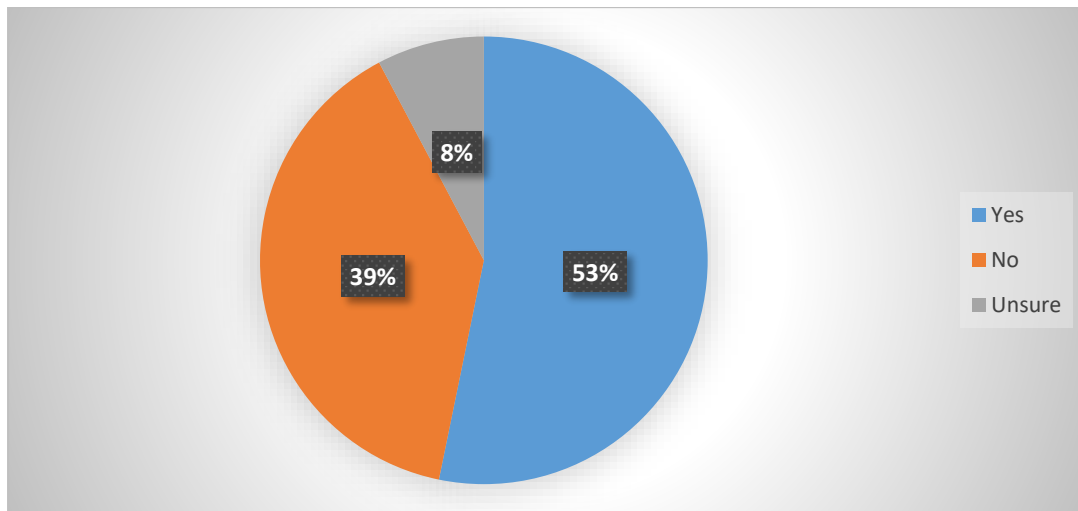
Overall, these answers were unsurprising. Most people seem to want to use High Street and Bulwark parking to pop into shops in that immediate vicinity for a short period. An overwhelming majority of people want to use the Co-op car park for two hours or more, as do those using the Bus Station Car Park. The fact that most people responded with the Co-op might indicate that this is the most wanted parking spot, but this is not particularly significant. There is one set of answers which is rather puzzling. Why should as many as 13% of those answering want to use the Bus Station parking for as little as 30 mins, when it is furthest away from the centre of town? Perhaps people wish to drop off/pick up others from the bus.

3. Do you think some traffic free areas would benefit the town centre?

Answered: 773 Skipped: 121 (Response rate High)

769 people answered. 118 people skipped it. 413 answered "Yes" (53%). 299 answered "No"

(39%) and 61 answers interpreted (8%) as “Not sure”.



Unsurprisingly, there were more written comments on this question than the other two. The most common reason given for traffic free areas was safety (19 remarks). 9 people said it would enable the town to look better and create a better ambience.

On the negative side, there were 24 separate comments saying that businesses in the town centre would suffer. Another 11 said it would discourage visitors from spending time in the centre.

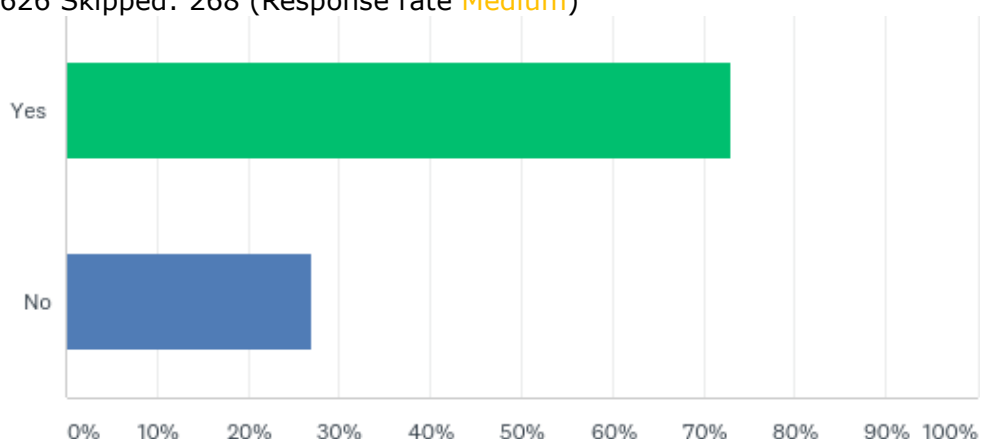
There was no consensus on which streets should be made traffic free. Cyclists were only mentioned once. Those who commented about the effect on disabled users (11), were evenly split between those who thought traffic areas would benefit such users and those who thought it would not.

One interesting idea was the suggestion that there should be traffic free areas with parking tokens for persons who worked in the town centre, paid for by the BID scheme, which could help to sell the idea of pedestrianisation.

Overall, the conclusion drawn from this is *that there is significant support for traffic free areas (53%)*, but the minority who are against it (39%) are very vocal, particularly regarding the view that it might negatively affect trade for town centre shops. The remaining 8% are unsure.

4. Are you able to get around Brecon by public transport?

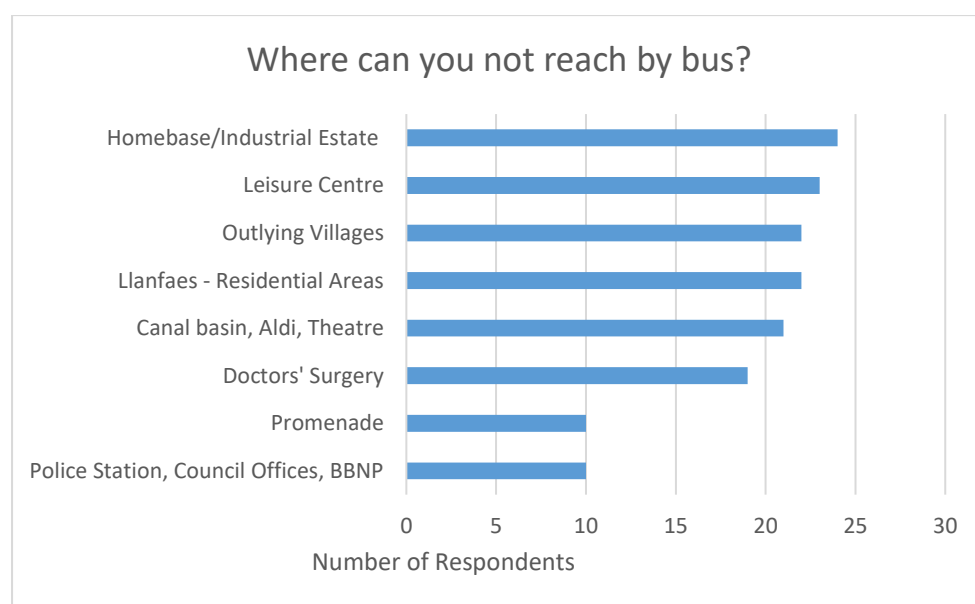
Answered: 626 Skipped: 268 (Response rate **Medium**)



ANSWER	RESPONSES	
Yes	73%	457
No	27%	169
Total		626

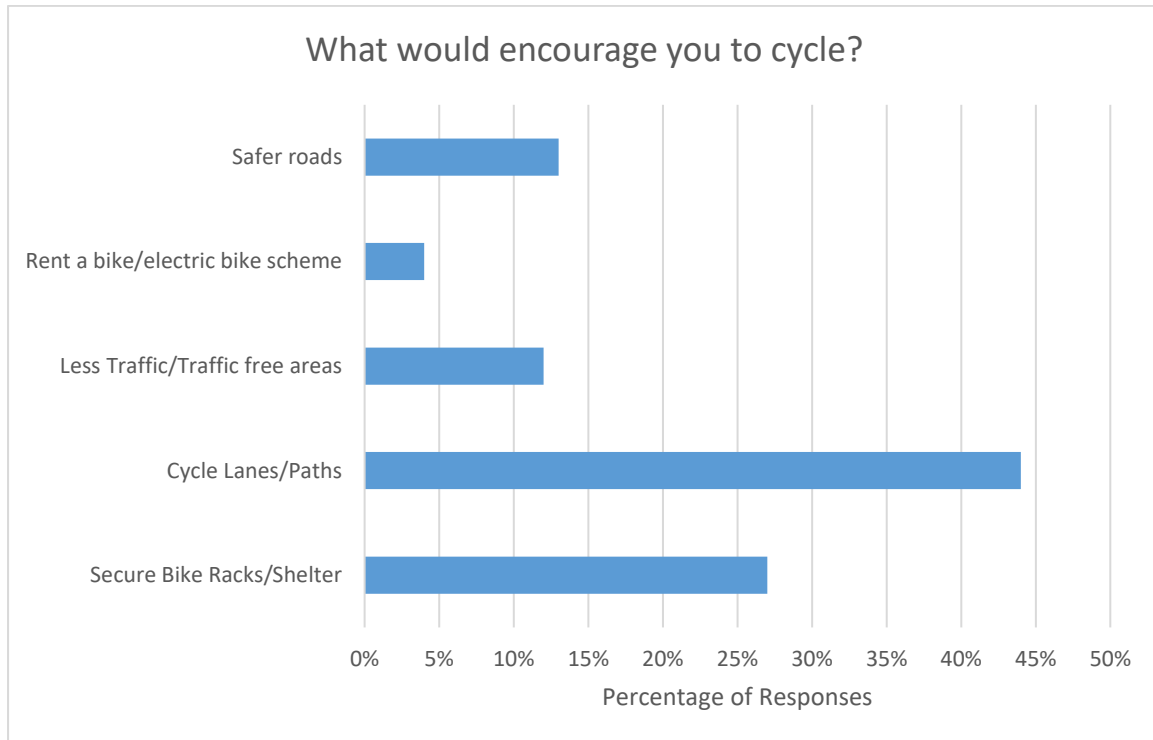
5. Which places in Brecon can you not reach with public transport?

Answered: 462 Skipped: 432 (Response rate **Medium**)



6. What would encourage you to use a bicycle for journeys into and around Brecon?

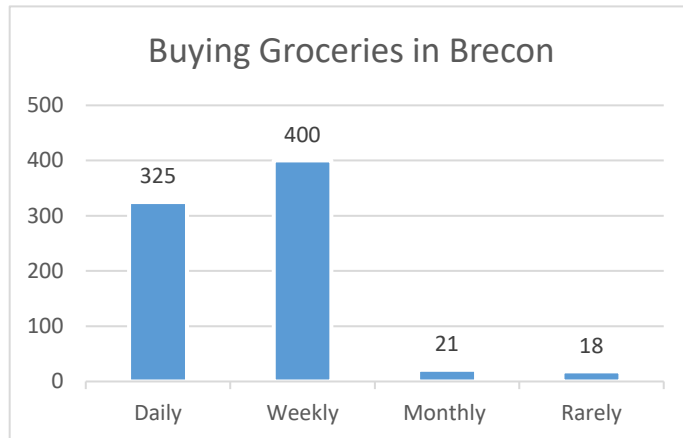
Answered: 647 Skipped: 247 (Response rate High)



4. Retail and Market

1. How often and where do you shop for Groceries?

Answered: 815 Skipped: 79 (Response rate **High**)

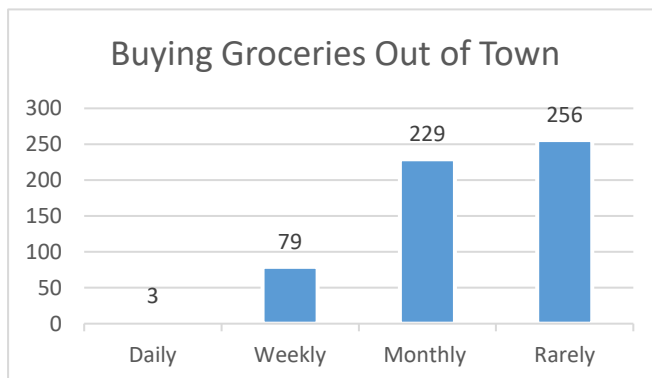


Brecon

98% of respondents stated that they shopped for groceries in Brecon. People shop in Brecon on the following basis:-

This shows that the majority of people (95%) shop at least weekly for their groceries in Brecon.

Out of Town Retail Park



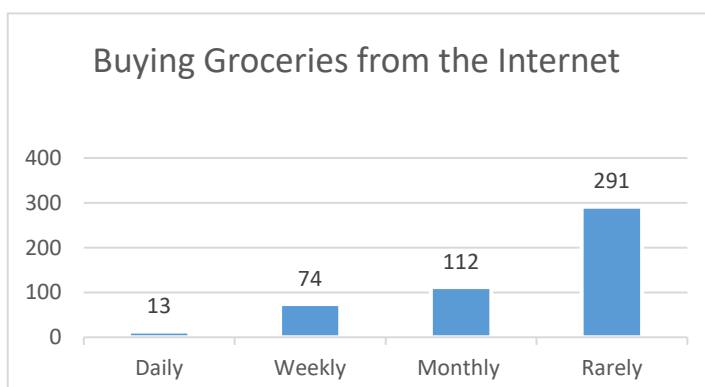
72% of people buy groceries out of town at a retail park. How often they do that can be seen below:-

Here it can be seen that 86% of respondents buy groceries out of town on a monthly or rarely basis.

Other Towns

42% of people reported buying groceries from other towns, 185 of those responding bought from Merthyr and 78 from Abergavenny (together representing 77% of other towns visited); therefore overwhelmingly people who buy groceries from other towns buy them from Merthyr Tydfil or Abergavenny. Other towns & cities were mentioned e.g. Cardiff, Hereford and Hay on Wye but with much less prevalence.

Internet



63% of respondents said they buy groceries online.

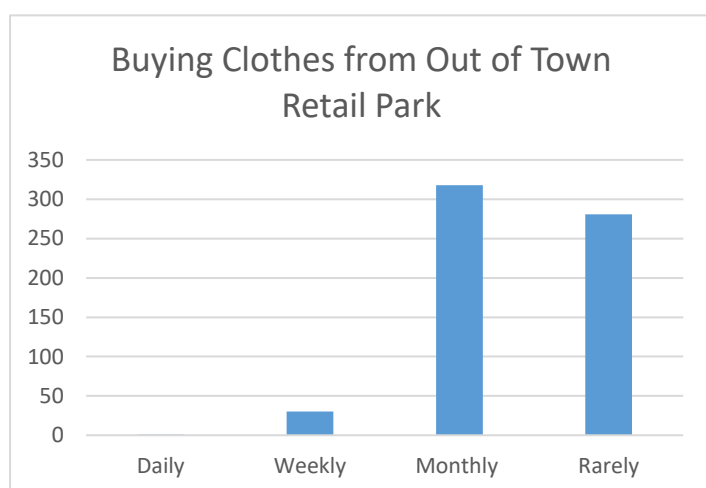
Again the vast majority ordering online (82%) do so on just a monthly/rarely basis.

2. How often and where do you shop for Clothes?

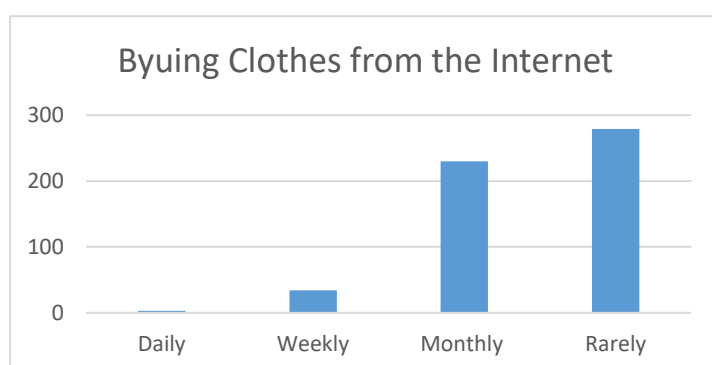
Answered: 805 Skipped: 89 (Response rate High)



While 82% of respondents stated that they shopped for clothes in Brecon, 73% of them shop rarely and 23% shop monthly as per the graph below.



Far more people reported shopping monthly at an out of town retail park; 50% compared with Brecon at 23%.

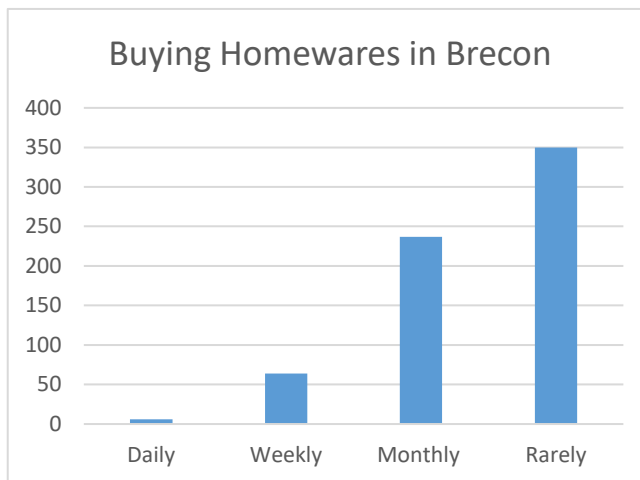


For internet shopping the position was similar with few people shopping daily or weekly. 42% of those internet shopping do so monthly and 51% rarely.

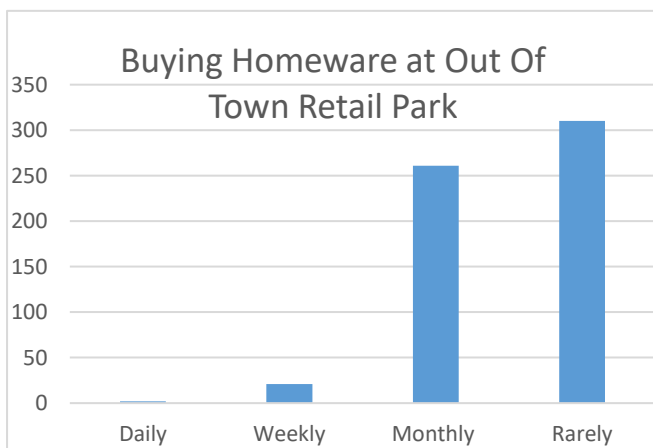
Other Towns – when shopping for clothes 73% of those shopping in other towns were shopping in either Cardiff or Merthyr. A number of people were shopping in Hereford (8%), Abergavenny (6%) and Hay (4%).

3. How often and where do you shop for Homewares?

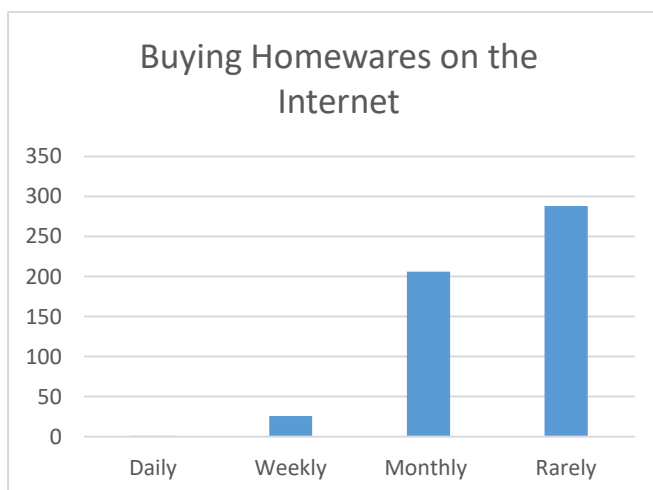
Answered: 798 Skipped: 96 (Response rate High)



Homewares are purchased on a monthly or rarely basis as you would expect. 89% of people shopping for homewares in Brecon do it on a monthly or rarely basis while 10% report shopping weekly for homewares in Brecon.



96% of people buying homeware in an out of town retail park do so monthly or rarely.

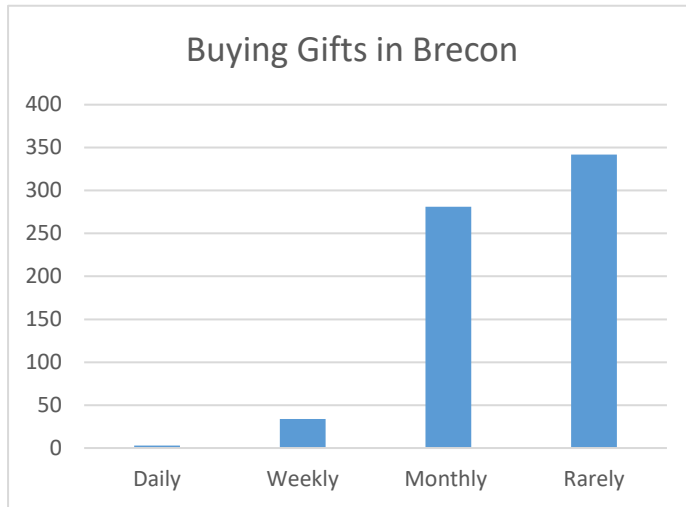


Similarly 95% of people purchase homewares on the internet monthly or rarely.

Other Towns – 72% of people shopping for homewares in other towns purchase from Cardiff or Merthyr with Merthyr alone accounting for 52%. 12% of people purchase in Abergavenny and 7% from Hereford.

4. How often and where do you shop for Gifts?

Answered: 788 Skipped: 108 (Response rate High)



94% buy gifts in Brecon on a monthly or rarely basis as below

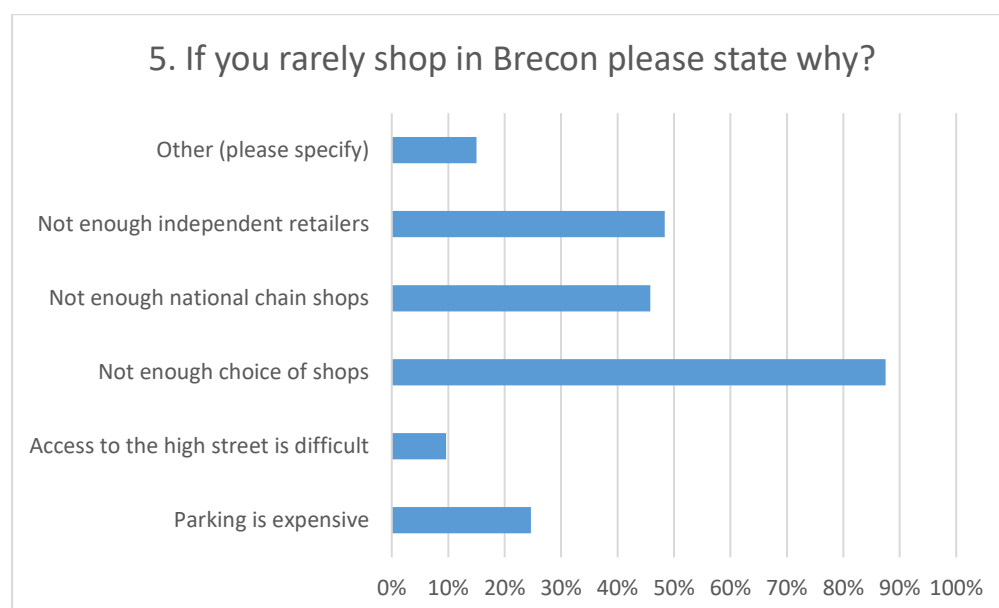


97% of people shop either monthly or rarely for gifts in an out of town retail park.

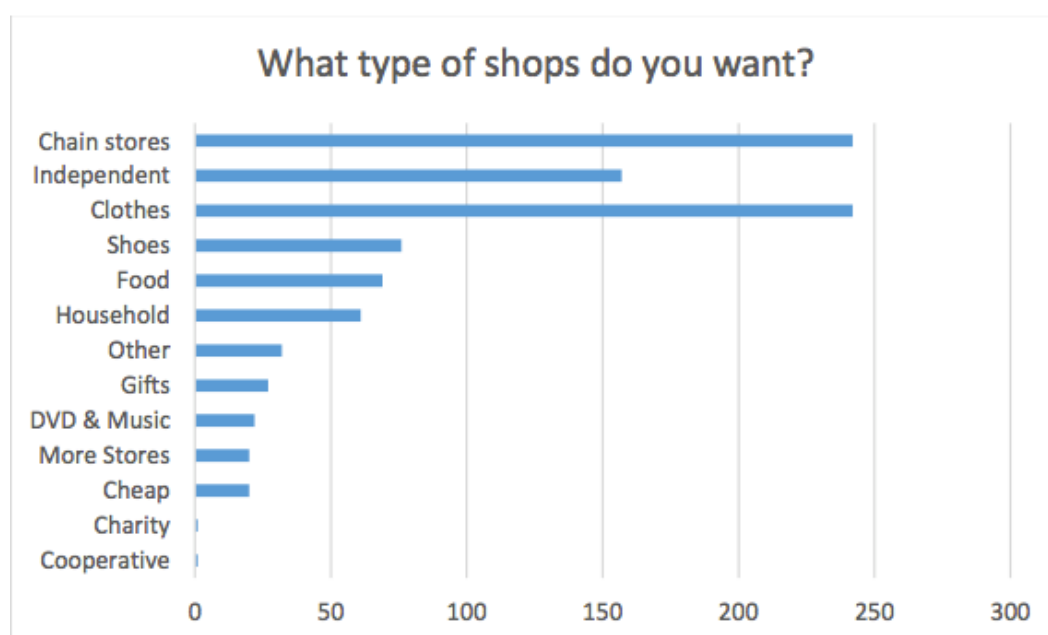
91% of people buy gifts on the internet monthly or rarely, with a higher proportion of 8% stating that they buy gifts weekly off the internet.

Other Towns – Merthyr and Cardiff are again the most popular other towns for purchasing gifts, with Merthyr at 37% and Cardiff at 26%. Abergavenny (11%), Hay (8%) and Hereford (6%) are popular too.

5. If you have stated that you rarely shop in Brecon then please state why
 Answered: 633 Skipped: 261 (Response rate High)



6. What shops would you like to see in Brecon and would use if they were present?
 Answered: 671 Skipped: 223 (Response rate High)

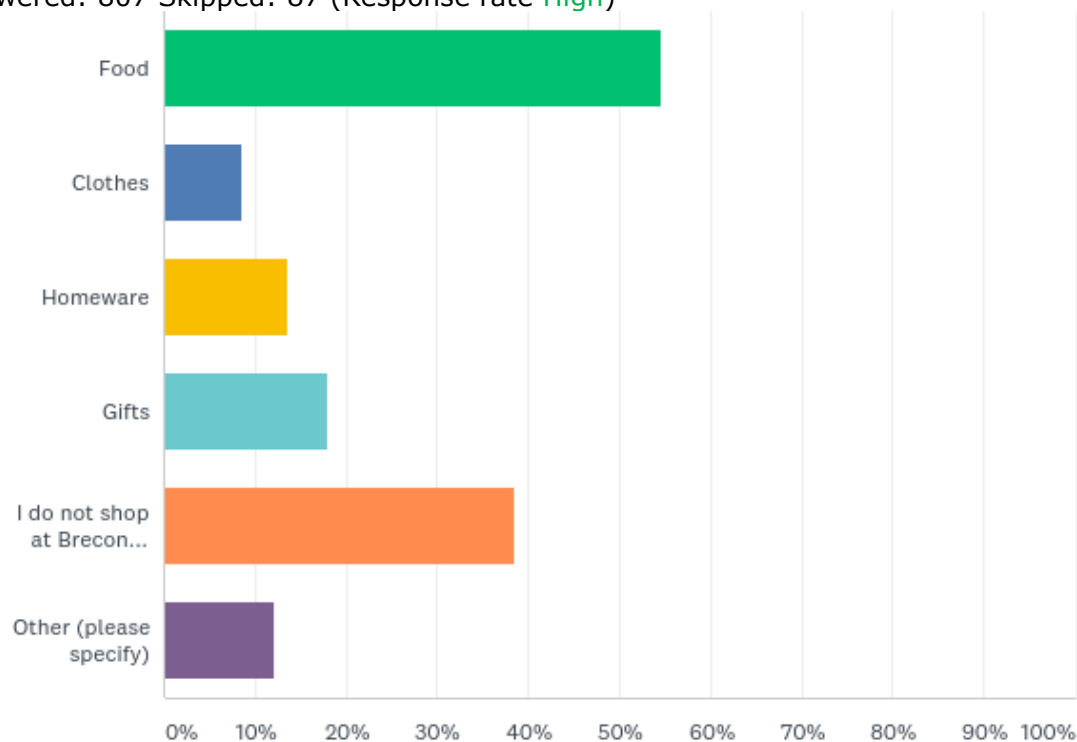


Where people differentiated between chain stores & independent retailers 65% want to see more chain stores, while 35% would like more independent retailers. The most popular chain store appears to be Marks & Spencer which was mentioned in 127 responses regarding chain stores.

In terms of the items respondents wish to buy the most popular item is clothes, followed by shoes. Where people mentioned food it includes supermarkets, delicatessens and restaurants. Household includes homewares, bedding, kitchen equipment & furniture. Other shops include jewellery etc.

7. What do you buy at Brecon Indoor Market?

Answered: 807 Skipped: 87 (Response rate High)



ANSWER

Food	54.52%	440
Clothes	8.67%	70
Homeware	13.63%	110
Gifts	18.09%	146
I do not shop at Brecon Indoor Market	38.41%	310
Other (please specify)	12.14%	98
Total		807

RESPONSES

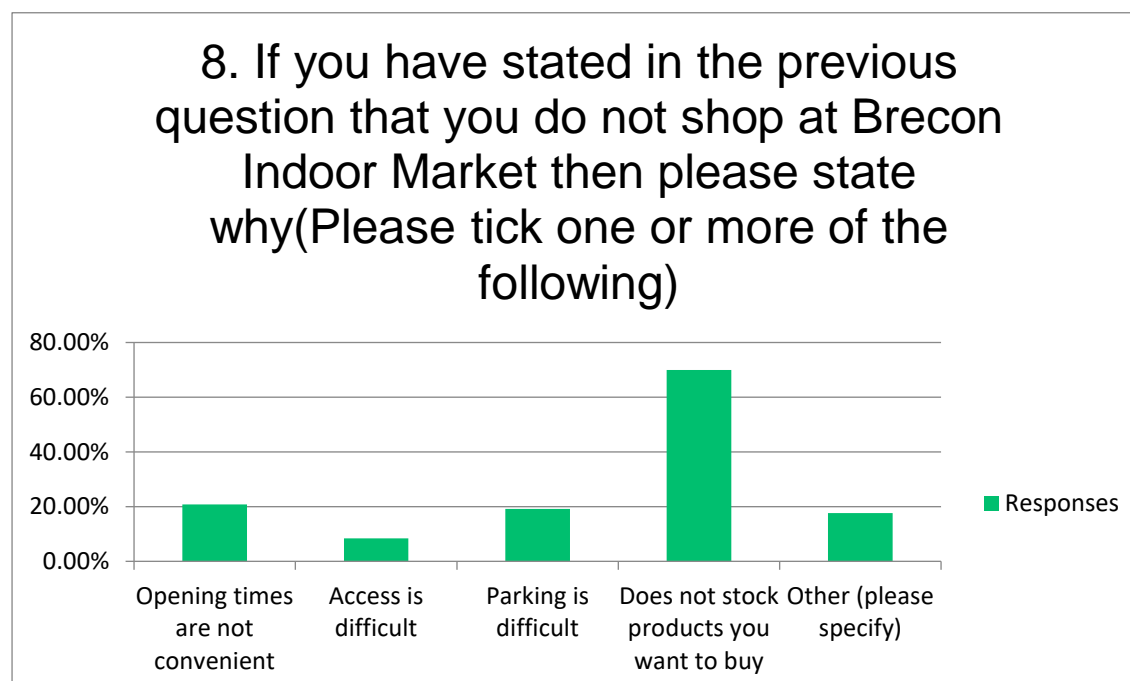
8. If you have stated in the previous question that you do not shop at Brecon Indoor Market then please state why.

Answered: 380 Skipped: 514 (Response rate Medium)

ANSWER

Opening times are not convenient	20.79%	79
Access is difficult	8.42%	32
Parking is difficult	19.21%	73
Does not stock products you want to buy	70.00%	266
Other (please specify)	17.63%	67
Total		380

Only 43% (380) responded. Unfortunately, those who stated 'Other' didn't always give a reason. The most noted response was not stocking the right products (70%) (266). Question 9 allows further scrutiny of which products people would like to be available.



9. What products would you like to see for sale at Brecon Market?

Answered: 422 Skipped: 472 (Response rate **Medium**)

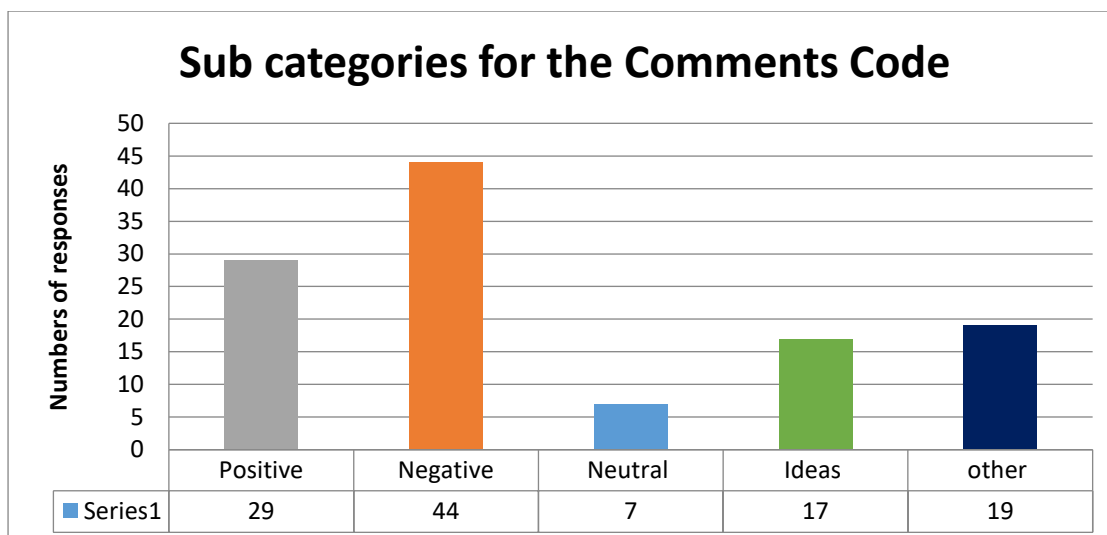
422 responses (47.2%) were given to this question providing a range of views which have been coded under the following code headings to enable an interpretation. See table below.

Code Headings	No Responses	
PRODUCT SUGGESTIONS	242	57.3
COMMENTS GIVEN	132	31.2
IDEAS	15	3.5
MARKETING	11	2.6
UNSURE	22	5.2

This list isn't exclusive, but would enable market managers to look out for stall holders selling these types of products to enhance the range of goods offered. Additionally, products could be shared with local groups e.g. Chamber of Trade, Brecon Business Club, Brecon Town Council to assist with progression of services locally. An idea put forward within the action plan is setting up a Youth Business Group.

Comments Given Codes

This code was divided into five categories which included Positive, Negative, Neutral Ideas, and Other comments which include some ideas for action planning. The bar graph shows the number of responses for each category. It is noticeable that there were 44 negative responses.



Exploration of negative comments are very helpful and some are shared below.

The negative responses focus around the building's environment.

"It's not a pleasure to shop in the tired looking building."

"Just looks dirty, smelly. Old fishy smells."

"I don't trust the cleanliness or provenance of the items sold."

Other negative responses are shown in Appendix B focus around:-

Longevity - *Markets are a dying business*

Appeal: *I don't know why Brecon Market seems so dismal.*

Limited Range: *Same stuff week after week, needs variation; better quality clothes, craft, gifts; at the moment it's just tatty.*

This is helpful as the majority of the comments here are focused around the environment and decoration which can be addressed in the short term which could yield positive response locally. See Appendix C Draft Action Plan

Positive Comments

In contrast there were 29 positive comments which focused around the types of markets, the array of goods and their quality, noted improvements in the number of stalls and general happiness with the markets.

Public Comment noted include: *"I like shopping there"... "Good Quality"... "Love Farmers' Market"... "Fantastic Facility"... "Farmers' Market is best"... "Like Arcade Shops"... "Indoor Market has improved"... "Excellent Choice"... "Let's just keep it" ...*

Ideas Comments

This analysis provided some useful comments to enable those with responsibility for the market to consider. For example:

- Should there be an introductory rate for new stall holders to increase stall utilisation.
- Opening hours – review if there is any appetite for an evening market.
- A comment made frequently in this category is for those in charge to visit markets which are successful like Merthyr, Abergavenny, Hereford or Lincoln.

- Consideration should also be given to making the market an experience rather than just a shopping exercise. Need to build on an atmosphere so food, socialising and shopping. Areas like Altrincham have used this approach with noted success.

Marketing Comments

This category of comments strongly reported a need to rekindle the Flea/Antique Fairs. Additionally there is a strong potential to making our market the centre of attention ensuring it provides a community spirit. This builds upon the making of our market an experience and one thing Abergavenny do with visual mobiles. Improve marketing, social media and online presence to market the Market Hall and the stalls on offer.

Local opportunity

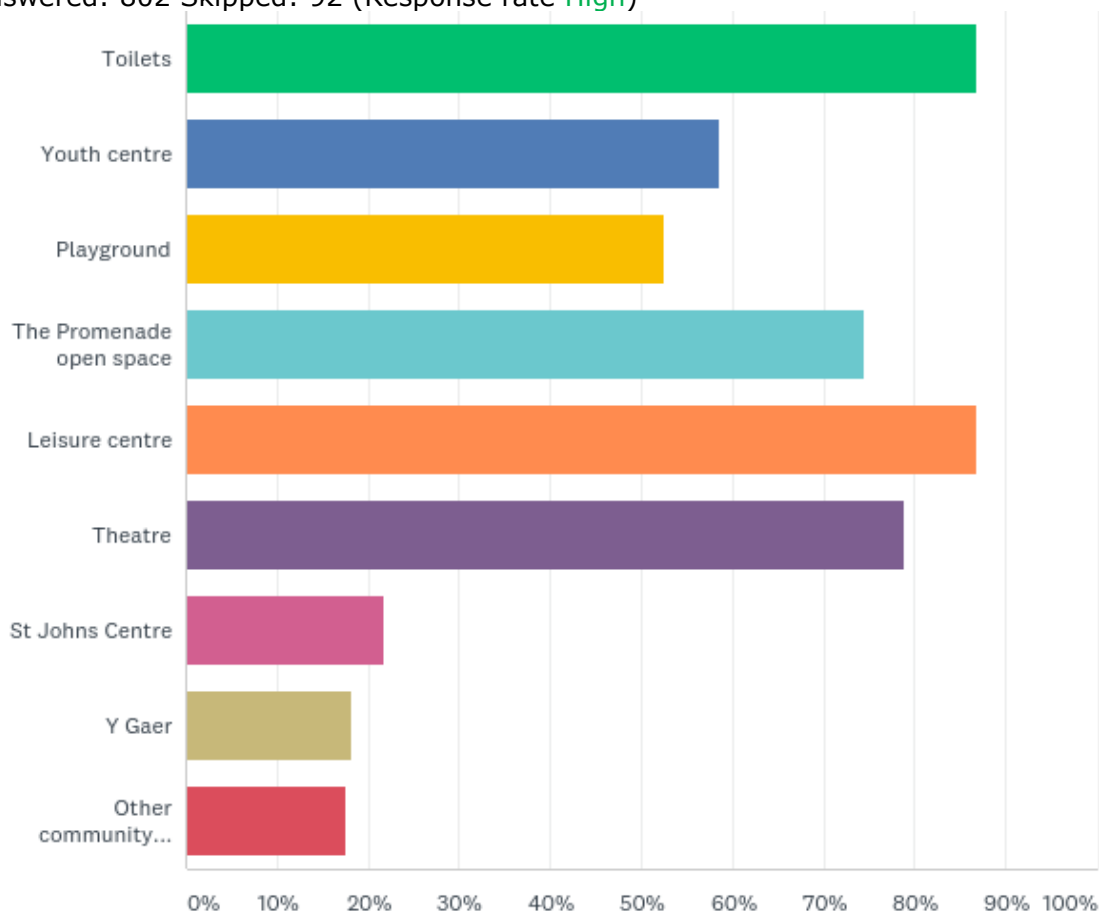
Some local residents whom responded to this questionnaire noted that they didn't shop at the market (38.83%). Modelling that through reveals appropriately 2700 people who don't shop at the market. If this could be turned around to ensure an average weekly spend of £10.00 per week per person for 52 weeks (£520 annually) this would potentially offer (2700 X 10 x 52) £1.4 million of additionally revenue and this is just locally.

This analysis has shown that the market is still valued however customers will only return if the environment is cleaner and more vibrant which in turn will encourage others to care for our town, making it a positive experience which they can enjoy time and time again.

5. Community Facilities

1. What do you think are the most important 5 Community facilities? (buildings)

Answered: 802 Skipped: 92 (Response rate High)



ANSWER

Toilets
 Youth centre
 Playground
 The Promenade open space
 Leisure centre
 Theatre
 St Johns Centre
 Y Gaer
 Other community centres/halls/other facilities
 Total

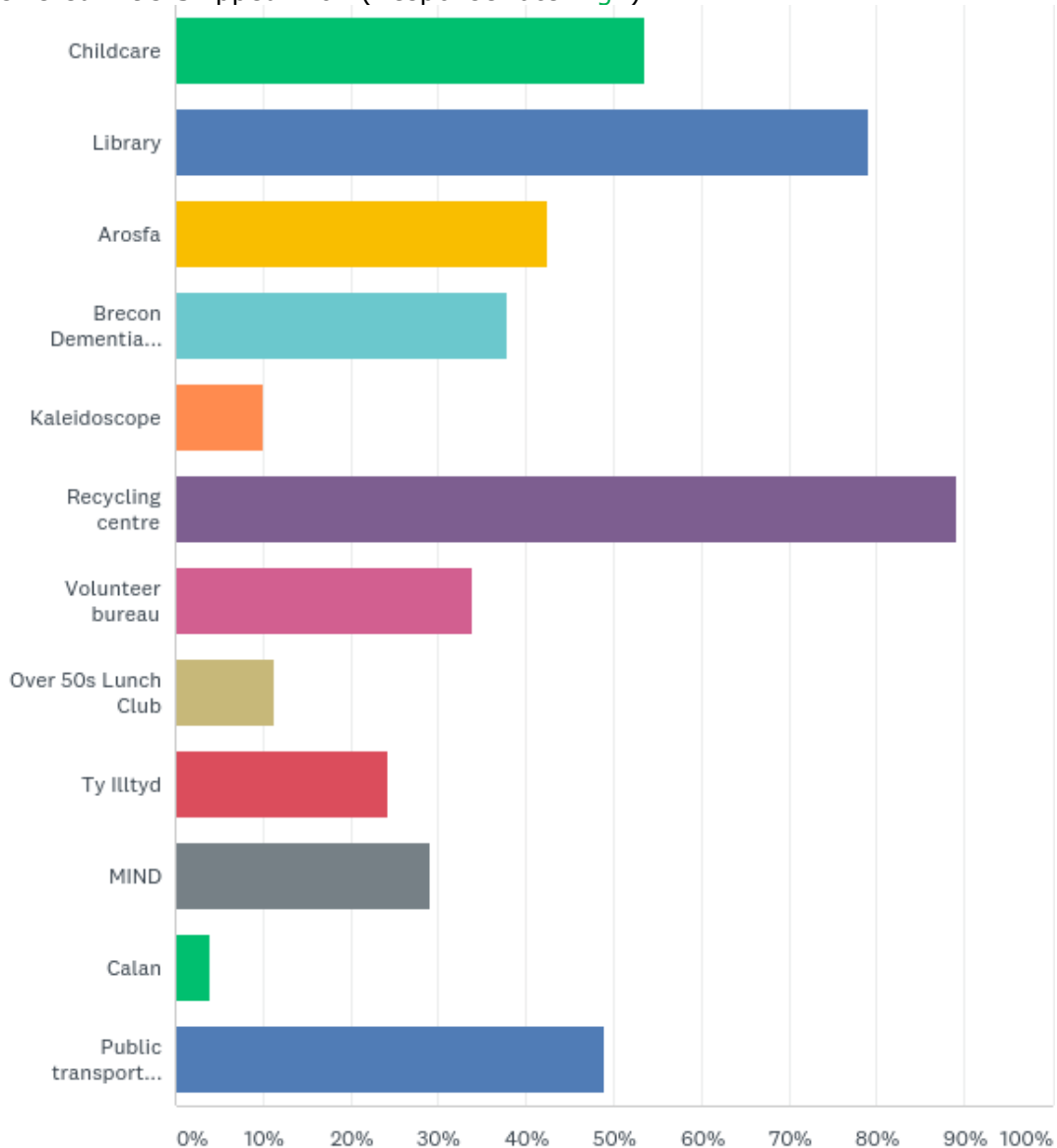
RESPONSES

86.78% 696
 58.48% 469
 52.49% 421
 74.44% 597
 86.78% 696
 78.93% 633
 21.70% 174
 18.20% 146
 17.58% 141
 802

The above information clearly shows that respondents view toilets and the Leisure Centre as the most important community facilities with both mentioned in 86.78% of the responses. 78.93% of respondents listed the Theatre, closely followed by The Promenade open space at 74.44%. The Youth Centre and playgrounds were also highlighted by more than 50% of respondents.

2. What do you think are the most important 5 Community Services?

Answered: 793 Skipped: 101 (Response rate High)



ANSWER

Childcare
Library
Arosfa
Brecon Dementia Friendly
Kaleidoscope
Recycling centre
Volunteer bureau
Over 50s Lunch Club
Ty Illtyd
MIND
Calan
Public transport (where specifically) Other Community services
Total

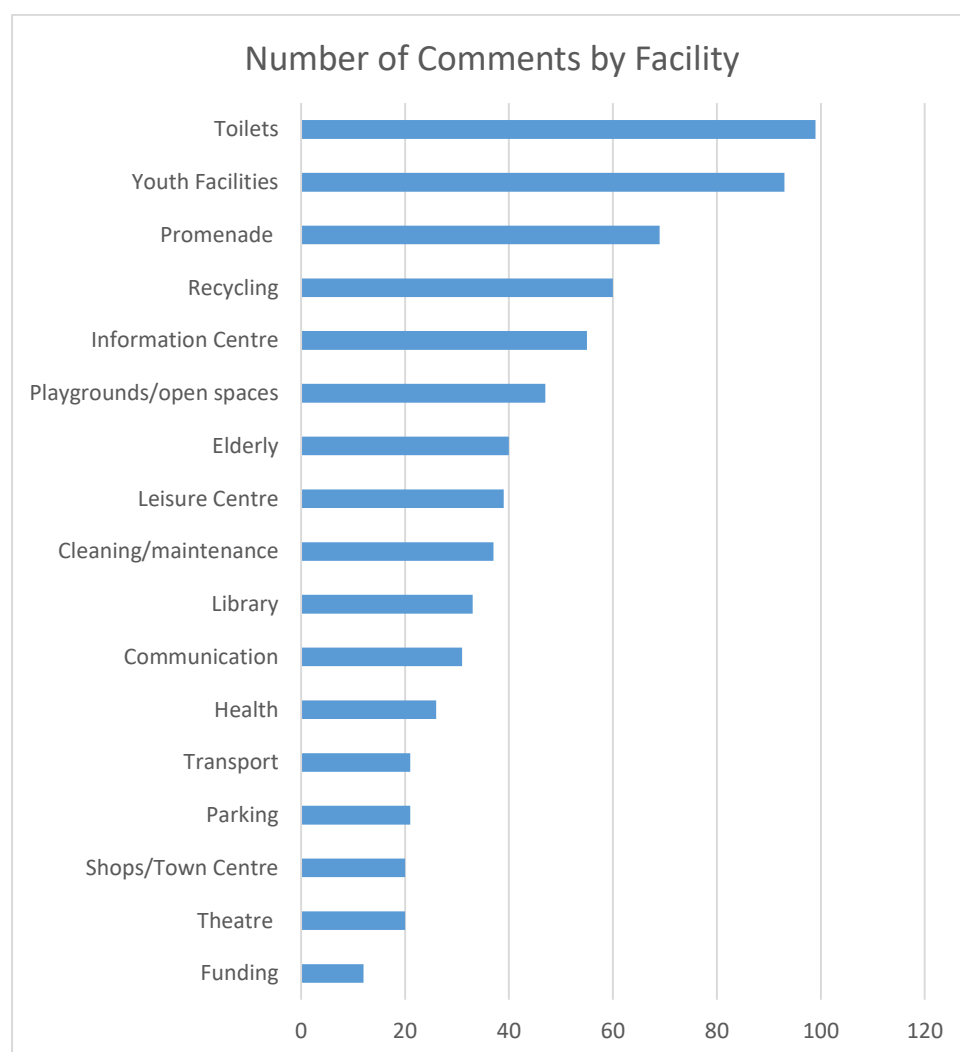
RESPONSES

53.59% 425
79.07% 627
42.50% 337
37.96% 301
9.96% 79
89.16% 707
33.80% 268
11.22% 89
24.34% 193
29.00% 230
4.04% 32
48.93% 388
793

The recycling centre is seen as an important community service by 89.16% of respondents to this question. The Library is also seen as an important service by 79.07% of people. Other important services include provision of childcare, public transport and Arosfa.

3. What are the top 3 improvements you would like to see to existing Community Facilities in Brecon?

Answered: 507 Skipped: 387 (Response rate **Medium**)



Toilets

99 people commented on toilets, 60 want more public toilet facilities, 20 people want the toilets to be free, and 21 people want toilets to be cleaner or better maintained. 7 people made other comments, particularly with regard to the opening times of toilets in town.

Youth Centre and Young People

There were approaching 100 comments on the Youth Centre, the Youth Service and activities/facilities for young people. 55 people want to see the Youth Centre kept open, 28 want to see an increase in the activities and facilities available to young people. Somewhere for young people to meet was a concern of 7.

Promenade

69 people commented on The Promenade. The vast majority want to see infrastructure improved, with additional new facilities and investment to upgrade existing facilities

including playgrounds and toilets. People want to see grass mown regularly and pavements, etc. kept clean. 10 people want to see major overhaul of the café into coffee shop or bistro. 6 people would like to see more events and activities, while 4 others think that The Promenade needs better promotion.

Recycling

12% of respondents would like to see improvements in recycling (60 respondents). 26 people want longer opening hours at the recycling centre and a further 22 want to see improvements at the recycling centre itself, in terms of the ease of recycling and the items that can be recycled. 4 people want the shop returned to buy/exchange items. For 8 respondents the issue is town centre recycling, recycling bins and collections.

Tourist Information Centre

55 people want a Tourist Information Centre close to, or in the main car park in Brecon.

Playground/Open Spaces

47 people want improvements to the playgrounds and other open spaces in the town, with 21 asking for them to be upgraded, while 15 want them to be better maintained and cleaner. There were 13 other comments.

The Elderly

40 respondents would like to see improved facilities for the elderly, including improvements to Arosfa (13), more support for the elderly (7), more activities (8), provision of meals (4), locations for elderly to meet (6) and improved care facilities (8).

Leisure Centre

39 people would like to see improvements to Leisure Centre facilities in Brecon. 19 people want to see facilities upgraded with 8 specifying an upgrade to the swimming pool.

Cleaning and Maintenance

37 people want to see cleaner facilities including toilets, streets, parks, playgrounds and bus shelters. In addition, open spaces, playgrounds, public buildings need to be maintained to high standards. Desire for graffiti, dog poo and pigeons to be addressed.

The Library

33 respondents mentioned the Library, 23 were generally positive, and 6 included a plea for greater opening hours, 6 want to see Y Gaer operational. Cost of Y Gaer, maintenance, appearance and use of the old Library building are of concern.

Advertising of Facilities

24 people felt that advertising facilities and activities or communicating the services available needs to be improved, 2 felt that the community should be involved more, with more activities developed and 6 people felt that signage needs to be improved.

Health/Medical

14 people would like to see improvements to mental health facilities, 3 people want to keep the Leg Club clinic, 4 people want improvements to GP access and self-referral, while 3 want to see improvements at the hospital. 2 other comments mentioned Kaleidoscope and more services for the elderly.

Public Transport

22 people would like public transport improved including buses to the Leisure Centre and Sunday transport.

Parking

The 20 comments on parking largely focused on cheaper or free parking within the town as well as better parking at Brecon Hospital.

20 people want to see improvements to the town centre, with 12 wanting more shops.

20 people would like to see improvements at Theatr Brycheiniog. 6 people would like to see improvements to the programme on offer, 6 people would like to see improvements in the building, its seating and café, and 3 people believe the theatre needs more funding. Other comments included cheaper/free parking, external toilets and the ability for cars to drop disabled passengers to the door.

12 people made comments that community facilities are dependent on sufficient funding being available.

9 people wish to see more bins, 3 want them emptied more often, and one person would like to see more plastic recycling, like the bin available outside the Co-op.

11 people wanted more classes especially arts and crafts, and more evening Further Education classes. 11 people want better maintenance of existing buildings, including Bishop Bevan Hall, The Market Hall, etc. 8 people would like to see new buildings for community use built across the town. Opening times of current facilities concerns 9 people.

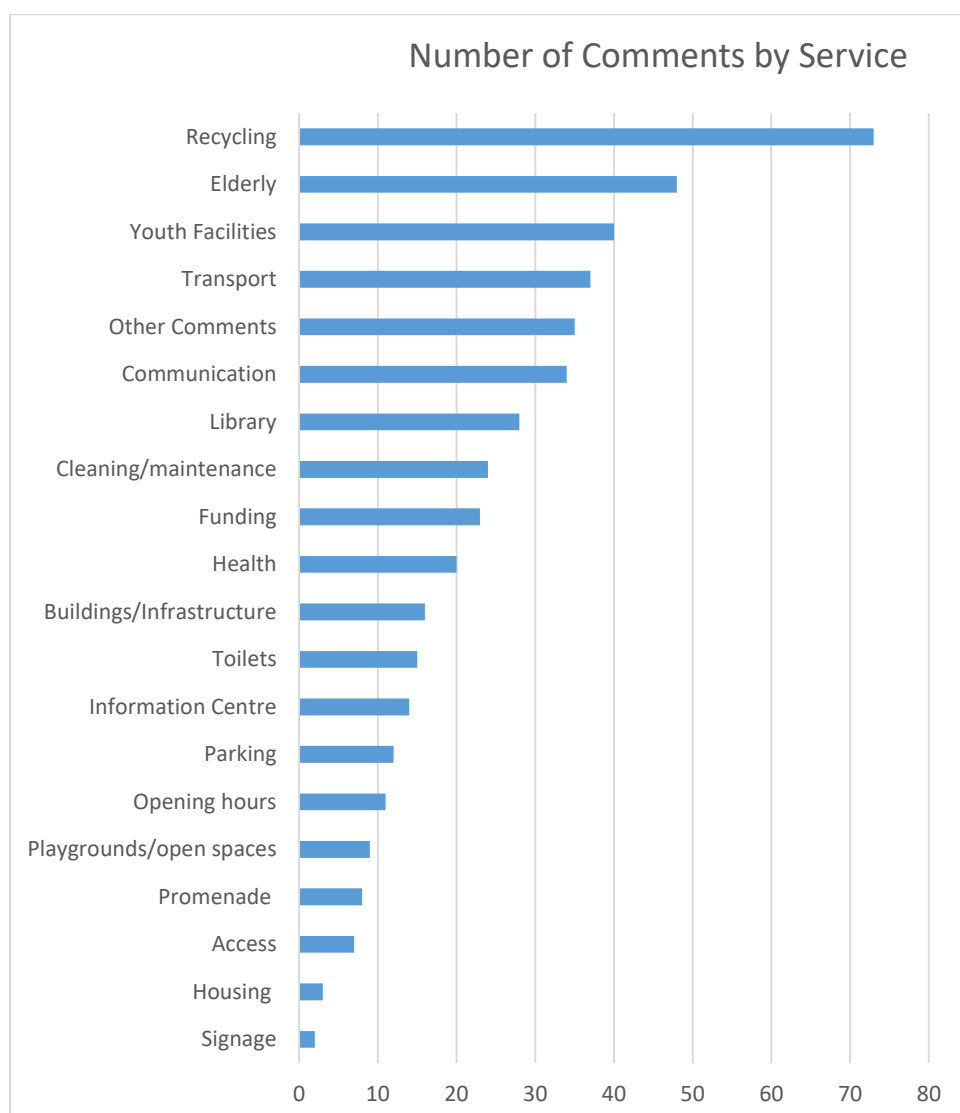
The remaining 69 comments include comments on additional cycle paths, more visible policing, and keeping and maintaining community facilities and services.

20 people overall would like to see improvements to shopping and or the town centre. Of these, 10 would like to see more or better shops, 4 people would like the town centre improved, including pedestrianisation, and 6 others listed a variety of requests.

needs buildings use people Improved youth centre
Promenade recycling facilities clean
Better leisure centre toilets library open public toilets
parking Prom town services

4. What are the top 3 improvements you would like to see to existing Community Services in Brecon?

Answered: 364 Skipped: 530 (Response rate Low)



Recycling

73 people, approaching a quarter of respondents, want improvements to the recycling centre at Brecon, with the majority of respondents wanting opening hours to be increased, while a few people were unhappy about vehicle restrictions, they wanted the shop to be reinstated at the recycling centre, or were unhappy with the facilities themselves.

The Elderly

15% of respondents want services for elderly improved, particularly at Arosfa, with more services requested including nails, hair, etc. longer opening hours and low cost lunches. Delivered meals on wheels was also mentioned as a service required. Better care for elderly was mentioned several times. Although, it is not clear in what format this is required. More activities and facilities for elderly to combat loneliness were also a key feature.

Young People

40 people would like to see improvements that help young people. Three quarters of those would like to see the Youth Centre kept open, or additional activities/facilities for young people. The remainder would like to see more activities for younger children and improved childcare facilities.

Public Transport

37 people would like to see improvements to public transport provided locally including bus times, routes, Sunday services, cleanliness, etc.

Other

35 people wanted to see improvements to a wide variety of services and facilities. Improvements in community services, including Brecon Volunteer Bureau, Dial-a-Ride, services for the disabled, homeless, and mental health services were requested by 35 people, together with improvements in community cohesion, support from the community and family and intergenerational activities, which were also seen as important.

Advertising, Promotion and Communication

For 34 people communication, promotion and advertising of services and facilities available needs to be improved so the community are aware of what is available and how to access.

Library Facilities (including museum)

In total 28 people mentioned the Library. 10 people want to see improvements to the Library and/or Museum, including hoping that Y Gaer will be worth the investment. An increase in opening hours at the Library is seen as the major issue by 8 people. An increase in the services provided by the Library is required by 4 people, while 3 people are concerned about what happens to the old Library and a further 3 would like to see an increase in paid staffing at the Library.

Cleaning/Maintenance

24 people want to see improvements in general maintenance including litter and bins, including dog bins, pot holes, roads and grass cutting and park maintenance.

Funding

23 people highlighted the importance of continued or improved level of financial support for services of all kinds e.g. Library, mental health services etc.

Health (including doctors/dentist/hospital)

20 people would like to see improvement to health services, with 7 of those requiring improvements to mental health services.

Buildings/Infrastructure

16 people would like to see improvements to buildings, facilities and infrastructure within the town. The most significant request is a greater number of cycle ways across/through the town. New buildings/facilities or maintenance of the old ones featured too.

Toilets

Toilets featured again during this question, with 15 mentions in total. The three comments were a desire for more toilets, a desire for toilets to be free, and a request that all toilets are clean.

Tourist Information Centre

14 people want to see the reopening of the Tourist Information Centre.

Parking

Parking improvements were listed by 12 people, with 50% wanting free or cheaper parking.

Opening Times for Services

11 people would like opening hours for services extended.

Open Spaces

9 people would like to see improvements to the open spaces, parks and playgrounds around the town including The Promenade.

Access

7 people would like to see access improved.

Housing

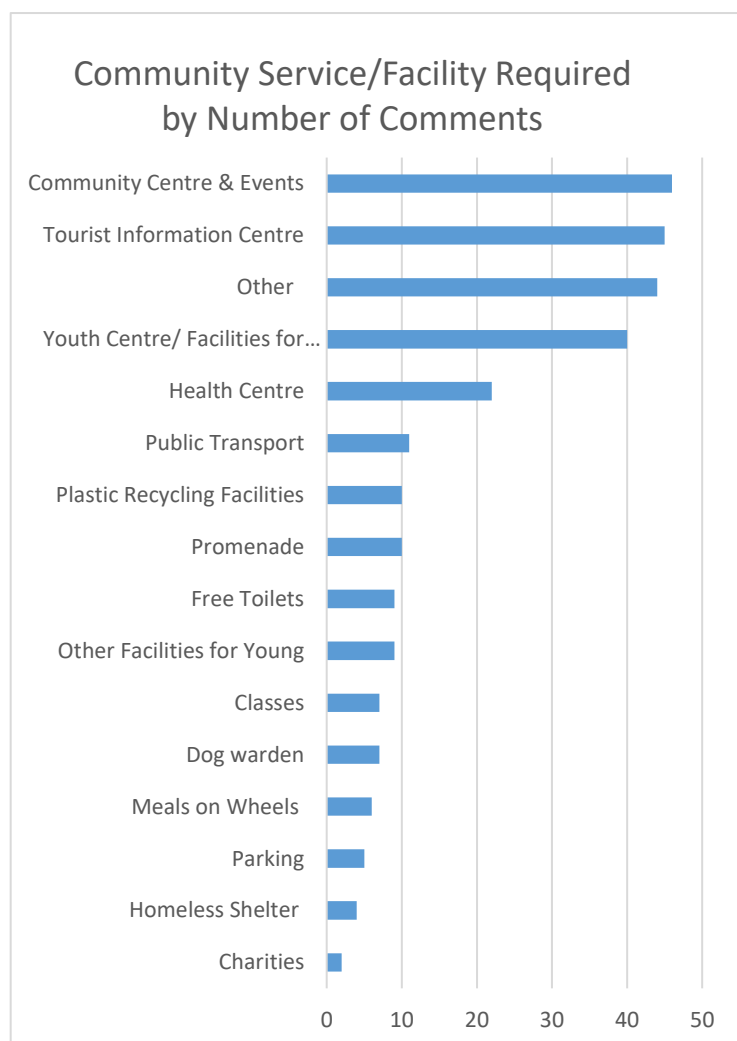
3 people would like to see improvements in sheltered/social housing.

Signage

2 people stated that improvements were needed to town signage.

5. Is there a community service or community facility which Brecon needs but does not have at present?

Answered: 303 Skipped: 591
(Response rate **Low**)



Bringing the Community Together – Community Centre and Events

46 people would like to see facilities or events which bring the community together, improve intergenerational cohesion and reduce isolation and loneliness. 14 of these would like to see a new community facility built which could be used as a hub, a centre for art, a location for dances, etc. 4 people would like an increase in community arts participation/facilities. 3 people would like a Welsh Language Centre.

Tourist Information Centre

A large number of people (45 respondents) see the importance of a Tourist Information Centre service in the town for both tourists and residents.

Other Facilities

43 people mentioned other facilities or services ranging from Citizen's Advice, community fridge, electric car charging, camper van disposal, tennis centre, car club to plastic free shop, more walks, sports, clean swimming pool with spa etc. Bins and litter were again mentioned here.

Facilities for the Young

21 people would like to see a Youth Centre and/or other facilities for teenagers. 10 people want to see facilities at The Promenade. 9 others want services/facilities for younger children predominantly child care services.

Health Facilities

22 people would like to see greater health facilities. This includes better services at the hospital including A&E, the importance of a Leg Club clinic in Brecon, better mental health facilities and a centre for people who have suffered domestic abuse.

Public Transport

11 people want public transport services, with over half of those stating that they would like a train station.

Plastic Recycling

10 people want to see improvements in plastic recycling including the types of plastic which can be recycled. e.g. Plastic bag collection at the Co-op.

Classes

7 people would like to see more classes, mainly around adult education and evening classes, but 1 person mentioned the elderly teaching the young cookery skills.

Dogs

Again an issue which divides, some people want the employment of a dog warden to fine people who do not clear up their dog mess, while others want specified areas for dogs to exercise in town, with a social element for the elderly (7 people in total).

Meals on Wheels

6 people would like to see a meals on wheels service.

Car Parking

5 people would like sensible car parking policies.

Homeless Shelter

4 people want to see a homeless shelter.

Charities

One person requested the Salvation Army and one person access to MIND.

The above can be summarised in a word cloud.

services children park Tourist Information Centre community free
need youth centre centre know facilities Tourist
better area town support Brecon help etc people

6. Are you part of a group that would like to deliver a community service or facility for people in Brecon? What is it and is anything getting in the way of doing it? Answered: 75 Skipped: 819 (Response rate **Low**)

It is clear that this question was missed by the majority of people due to the fact that there no box was included in the questionnaire. There were in fact only 30 valid responses. People were supporting a variety of groups, with money an issue in 20% of activities. While some groups were looking for volunteers a number of people suggested that they would be prepared to volunteer to help with certain activities.

The above can be summarised in a word cloud.



A word cloud summarizing the responses. The words are arranged in two rows. The top row contains: Brecon, help, group, funding, time, involved, community, work. The bottom row contains: volunteer, needed, money, town. The words are in various shades of blue and green, with 'community' being the largest word.

6. Housing

The need to ensure that there is adequate housing available to meet resident's needs is a key aim of the Local Development Plan system in Wales. In real terms this means that the National Park Authority is tasked with finding enough land to meet these needs. The Welsh Government set out that their household and population projections should be the starting point for determining how much land should be set out for future housing. However it also goes on to state that local evidence should be taken into consideration when calculating what land is needed for housing. The findings of the resident's survey in relation to housing needs will form an important part of that local evidence base.

The following report looks at what Brecon residents think about their housing needs based on the results of the Brecon 20/20 residents survey. The report also provides draft actions to address any issues raised as a part of the survey

The survey asked seven questions under the general topic heading of 'Housing. The following tables sets out the questions asked and the response rate, expressed both as numbers and as a percentage or returned numbers.

Q Number	Question	Number of responses	Response rate as a percentage of total responses.
1	What type of accommodation do you live in	781	87%
2	How would you describe the cost of your accommodation	650	73%
3	Thinking about your and your family's needs in the next 5-10 years, what type of new houses do we need to be built in Brecon	706	79%
4	Thinking about your and your family's needs in the next 5-10 years , would you or someone in your family consider buying more affordable/ shared ownership or cooperative housing in Brecon if it was available?	723	81%
5	Do you think you are part of a community?	757	85%
6	How do you think affordable housing should be delivered?	623	70%
7	Do you think there are too many 2nd homes in Brecon?	586	66%

General Background

Brecon is the largest settlement in terms of population within the Brecon Beacons. At the last census (2011) there were 8250 people living within the town council area within 3635 households (95% of the population). The average size of each household was 2.17 people. The composition of households is as follows

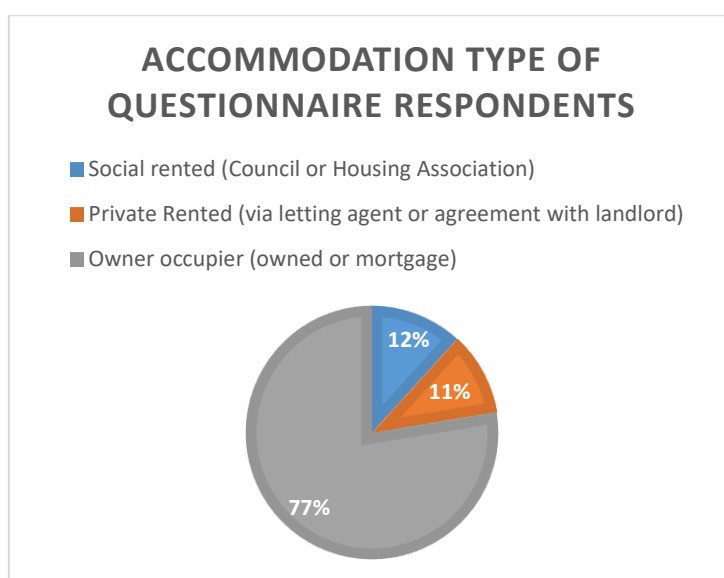
Household types	Number of households	%of total households
Pensioners living alone	651	17.91
Lone parents with dependent children	282	7.76
No Central Heating	73	2.01
Workless households with dependent children	131	3.60

Household types	Number of households	%of total households
Households with adult non-native speaker(s)	186	5.12

In 2011 household tenure was comprised of the following

Household types	Number of households	%of total households
Owner/part owner occupied	2128	58.54
Privately rented accommodation	451	12.41
Housing Association/ Registered Social Landlord	342	9.41
Local Authority Rented	462	12.71
Other Rented	161	4.43
Living Rent Free	91	2.50

As part of the survey we asked residents about the tenure of their current home. The findings show that we had a response rate of 78% from owner occupiers. This is significantly above the general tenure spread identified by the census. Those people within social rent/LA rent appear to be under represented in the results of the survey, there is scope for further consultation work. The complete breakdown of answers received to question 1 are set out below.



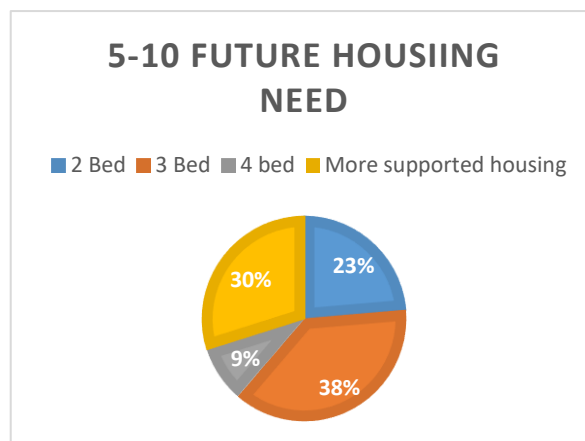
Answer Choices	Responses	
Social rented (Council or Housing Association)	11.78%	92
Private Rented (via letting agent or agreement with landlord)	10.63%	83
Owner occupier (owned or mortgage)	77.59%	606

Future Need

National data shows that there will be a slight increase in population over the period 2014-29 (WG) which will result in the need for additional housing. The latest statistical release for housing needs from the Welsh Data office states

'Between 2014 and 2029, the population of Brecon [Beacons] is projected to increase by 400. In the same period the number of households in Brecon [Beacons] is projected to increase by 900 (5 per cent). The largest increase in the projected number of households is seen in one-person households while four-person households are projected to see the biggest fall (110 households). This has resulted in a decrease of the average household size from 2.2 in 2014 to 2.1 by 2029.'

Applying this projection to Brecon there would be an increase in 182 households over the period, resulting in a potential need for 182 new dwellings to meet the need.

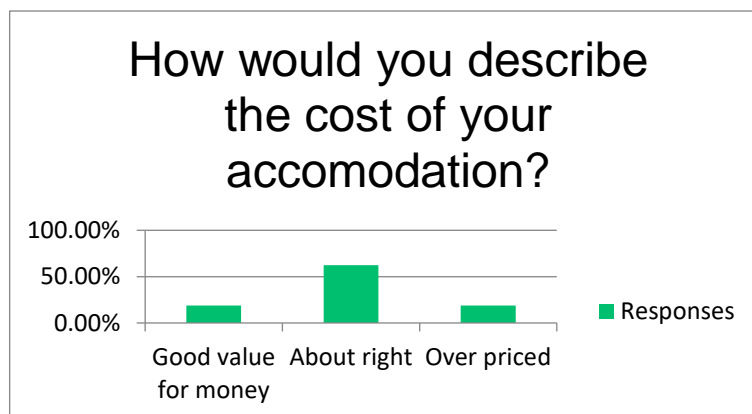


As part of the survey we asked questions about the future housing need. We asked respondents to think about their need and their families need for the short to medium term (5-10 years). The findings appear to support the WG projections, with the greatest area of need being on 2 and 3 bed properties. Respondents also stated that there was a need for more supported housing. This could be reflective of the demographics of the respondents, or more generally a perception of a housing need for an aging population. The breakdown of responses is given below.

Answer Choices	Responses	
2 Bed	23.65%	167
3 Bed	37.68%	266
4 bed	8.78%	62
More supported housing	29.89%	211

Affordable Housing

The Welsh Government set out that meeting a community's need for affordable housing is a material planning consideration which must be taken into account in the development of planning policy. Powys County Council's housing waiting list demonstrates that there is a high need for affordable housing far over and above the general housing need projected by Welsh Government, and far and above that which can be funded through the planning system, or Welsh Government grant alone.



The town plan is supportive of the policy to explore both traditional and alternative methods of affordable housing delivery. To that end a number of questions focused on housing affordability both current and future.

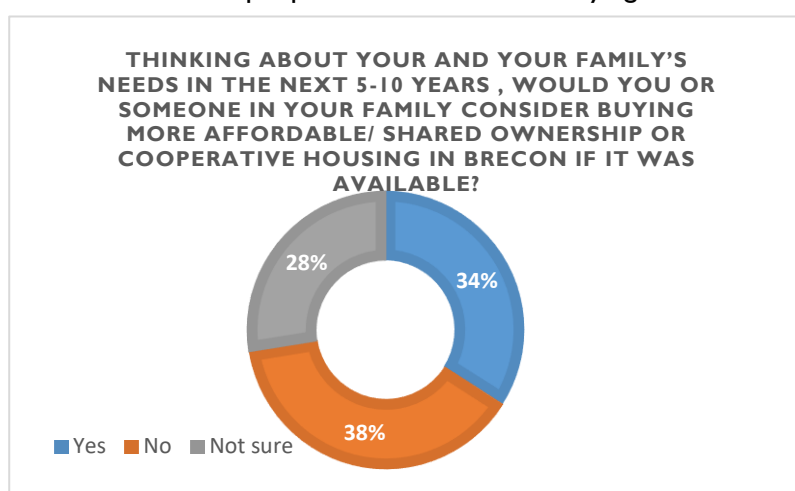
Question 2 asked residents if they felt they were paying too much or too little for their current

accommodation. The results overwhelmingly demonstrated that people felt that their housing costs

were appropriate, with only 19% of respondents feeling that they were living in overpriced housing. Unfortunately it has not been possible to map correlation between those who felt their accommodation was overpriced with the tenure of that housing. This may be something for future research. The detail of the responses is given below.

Answer Choices	Responses	
Good value for money	18.77%	122
About right	62.31%	405
Over priced	18.92%	123

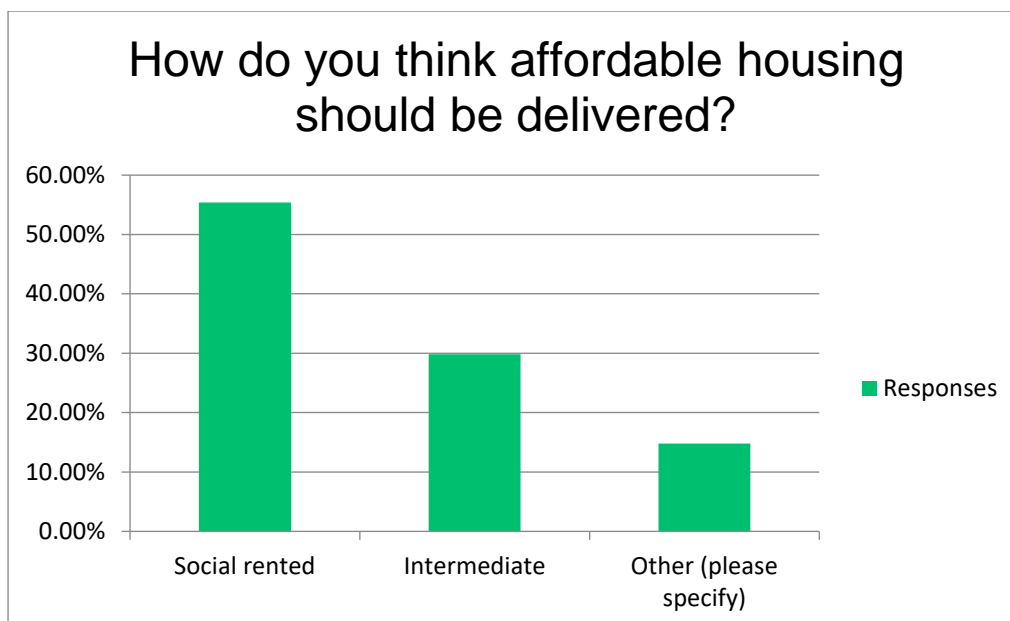
In terms of future need for affordable housing, we asked respondents if they saw a need in the future to access affordable housing and here we asked about whether people were interested in buying into alternative models if they could be provided. There was a fairly even share of answers between yes, no and not sure with a slightly higher rate of 'no' answers. Again we are unable to correlate how these answers relate to current housing tenure, something which may be worth investigating in future. In general there would be some support to investigate alternative models of delivery for affordable housing as 246 of respondents indicated their support for such an approach. Detailed breakdown of the responses are given below.



Answer Choices	Responses	
Yes	34.02%	246
No	38.45%	278
Not sure	27.52%	199

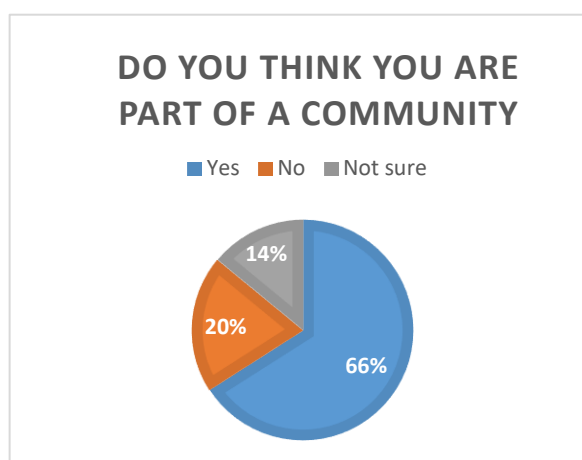
Finally we asked residents how they feel affordable housing should be provided. We used the terms social rent and intermediate housing. Social rent is essentially housing for those people who are entitled to receive housing benefit. Whereas intermediate housing, is a product for people on lower than average incomes. There was a clear preference for the delivery of social rented housing over other tenure options.

Answer Choices	Responses	
Social rented	55.38%	345
Intermediate	29.86%	186
Other (please specify)	14.77%	92



Living within a community

Housing is more than just somewhere to live. It is the building blocks of community. In recent years there has been concern that the growth of settlements like Brecon with new housing has diminished the sense of community and the benefits to wellbeing that brings. We wanted to find out how residents of Brecon felt in relation to this critical element of their lives. Question 33 of the resident's survey asked just this 'do you feel part of a community'. Almost two thirds of respondents answered yes. However just over a third answered no or don't know. Again it would be interesting to correlate answers 'no' to this question to postcode areas and housing type and other demographic information. At this point in time it is clear that there is some work to be done to improve sense of community for some of the residents of Brecon. Breakdown of answers is given below.

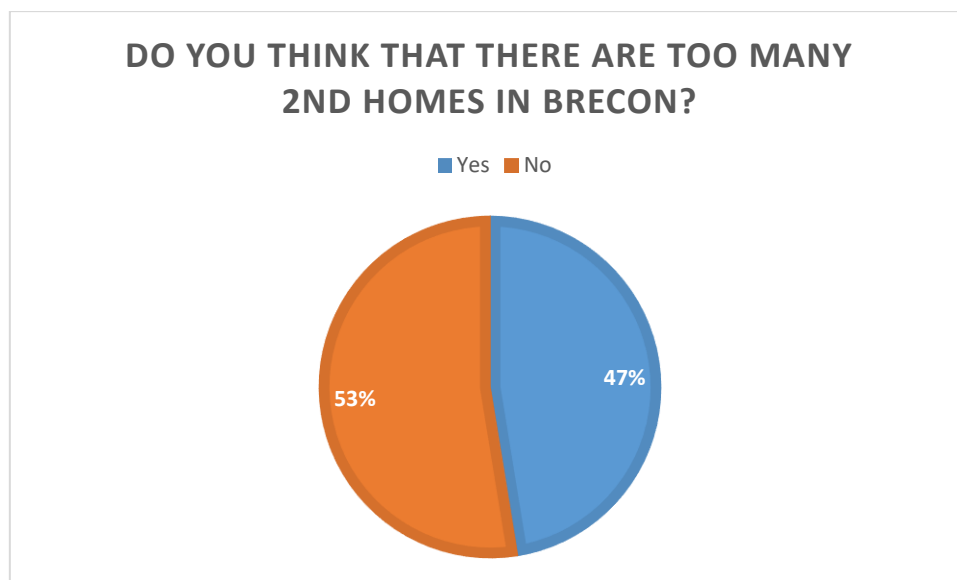


Answer Choices	Responses	
Yes	65.92%	499
No	20.08%	152
Not sure	14.00%	106

The last question we posed to residents related to the extent to which second home ownership impacts on community wellbeing. This was tested through either agreeing or disagreeing with the question 'do you think there are too many 2nd homes in Brecon. The split between yes and no answers was quite even (although a high proportion of respondents chose not to answer the question). 53% of respondents who answered the question did not feel that there were too many second homes in Brecon – a slim majority. The results of this survey suggest that this may not be a

priority for this iteration of the plan but is an element of the community make up which should continue to be monitored into the future.

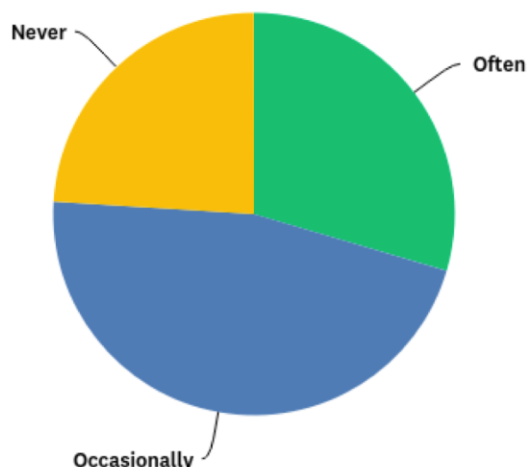
Answer Choices	Responses	
Yes	47.44%	278
No	52.56%	308



7. Arts, Culture and Sport

1. How often do you participate in any arts and cultural activities in Brecon?

Answered: 775 Skipped: 119 (Response rate High)



ANSWER RESPONSES

Often	29.55%	229
Occasionally	46.45%	360
Never	24.00%	186
Total		775

2. Which arts, culture and sport activities do you participate in?

Answered: 595 Skipped: 299 (Response rate High)

In the survey responses, 21 people indicated that they were not involved in any kind of art, culture or sport activity. However, the overall response to this survey question was good at 66%. To get a sense of the kind of activities people said they were involved in, and how they identified with the question, a keyword search was undertaken based on the activities shown below. These were categorized according to headings in the question - Arts, Culture and Sports.

Arts (60%)	Culture (9%)	Sports/Activities (31%)
Theatre (324) Cinema/Film (109) Arts (69) Music (49) Jazz (42) Choir (27) Dance (10) Painting (8) Band - Play/Attend) (4) Singing (3) Folk (3)	U3A (29) Library (28) Museum/Y Gaer (12) Muse (12) Culture (7) Talks (6)	Leisure Centre (76) Swimming (48) Walking (46) Rugby (31) Gym (22) Golf (20) Cycle (18) Sports (16) Running (15) Football (14) Exercise (10) Bowls (11) Cricket (9) Bridge (9) Yoga (6) Tennis (2)

Total = 648	Total = 94	Total = 353
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Arts

What comes through strongly here is that what people described as 'Arts' activities were considered to be the most important activity for many respondents (60%). Theatr Brycheiniog and the Cinema, were mentioned 433 times. In this context, responders were also indicating attendance at events, and/or being themselves involved in creative activities, such as Visual Arts/Theatre/Music/Film/Jazz, etc.

Sports

Sports and other leisure activities were identified as the next most important activity for responders (31%). It is also notable that the Leisure Centre, swimming and walking were identified most predominantly here.

Culture

It seems that responses to this aspect where they occurred, were linked to the use of the Library or Museum, visiting or taking part in art exhibitions and talks, Nepali culture, town parades and festivals. U3A and talks were also mentioned (35).

3. What barriers are there to participation in arts, culture and sport?

Answered: 417 Skipped: 477 (Response rate **Medium**)

The large number of responses were grouped under a number of categories:

COST: 29.46% (119) of responses identified cost. The issues highlighted were cost in general and in particular the cost of the Leisure Centre, the Theatre and Parking. Some were concerned about cost prohibiting young people from participating.

FACILITIES: 18.07% (73) of responses identified facilities. The issues highlighted were very wide-ranging and relating to lack of facilities for individual interests, young people and children, lack of flexibility in opening times/access. This also relates to work and access.

INFORMATION: 10.64% (43) of responses identified lack of information. There is widespread consensus of a lack of awareness of what is going on in Brecon. One suggested solution is a one-stop shop.

WORK 4.7% (19), TIME 2% (8) AND AVAILABILITY 2.47% (10)

The majority of these responses were greatly interrelated. Work impacts on the time and availability to undertake activities. Opening times and timing of events impacts on the ability of those working to undertake activities.

TRANSPORT: 3.71% (15) of responses identified transport. The issues highlighted included lack of transport from outlying areas and in the evening.

FUNDING: 3.47% (14) of responses identified funding. Assumptions are that funding relates to funding of facilities/events and not to personal finances; and that lack of support for jazz is financial. In addition to Jazz, issues highlighted include funding for better facilities, for artists and the folding of Take pART.

ACCESS: 2.97% (12) of responses identified access. Of those, 4 responses highlighted the difficulty of access for those who were infirm. However, the remainder (8) had issues with getting to the venues, highlighting the Leisure Centre in particular. This latter venue has also been included under facilities.

LACK OF INTEREST: 2.97% (12) of responses identified lack of interest. Issues highlighted included social trends, lack of motivation, lethargy and the knock on effect of poor attendance leading to cancellations.

PARKING: 2.47% (10) of responses identified parking. Issues highlighted were lack of parking space and the cost of parking. The theatre and cathedral drew particular attention. Cost of parking has also been included under costs.

HEALTH: 2.48% (10) of responses identified health. The issues highlighted included lack of mobility, illness, anxiety and disability.

AGE: 2.48% (8) of responses identified age. The assumption was made that this relates to old age.

LACK OF SUPPORT: 2.48% (8) of responses identified lack of support. Issues highlighted include poor attendance and its knock-on effect, lack of evening activities for whole family, no community spirit.

ENCOURAGEMENT: 0.99% (4) of responses identified lack of encouragement. Issues highlighted were confidence, feeling welcomed and the provision of taster courses.

OTHER BARRIERS MENTIONED

- Weather
- National Park
- Brecon is too small
- Arts too cliquey
- Brecon is quite cliquey, mutual admiration society at times. Fresh blood is needed within arts/culture
- Elitist and banal (Theatr) from Brecon Baroque to Tribute Bands
- Seems to be a bit elitist at times - considering how Brecon is not as affluent as people think.
- Too much focus on niche interests - very few well known acts at theatre, lack of activities e.g. art classes, lack of sports activities for fun rather than serious competition
- Lack of childcare (at sports facilities)
- Not enough participation at school level
- Schools need to promote sports clubs more
- Lack of support for local events
- Co-ordination of activities to avoid conflicting events
- Red tape to make events happen
- When activities haven't been planned well the first time, and then never happen again
- More co-ordination and shared objectives needed between the various providers

4. How could the arts, culture or sporting facilities in Brecon be improved?

Answered: 374 Skipped: 520 (Response rate **Medium**)

Our commentary on the responses to this question:

'Brecon residents highly value their arts, music, culture and sports/leisure facilities. Many said they felt lucky to have such a range of good outlets as well as things going on. They also raised a number of important areas that need timely attention and action. The public want to see resources and services cared for, invested in and well used. Many very positive suggestions were offered, from additional classes, facilities upgrades, new areas for consideration, and targeting of services to encourage take up. In addition, promotion,

publicity and co-ordination of information could all play a major part in enhancing the role of arts, music and sports/leisure facilities in Brecon.'

They also raised a number of critically important areas that need timely attention and action. Most responses named Theatr Brycheiniog or Brecon Leisure Centre in their comments and suggestions. There were a smaller number of people who specified or addressed, music, The Museum, exhibitions, meeting spaces and adult education. These are discussed under 'Arts', although education (i.e. classes) and especially music would merit their own consideration, especially in relation to 'jazz'/music more widely and the distinctiveness of 'Brecon'.

Survey respondents are pressing for urgent improvements in both arts and sports facilities in order that their civic pride in the quality of these resources can be justified. There are a number of clear messages about opening hours and ticket prices of both outlets, and their proactive advertising/promotion. The key 'must do' message is that some of our key arts/culture and sports facilities need a facelift and updating: the statutory bodies need to *show* that these are well kept and being cared for – by spending on them.

Respondents are well aware of financial and budgetary constraints around arts and sports facilities and recognise funds are decreasing and grants getting harder to obtain. However, they make very many suggestions concerning modest improvements that, with a bit of investment, would go a long way. Others suggest a more revisionist approach to programming and direction at the theatre and leisure centre, such as for new/additional facilities, or use of town centre locations for key facilities and targeting particular groups.

Celebrating and promoting more positively are important themes, but with an underlying note to 'ignore these timely expressions of dissatisfaction at your peril' in a civic sense.

Actively encouraging all sections of the community to get involved will help both the facilities/services themselves and the community itself to 'thrive', as a mutually sustaining process.

Arts/culture, music and sports/leisure/fitness are seen as key aspects of public and individual wellbeing.

There were many comments about the quality (e.g. repairs, decline, fabric, services, management, use, how funded) of resources and facilities of arts and sports in Brecon.

The other categories also all had good representations. Out of the main categories in the question, Arts, Culture, Sports, 'culture' was not mentioned specifically, has been grouped under 'Arts'. However, two areas had many inputs and need highlighting – music and adult education. The latter relates to classes as well as training. The former relates to the number of active groups and music events taking place in Brecon, and **whether this could be more of a 'theme' of the town and its identity: a significant number of people mentioned or commented on Brecon as a distinctive 'town of music' or Music Town.**

Data Head	Price	Promotion/ Awareness	Quality/ Improvements	Access	Value	Criticisms	Suggestions
TOTAL comments	46	47	103	84	52	34	81

What is the problem?

You said: "Funding, Investment, Strategy, Gaps, Information" –

There is a lack of funding
 More grant aid needed
 Facilities need more support
 More financial support to the town council needed
 Invest in the facilities
 Invest in The Promenade
 Invest in the theatre
 More funding for music/distinctiveness of 'music' and Brecon
 Outreach needs finance
 Invest in more events
 Get The Museum open
 Create 'meeting places/spaces' including for crafts and exhibitions
 There is quite a lot going on, but also gaps - and a lack of information and promotion
 Make Brecon a walking and cycling centre (including weekend transport to town)

And in particular:-

Brecon Leisure Centre requires urgent upgrades to facilities.
 Theatr Brycheiniog does not relate sufficiently to the local community.

There are a large number of positive suggestions for both sports and arts.

There were also hard-hitting specific criticisms and comments:

Sport (Leisure Centre)

The Leisure Centre's existing facilities need upgrading. There is a lack of outlets/facilities for outdoor and year round, winter fitness and sports activities. Many popular sports areas are not supported in town facilities. Leisure Centre has high ticket prices and hours that are too restricted, preventing access and putting people off, especially young people and older residents. One person said that the current Astroturf is dangerous.

Priorities

- Upgrade the swimming pool
- Clean and refurb the changing rooms
- Leisure Centre needs better air conditioning to keep it fresh
- Check/upgrade the Astroturf
- Lighting not good enough for evenings
- Improve some of the courts (basketball, tennis)
- Look at hours of café opening
- Entry charges for occasional and regular members are too high
- Parking charges
- More weekend opening (to encourage people who work in the week)
- Classes for people who work
- More evening opening
- Teen classes targeted (e.g. open days)
- Taster days for everyone
- New classes
- Additional sports activities and facilities
- Review block bookings

A number of people wanted to have sport and training facilities in or nearer the town (because out of town is less accessible without a car). Perhaps playing fields and other green spaces and canal could be utilised (e.g. running track) which would not interfere with other leisure uses. It was also suggested that arts and green spaces could be combined. Transport to facilities is a key linked issue. There could be discounts for local people accessing the theatre and Leisure Centre.

Arts : Critical comments

Theatr Brycheiniog's ticket prices, parking charges, lack of local participation and programming variety are all issues reported by many people. In addition, there are calls for more community events, access, fewer tribute bands, broader programming, more international events, more musicals, more serious plays – and also 'controversial' topics. People requested popular, inclusive works, and serious ones.

The implication regarding parking charges and ticket prices is that these take place without community consultation.

Priorities

- Reduce ticket prices
- Rethink car parking charges
- More inclusive programming
- Better leadership needed
- Toilets at theatre are in a poor state
- Seats are falling apart

People also understand that the theatre 'is struggling', and needs support.

Arts in General received an interesting and significant series of requests relating to places/venues:

- Need more meeting places
- Decent venues needed
- Affordable meeting places
- More venues and better space for exhibitions
- Larger venues for events needed

Music as related to Arts: specific suggestions -

- More funding for music
- Co-operation of organisations to promote music
- Bring back a proper funded county music service
- Reinstate Brecon Jazz as it used to be
- More support for the Jazz/Fringe
- Support and promote local musicians
- More financial support to the Jazz Club
- Sponsor live music events
- Have festivals which encourage talented musicians as opposed to the pub crawl music of the Fringe
- Support the internationally acclaimed Brecon Jazz Festival to bring it back to what it used to be
- Improved funding for the Jazz Festival so it can go forward
- More support for Brecon Fringe
- Reduce licensing 'red tape'
- Recognise the role of music in creating community

Other Arts-related specific comments and positive suggestions included:

- Re-open the Tourist Information Centre (and use as an art gallery)
- Cinemas at Hay-on-Wye and Wyeside at Builth Wells are more proactive than Brecon
- Arts photography – Use the closed shops windows/vacant stores
- Locations for local artisans to show their work
- Meg Stevens collection – A space to house and exhibit this work
- More diversity – e.g. Gurkha cooking, music, art lessons
- 'Strictly Come Dancing' type dance classes
- Have tasters – days and sessions – so people can try things out
- More social activities for people on their own

- Develop a more 'Welsh' feeling to the town

The general consensus was that:

- It would be good to have an art/craft/exhibition gallery
- Promote the town history and distinctiveness
- Promote and support live music
- Support the Jazz Festival
- Include dancing classes in arts
- The Museum and Y Gaer reopening soon is needed
- Promotion, information and co-ordination to show what is available

Theatr Brycheiniog: above, we recorded the *priorities* for attention. Here are the *specific suggestions* -

- More serious plays
- More well known stars
- Shows for the 'majority'
- More support for local schools
- Make more access to opportunities for presenting performances
- Reach out to excluded groups
- More Welsh language productions
- Acts that draw the vast proportion of 'unpretentious' people
- Hire costs need to be more reasonable for the community
- Proper drama
- Have the bar open after shows
- Theatre and cinema need more varied programmes
- More community-led activities needed – not just 'experience' events
- Use small Welsh theatre companies (in English or Welsh)
- Liaison between the theatre and Cardiff School of Music is good.

Leisure Centre: above, we recorded the *priorities*; here are the *specific suggestions* -

- Changing rooms need cleaning and upgrading
- Swimming pool needs updating
- Pool heating/temperature needs attention
- Air conditioning needed to create fresher atmosphere
- Needs a crèche at the centre
- Spectator seating needed/improved
- Qualified coaches to run tennis club scheme for different age groups
- Maintain the track
- Add sauna and steam rooms
- 4 G Pitches
- An outside gym
- All weather facilities so people can exercise and train in winter/all year round
- Facilities for indoor sports needed and indoor multi-sports training
- Free use Astro pitches in winter to keep kids involved all year
- Sheltered team area needed
- Improve basketball/pool/tennis courts
- Target and promote tailored courses/sessions for particular groups
- Get more schools to use
- Put on Yoga and Pilates classes
- Remove charges for kids to play tennis
- Make it free for under 18s to go swimming
- Review block bookings
- Reduce costs of hockey matches
- Put on Table Tennis at Leisure Centre for the over 55s
- Encourage Teen facilities in Leisure Centre – have special days/sessions
- Evening and weekend opening – for working parents
- More things to do during the weekend rather than midweek evenings

- Afternoon clubs do not accommodate working parents
- Longer hours and more activities
- Sunday opening and for longer
- Exercise classes outside work hours (i.e. different hours/targeted at groups)
- Daytime flexibility
- Café opening hours to be extended
- Healthy meals in the Café
- Make Leisure Centre more inviting and user friendly
- Use special offers (tickets/entry) and local discounts to increase uptake

Sports other than at Leisure Centre: *positive or specific suggestions -*

- Create a Park Run
- Watersports at The Promenade
- Use of playing fields
- Reinstate the Lido at The Promenade
- Use wasted space alongside the Bowling Club
- Bring back ten pin bowling
- Decent public tennis courts in town
- Have a cycle track
- Have a skateboard track
- Establish a mountain bike shower and wash facility
- Canal area is under-used
- Archery Club
- 5-a-Side Football pitches

Some of these suggestions might need more planning and investment than others.

Other comments included:

- Bringing ideas together: use of canal for amateur arts events
- Not enough use of Canal and its features
- Brecon could be recognised as a biking or walking centre
- No public transport on Sundays
- Joining up open spaces
- Dog free areas
- Grass cutting on The Promenade needs to be weekly
- More road cleaning

Education: this was a clear category & concern for responders -

- Adult Education is not available to people working due to the hours/days/times scheduled.
- More art, literature, music courses
- More courses for 11 - 16 year olds
- Better links with schools for all arts/culture and sports/leisure
- Support the International Baccalaureate
- Courses for the community (e.g. Basic Maths, English, I.T.)
- More evening classes
- Joint older/younger group opportunities
- Have studio sessions and classes in town

Promotion/publicity: respondees made many positive suggestions -

- Have an events guide
- Weekly Bulletins
- A central information point
- Display information in empty shop windows to publicise "What's on"
- Use the Tourist Information Centre as an information point
- Use schools to promote Brecon's sports and arts facilities
- More encouragement of people to take up use and tell others

- Use events to encourage tourism
- Support the voluntary organisations that organise many events

Shortcomings of Brecon's Arts/Culture and Sports/Leisure facilities -

- Opening hours are too restricted. Need longer opening hours relating to peoples' lives
- High level of entry prices, especially for Theatr Brycheiniog and Leisure Centre which discourages attendance
- More programme choice at the theatre needed with community input
- More investment and/or grant aid for Brecon Sports facilities and theatre, music and arts/education
- More evidence of care for the facilities (e.g. swimming pool changing rooms require cleaning and updating)
- Parking and access – Need free parking or reduced prices
- Arts facilities need more support for providers, musicians and volunteer groups
- Better promotion of facilities and events
- General awareness of "What's On" will improve uptake and use, therefore improving income and help sustain valued resources
- Target particular groups with information: older people, disabled, people living alone, working people, parents, etc.
- Disabled people need help to travel and get to places
- Bring facilities closer to the town centre, and/or improve transport, including to Brecon

Facilities overall got a positive rating -

- Varied and pretty good facilities
- Celebrate Y Gaer
- Well served for a small town
- Lots going on in Brecon

BUT, the facilities require a makeover, cleaning, further variety and more suitable hours, more considerate parking charges, more promotion – and cheaper, lower prices.

Quotable or Notable comments in Arts & Sports responses -

- The new cultural hub is fantastic
- Facilities need to be greatly subsidised
- Better shows at the theatre for the majority not the minority
- Brecon's facilities are very good, but always seem to be under threat
- Y Gaer is a massive bonus for Brecon – Let's celebrate it!
- Recognise the place of music in creating community
- Support Jazz and the Jazz Festival
- Joined up marketing approach with weekly bulletins needed
- There could be more emphasis on developing a more Welsh feeling to the town
- We have an excellent range of arts and cultural facilities
- Facilities need a makeover to make them more attractive places to visit
- Brecon is missing a "buzz"
- More facilities for young people – skateboard, cycling, walking, running
- Facilities for older people
- More things happening during the weekend
- Exercise classes outside of working hours
- Having a Leisure Centre with more reasonable charges
- Don't forget the needs of working people and parents
- The arts/culture of Brecon needs fresh blood!
- Engage with youth
- Bring ideas together: Use the canal to link outdoor & arts events
- Let's have more dancing!

The responses to all the areas in this question section showed a high degree of involvement and engagement in (as well as genuine concerns about) Brecon's Arts, Culture and Sports and Leisure facilities, and their role in the life of the town and of its residents.

5. How aware are you of the rich archaeological heritage of the town, both above and below the ground? (Score 1-10)
1= Poor 10 = Excellent

Answered: 712 Skipped: 182 (Response rate High)

Brecon is a town rich in history with evidence of occupation from the Neolithic through to the Roman, medieval and industrial periods. The redevelopment of Brecknock museum provides an opportunity to the town and community of Brecon to further to celebrate and capitalise on its rich archaeological heritage.

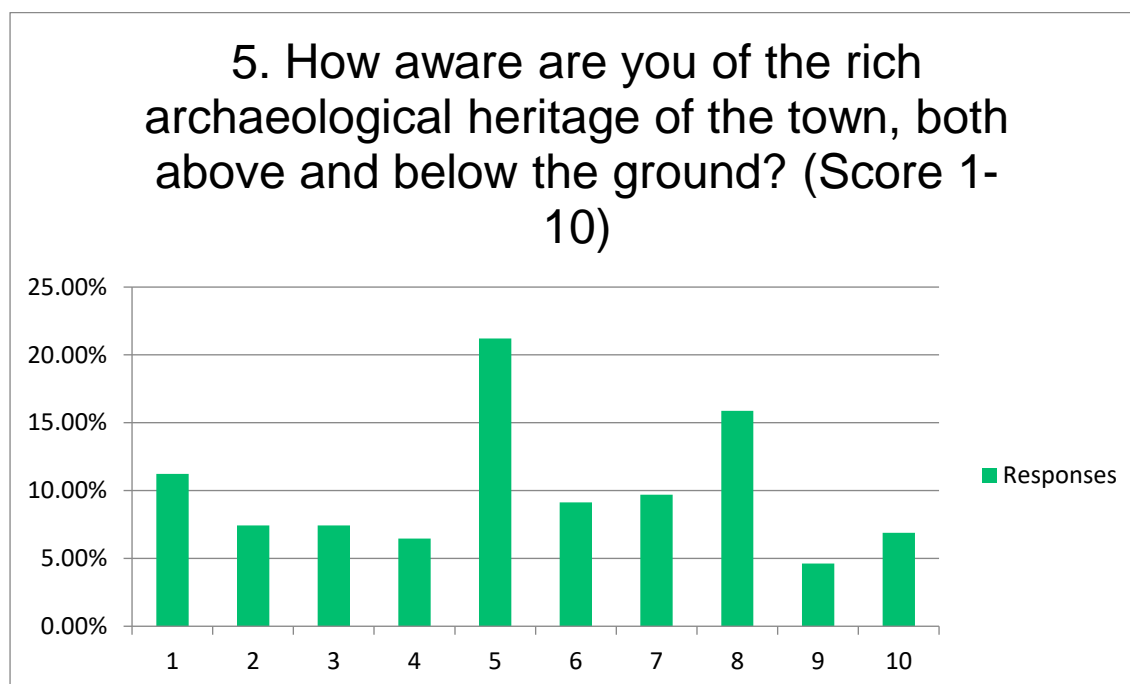
The beginning point is to gain an understanding of how the community views its heritage, to do this we asked the following questions:

How aware are you of the rich archaeological heritage of the town, both above and below the ground.

How well is the archaeological heritage of the town promoted to benefit the town?

Respondents were asked to rank their views from one to ten, with one being the most negative response and ten being the most positive. The findings were very interesting.

In relation to awareness of the archaeological heritage, 78% of respondents answered the question. Of these, the most responses rated their awareness at 5. Detailing that respondents acknowledged that there was potential to improve residents understanding in relation to their archaeological heritage.

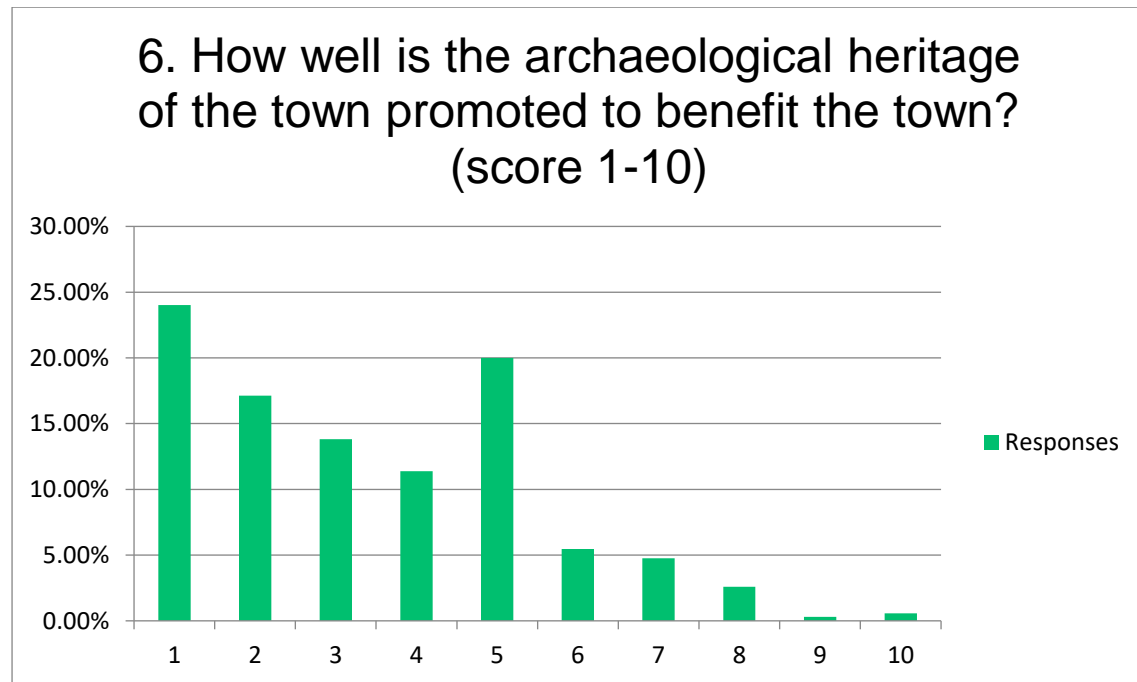


However, the picture was not so positive in relation to the extent to which the areas heritage is promoted. Almost a quarter of respondents ranked performance at 1 in relation to this indicator, demonstrating that they feel that there is significantly more we can do to

promote our archaeological heritage to the benefit of the town. Less than 1% of respondents ranked our performance at 10 (best possible).

6. How well is the archaeological heritage of the town promoted to benefit the town? (score 1-10)
1 = Poor 10 = Excellent

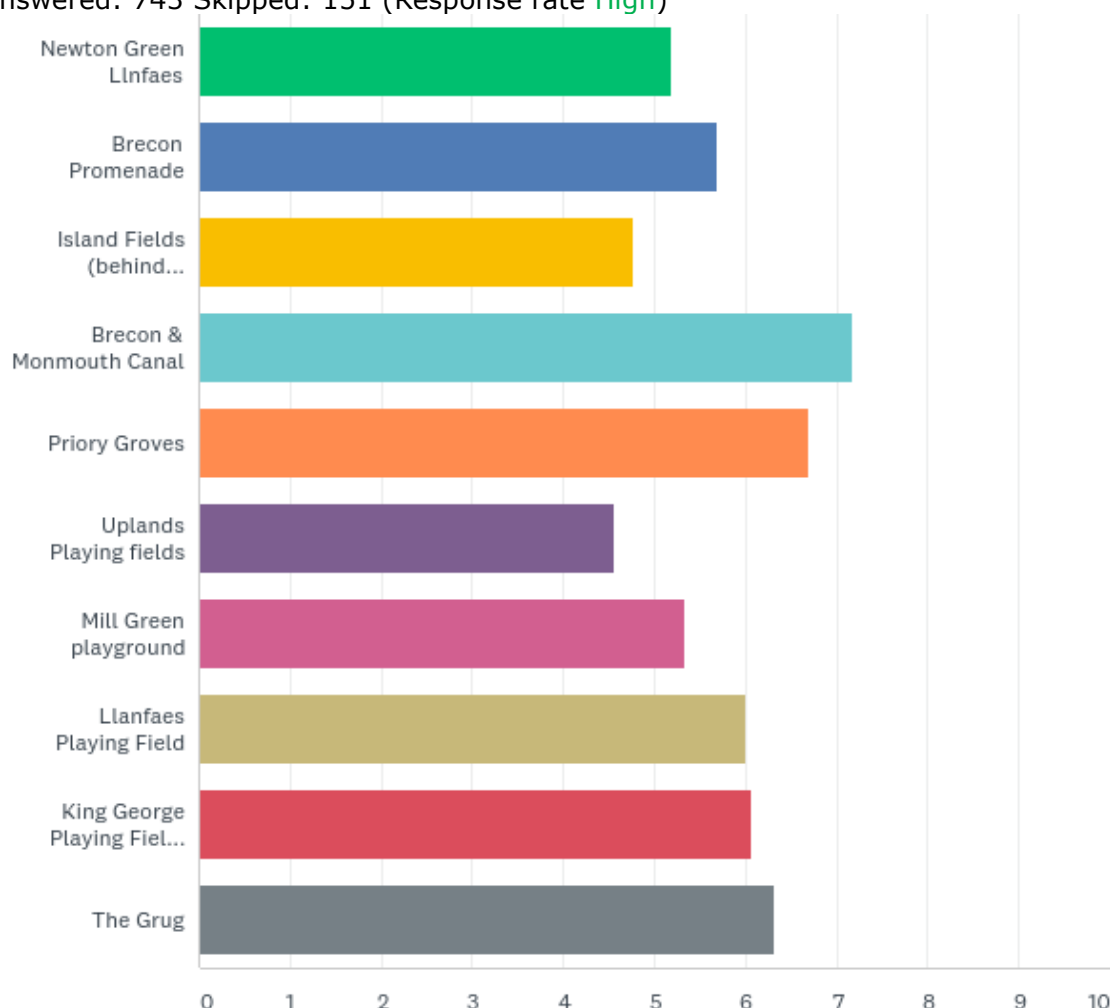
Answered: 695 Skipped: 199 (Response rate High)



8. Greenspaces

1. How would you rate the quality and facilities of Brecon's parks and green spaces? 1= Poor and 10=Excellent

Answered: 743 Skipped: 151 (Response rate High)



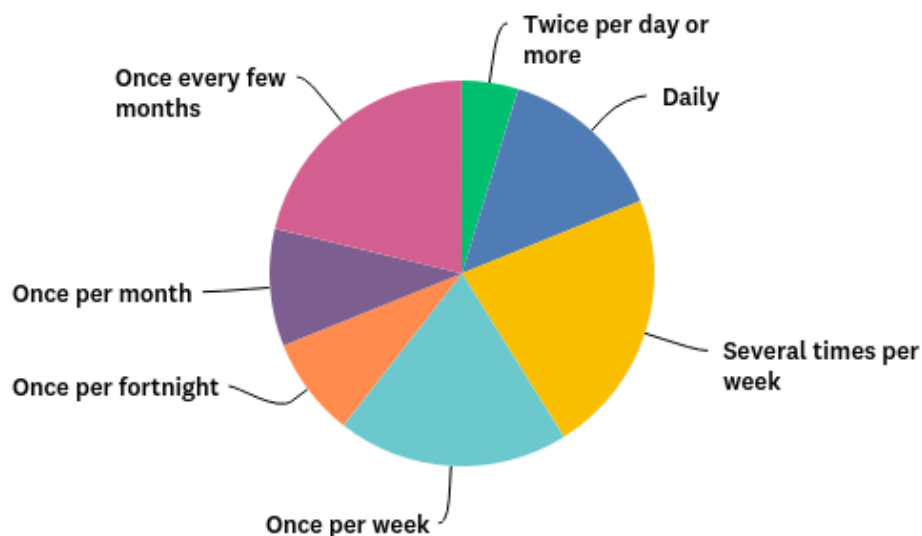
ANSWER	AVERAGE NO.	TOTAL NUMBER	RESPONSES
Newton Green Llanfaes	5	1591	307
Brecon Promenade	6	3970	697
Island Fields	5	1872	392
Brecon & Monmouth Canal	7	4899	683
Priory Groves	7	3598	538
Uplands Playing Fields	5	1227	269
Mill Green playground	5	1291	242
Llanfaes Playing Field	6	2148	358
King George V Playing Field	6	2762	455
Pen-y-Crug	6	2156	341
Total Respondents:			743

Some respondents commented that Camden Road Playing Area and the Riverbank should also have been included.

Brecon Promenade and the Brecon and Monmouth canal had the highest number of responses, with over 90% of respondents giving these sites a score. Mill Green (32%) and Uplands playing fields (36%) had the lowest responses

2. How often do you visit any of the parks and green spaces?

Answered: 720 Skipped: 174 (Response rate High)



ANSWER

RESPONSES

Twice per day or more	4.72%	34
Daily	14.17%	102
Several times per week	22.22%	160
Once per week	19.44%	140
Once per fortnight	8.33%	60
Once per month	9.86%	71
Once every few months	21.25%	153
Total		720

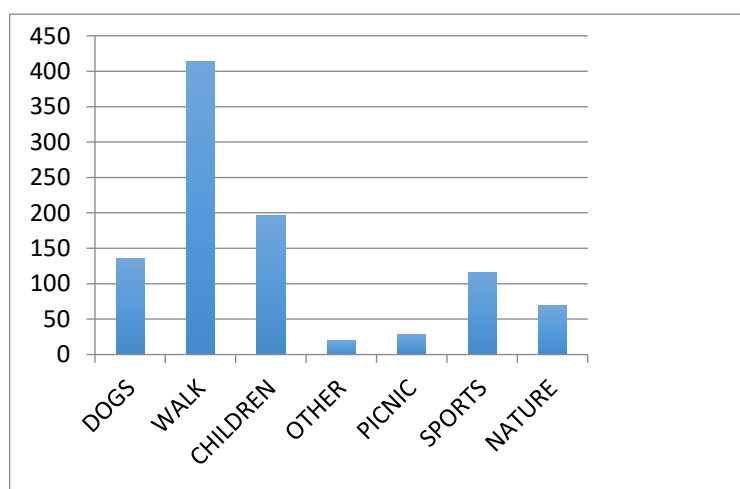
Almost 2/3rds of respondents visit a park or greenspace at least once per week. However, only a little over 1/5th visit only once every few months.

3. What activities do you do when you visit a park or green space?

Answered: 672 Skipped: 222 (Response rate High)

Walking	414
Children	196
Exercising dogs	136
Sports/Activity	116
Nature /countryside	69
Picnics	29
Other	20

- Unsurprisingly, walking was the primary activity people enjoy on greenspaces.
- However, it was also clear that is was an important area for families and activities with children, particularly



parents and grandparents enjoying the areas together. This includes visiting the playgrounds, but also sports and walking.

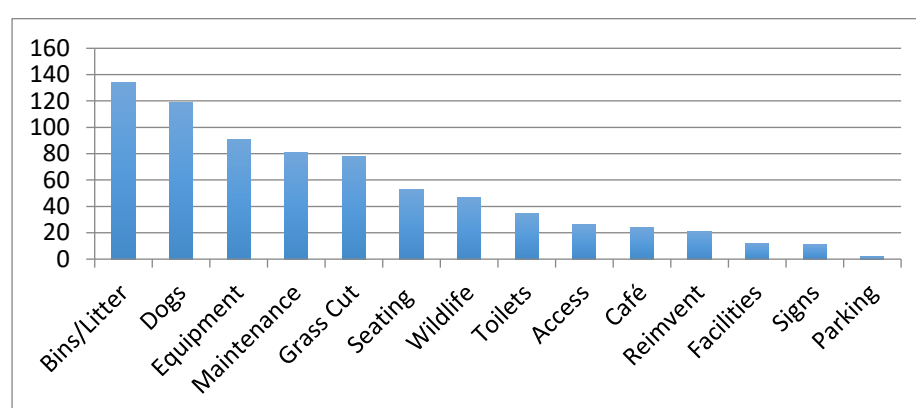
- Exercising dogs was also a popular activity, though perhaps less than might be expected.
- A range of sporting activities were undertaken with cycling, running and ball games popular.
- Many remarked that simply sitting, watching, enjoying the scenery/wildlife and feeding ducks was also important, and these are grouped together under nature/countryside.
- Picnics, having a coffee or ice cream were also mentioned as things people enjoyed as part of a greenspace visit.
- Some additional activities were also mentioned with photography and attending events mentioned several times.

4. What changes or improvements would you like to see in the town's parks?

Answered: 573 Skipped: 321 (Response rate **Medium**)

Many respondents made several brief points. These were sorted into the following broad categories.

Bins, litter and rubbish	134
Dogs	119
Equipment	91
Maintenance	81
Grass cutting	78
Seating	53
Wildlife	47
Toilets	35
Access and footpaths	26
Café/refreshments	24
Reinvention	21
Facilities	12
Signs	11
Parking	2



Bins, litter and rubbish: 134 response dealt with the litter problems on greenspaces, requests for more bins, more regular emptying of the existing bins and enforcement against those dropping litter.

Dogs: 119 respondents made mention of dogs. This was further broken down into 3 specific topics:

83 raised issues around dog fouling including provision of more dog waste bins, more regular emptying of dog waste bins.

25 raised issues regarding the need for zoning dog access in greenspaces. This was both to call for dog free areas especially in playgrounds but also for specific dog exercising areas.

18 expressed a wish to see much greater enforcement action against dog owners failing to pick up dog waste.

Equipment: 91 requested improvements to play equipment and new or additional equipment including activities suitable for young children, older children and exercise equipment

Maintenance: 81 wished to see greater care, repair and maintenance of existing equipment and facilities such as paths, benches and fences

Grass cutting: 78 made mention of the grass cutting, requesting more frequent cuts and collection of cut grass

Seating: 53 requested more seating and included several suggestions for covered or sheltered seating

Wildlife: 47 wanted to see a range of improvements for wildlife, including designated areas of longer grass, more wildflowers, more trees and unspecified improvements to encourage more wildlife. There were also a couple of responses regarding control of moles in grassed areas.

Toilets: 35 would like to see improved toilet facilities easily accessible from or on greenspaces.

Access and footpaths: 26 respondents mentioned issues with the condition of footpaths, primarily in the Groves and along the Canal.

Café/refreshments: 24 responses included a desire for improved café facilities, specifically at The Promenade.

Reinvention: 21 responses suggested that the greenspaces required significant changes to completely transform the way they are used or to significantly upgrade facilities

Facilities: 12 respondent requested more facilities, but what these were was not specified

Signs: 11 respondents suggested improved information available about the greenspaces and signage to inform people where they could go.

Parking: 2 responses mentioned parking to enable greater access to greenspaces.

Summary:

- A large proportion of residents use and value greenspaces, as demonstrated by number of responses, regularity of visits and quality scores given to greenspaces.
- They are important areas for a number of active pursuits, but also valued for scenery, wildlife and opportunities for family time.
- Dog fouling and litter were primary issues to address that respondents felt were detrimental to quality and enjoyment of greenspaces.
- Better management and maintenance of existing facilities was considered a priority, including play equipment, seating and grass cutting. Many also wished to see environmental improvements and wildlife enhancements.
- New equipment, more facilities for a greater range of ages, additional seating and path improvements were all specifically mentioned as desired improvements.

9. Conclusion

The Brecon 20:20 steering committee are extremely grateful to everyone who responded to the survey. The next phase is to develop an action plan and residents will be asked to contribute to that plan early in September 2019. If you feel you have time to help the steering committee develop the plan or have any other queries relating to Brecon Town Plan please contact brecontownplan@gmail.com