

Crickhowell

Place Plan

June 2024



This document has been prepared on behalf of :

Crickhowell Town Council &
Bannau Brycheiniog National Park Authority



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Foreword

Welcome to the Crickhowell Place Plan 2024–39

Crickhowell Town Council has partnered with Bannau Brycheiniog National Park Authority to produce a vision for the future of our town for the next 15 years.

We began the process in Autumn 2023 with a series of public consultations and have undertaken further consultations as our plan develops. You can find an account of what we heard at pages 57–60. The Town Council adopted this final version in June 2024.

We see this Plan as an evidence based for the Park Authority to prepare their new Development Plan. Those parts will then form part of the basis for future planning decisions in our town.

Our Town is a Successful Town

Generally, the view of Crickhowell residents of their town is positive. The plan sets out our aspirations for the future development of the town which builds on what is good and tries to address the problems we have.

Our Town is an Ageing Town

Crickhowell has a generally older population than the Welsh average. The 17–35 year-old demographic has actually shrunk in the last decade or so. Although people leave the town at the beginning of their adult lives to find higher and further education and work, many return when they are about to start families. We want the town to meet the needs of all age groups and be a place where residents of all ages are able to live and work and enjoy themselves.



Foreword

Housing

Crickhowell is one of the more expensive places to buy a home in Wales. We need more social and affordable housing in the town. There is also a surprisingly high level of substandard housing in the town.

There is a high proportion of and demand for single-person and two-person households in the town compared to the Welsh average. We do not need more four-bedroom “executive” homes. New developments need to focus on the need for more affordable housing and units to meet the demand for smaller homes – we also heard in our consultations from people who wanted to stay in the town in their third age but who could not find homes to “downsize” into. If they could, this would potentially release more family homes onto the market.

Some of the housing need could be met by infill on “brownfield” sites. Sited as we are in a protected area of natural beauty there is limited capacity for expanding the town outwards, and most people would not want that to happen anyway. Access to nature and green spaces is one of the biggest positives that people reported to us about living in Crickhowell. But if the town is to thrive and not become a retirement village, a tourist trap dominated by second homes and short-term lets or a dormitory where people live but don’t work, then some housing (and commercial) development is needed.

This plan sets out some opportunities for that growth which we believe will enhance the town’s life and economy. We want any major development to be designed to benefit the whole town and create an integrated and better-resourced community.

Environment and Food

Many people expressed concern over the state of the River Usk – a key geographical feature of the town together with Table Mountain. We need to work with the Park Authority and other national agencies to restore the quality of its water and revive its fish population. Decisions about development must all take this priority into account.

The catastrophic floods of 2020 and 2021 were a warning of the impact of the changing climate on the town. While the river poses a threat from below, run-off from the hills poses an equally potent threat from above. We need to work with the farming community and our neighbouring community councils, as well as Powys CC, to “slow the flow” of water from the hillsides. There are opportunities to do this using natural barriers and natural drainage. But again, we need to ensure that any new development has a neutral or reduced impact on the volume of run-off reaching the town.

We want to protect and enhance green space within and around the town. We will support initiatives to enable the use of more land for local food production and will seek to encourage individuals and families to have access to community gardens and similar initiatives. We would like to see a revival of the local food market in the town, and community initiatives to share surplus produce with those who need it.

We want to see more trees planted and community-owned land managed in ways which encourage biodiversity as well as enhancing the leisure experience for residents and visitors.

Transport – Cars, Buses, Bikes and Pedestrians

Crickhowell is well located geographically, within reach of the significant urban centres of Swansea, Cardiff, Bristol, Hereford and Birmingham. But local connections, we were told, were not so good for people who had to travel for work and education. The town has, therefore, become heavily car-dependent,

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and this was most clearly demonstrated by the level of complaints we received about parking, especially from those streets that suffer from excessive on-street parking.

We identify three types of parking need: short stay for shoppers from surrounding communities and residents with limited mobility visiting our High Street stores; commuter parking for the many people who travel to work in the town; and long-stay for the visitors who come to enjoy the walking and cycling opportunities in the surrounding countryside. We are seeking to identify sites which meet these different needs, and we discuss some possible ones in the plan.

But we also want to see the town become less dominated by the car. Being sited on the A40 helps Crickhowell in many ways to thrive, but it also means that the town can feel dominated by cars and HGVs. This discourages short journeys by foot and by bike. We believe the advent of the electric bike has made cycling, including commuter cycling, a possibility for a whole new demographic.

The Plan sets out a vision for connecting Crickhowell into a strategic cycling network along the Usk valley, starting with better connections to Llangattock and a “cycle by-pass” to avoid the most narrow and dangerous parts of the A40, then connecting us with safe routes to Glangrwny, Gilwern and Abergavenny, and in time perhaps to Tretower and Cwmdru.

The growth of the town to the West in the last fifty years means that connections to the High Street are poor for many residents. We want to develop better and more clearly signposted accessible footpaths connecting the town, and to ensure that any new development includes safe and accessible walking routes to the schools and the High Street. We also want the town to be disabled friendly with public space being inclusive to all.

We would also like to encourage the development of more community transport options, including a possible community bus service connecting the

surrounding communities together and helping give access to work, shopping and leisure activities for all ages and including households without easy access to a car. We support Llangattock Community Council’s initiative on this.

Civic Space

For some people who spoke to us the car domination was at its worst along the A40 and particularly at the junction with the High Street – the old town square. We have put forward a series of improvement measures along the A40 corridor which will help to make drivers aware that they are in a town rather than bowling along a trunk road.

In the High Street itself, we propose a series of measures to make it more pedestrian friendly and to give better access to those with mobility issues, while retaining the quick-stop parking which we were told was highly valued by the retailers and their customers. The High Street design is also intended to link up the various public spaces of the town more clearly, possibly including a direct connection between the High Street and the Castle Grounds recreation area. We held a very successful Christmas Market in the High Street in 2023. People told us they would like to see more such events, and we also want to explore the idea of the restoration of a regular food market.

Civic space where the town comes together informally is an imaginary space as well as a physical space. There are many thriving charities and clubs in the town, kept afloat by an army of volunteers. But they are not always well joined-up. We would like to help them come together more.

Commerce and Industry

Crickhowell’s thriving High Street is one of the town’s crown jewels. The range of independent shops that we still have, including those meeting our everyday needs, is the envy of many small market towns. We are committed to doing all we can to maintain the character and variety of our High Street and will advocate for a focused retail development in the town centre, including

Foreword

Beaufort Street and the Courtyard at Upper House Farm. We propose a presumption in favour of small to medium-sized retail units in planning policy to provide a space for existing and new local independent traders to thrive. We want there to be high-quality jobs available to people living in and around the town. We will do all we can to attract such development at Elvicta and other appropriate sites along the A40. These too need to be well connected to the town with safe pedestrian and cycling routes and adequate parking provision. We hope a well-connected town like Crickhowell can also attract office-based working, especially in the new era of remote working.

Education

Along with an excellent primary school, the town is very fortunate to have a high-performing High School, including a successful sixth-form. The school is a huge asset to the town in many different ways. We need to continue to build connections and find ways to make the students feel welcome and part of our community. One way of doing this is focusing on safe walking and cycling routes, another is providing young people with their share of the civic space. The High School is also an important element in binding Crickhowell to its neighbouring communities.

Culture

In the past decade or so, the cultural scene in Crickhowell has been invigorated through annual events such as the Green Man and Black Mountains Comedy Festivals. The Green Man, the biggest arts festival in Wales, provides a significant tourism boost to the area every August. Held at Glan Usk Park, we strongly hope that the festival continues to thrive there long into the future.

As important as these large annual events are, the most meaningful way people engage with culture in Crickhowell is in their daily lives. Whether that is going to an art class, watching a play in the Clarence Hall, listening to a history talk by a local author, enjoying a literary event in a local venue or visiting one of our galleries or participating in the Open Studios weekend, culture forms a rich and

essential part of life in Crickhowell.

It is imperative therefore, that we support and encourage arts organisations, local volunteers, artists and writers, to continue to produce experiences and work for the community, as well as providing appropriate spaces and environments that help make these activities possible.

Sport and Leisure

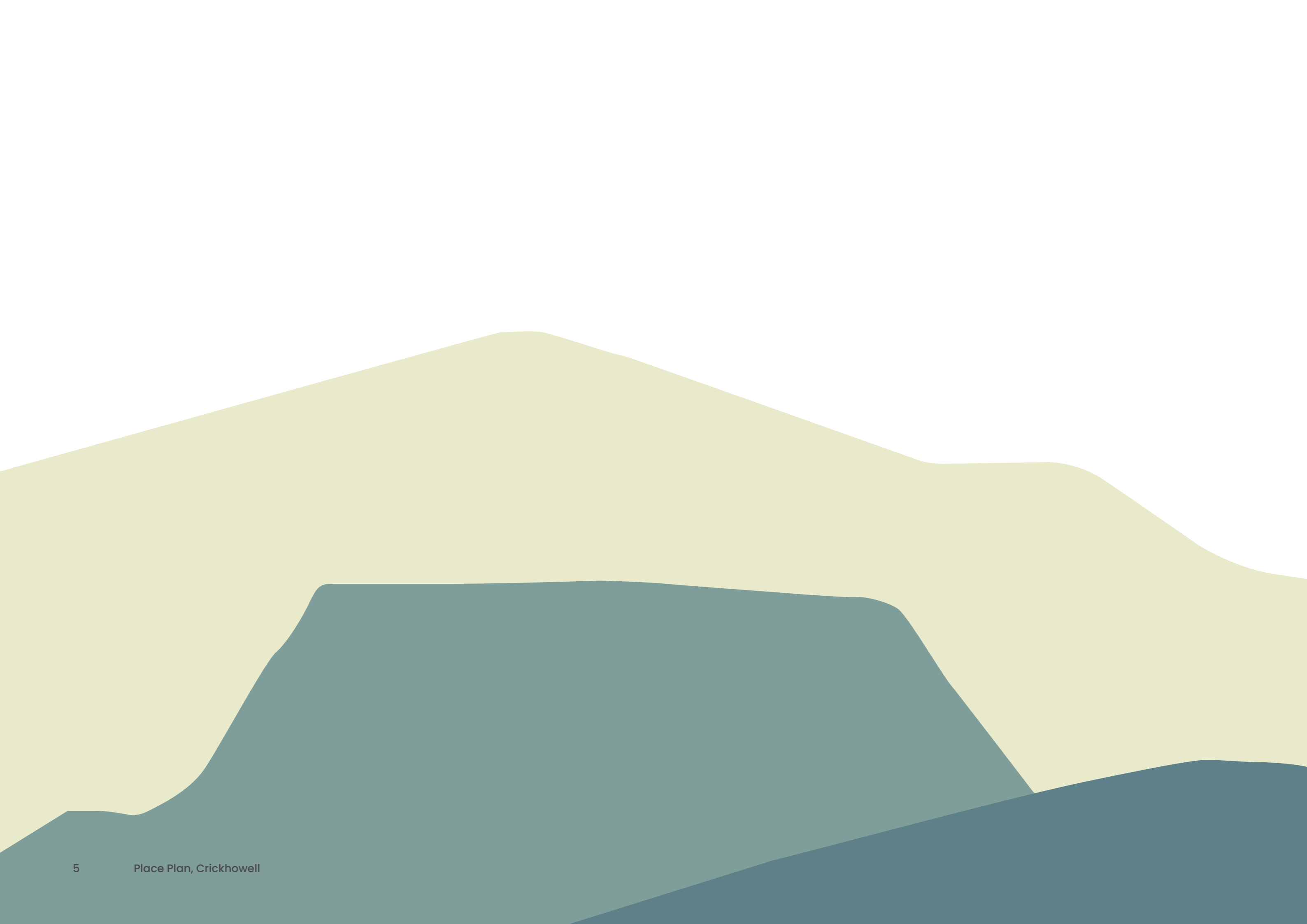
Crickhowell is very fortunate to have a number of successful sports clubs and organisations as well as leisure facilities and recreation spaces. It is important for the community to have accessible and convenient access to these spaces and that they continue to be maintained and run to the highest standards. We also recognise how 'wellness' is a growing sector that is only going to become more important both to the local economy and people's lives in the next decade, and we acknowledge the role this area has in positively influencing not just people's physical, but also, mental health.

Sport and Leisure bring people together and play a crucial part in community cohesion and personal wellbeing. As such, it is our aspiration that our sports and recreation areas continue to be successful and fully supported, and will encourage any of these local clubs and organisations to apply to the Town Council grants scheme for funding, as well as bigger schemes and initiatives.



Paul Evans

Paul Evans CBE
Mayor, Crickhowell Town Council



Introduction

Purpose

Crickhowell Town Council has partnered with Bannau Brycheiniog National Park Authority to produce a vision for the future of our town for the next 15 years. This is the town's Place Plan.

Place Plans help us to understand the problems communities are facing and provide us with ideas and solutions to resolve them, as well as to understand the opportunities we have and how to make the most of them. The Town Council has set out to develop a 'Place Plan' as an inclusive, bottom-up approach to influence the future prosperity and well-being of the town. We began the process in Autumn 2023 with a series of public consultations and have undertaken further consultations as our plan develops.

We see this Plan as an evidence based for the Park Authority to prepare their new Development Plan. Those parts will then form part of the basis for future planning decisions in our town.



Aims & Objectives

The overall aim is:

“Secure the support of the local community, so they take ownership of the outputs and agree shared responsibility for future delivery”.

Objectives:

- To encourage greater community engagement in local planning and wellbeing.
- To influence delivery plans of public sector bodies.
- To deliver tangible improvement as outcome from this plan as the start of a continuous process.

Achieved by:

- Consulting with residents and key local organisations, including neighbouring community councils, and through the Plan Team to identify local needs, issues, and priorities.
- Working in partnership with Bannau Brycheiniog National Park Authority to produce locally relevant Supplementary Planning Guidance.
- Engaging with public sector bodies and involving them in delivery of the Plan.

What is a Place Plan?

Place Plans are non-statutory documents. They may be prepared at the initiation of the local community and are a powerful tool to promote collaborative action to improve well-being and placemaking. Place Plans should support the delivery of Local Development Plan (LDP) policies and are adopted as supplementary planning guidance by the local planning authority (BBNPA).

To be successful, Place Plans will need to link carefully into the preparation and review cycle of LDPs. Timing of a Place Plan will therefore be an important consideration for a local planning authority. Most Place Plans are therefore expected to be prepared with the aim of becoming Supplementary Planning Guidance (SPG). As SPG, a Place Plan can only be adopted once a LDP has been

adopted. The temptation then may be to have a LDP in place before following up with a series of Place Plans. In instances where a LDP has recently been adopted that can give a general or specific policy hook to a Place Plan, it may be the ideal time to start work on Place Plans.

The purpose of a place plan process is to:

- Gather evidence about your area to understand what issues the community is facing.
- Talk to the wider community and stakeholders about how the area will develop, and what needs to be done for the future well-being of the community.
- Agree how you want the different aspects of your place to be in the future.
- Agree a plan to work towards this future, including, where relevant, policies for making decisions about planning and an action plan to set out how identified issues are going to be tackled.
- Have that final plan agreed by the community, key stakeholders and adopted by the Local Planning Authority (LPA) for use as Supplementary Planning Guidance.

The benefits to the community of having such a plan in place are:

- Prioritised key actions to improve the vitality of the area and the well-being of the people who inhabit it.
- Having a good understanding of community needs and wants including the levels of support for different issues and actions.
- Improved input in local planning decisions, including influencing future iterations of the Local Development Plan to ensure they meet community needs.
- Enhance the working relationship between the community, the Local Authority and other key decision makers.
- Improve the strength of future funding bids for community projects within the Place Plan by providing evidence of need and support amongst the wider community.
- Improve community well-being.

Where is Crickhowell?

Crickhowell is located within Bannau Brycheiniog National Park at the southern end of the county of Powys. The town sits within the picturesque Usk Valley nestling beneath the shadow of Crug Hywel (Table Mountain) to the north.

The town is situated within around 1 hour to the major south Wales cities of Cardiff, Swansea and Newport. The town is also close to the A470 allowing it good links to Cardiff, northern valley towns and Mid and North Wales. It is the urban centre for the neighbouring communities of Llangattock, Llangynidr, Cwmdru, Tretower, Llanbedr, Llangenny and Glangrwny.

The A40 road runs through Crickhowell giving the town key strategic links to the wider area. This is a key link between West Wales, Bannau Brycheiniog and the M5 motorway (Gloucester and Cheltenham). More locally the town sits between Brecon and Abergavenny, which alongside Crickhowell Town Centre help meet the day to day needs of local residents.



Wider Location plan



Context & Setting

Crickhowell has developed around its historic core of Crickhowell Castle, St Edmund's Church and Town Centre. These represent the historical past and help form the identity of the town.

The residential areas of the town expand out from this core, with newer homes (and employment areas) towards the edges of the town.

The River Usk runs to the south of the town, and the seventeenth-century stone bridge crossing it forms a key gateway into the town.

Situated within Bannau Brycheiniog and on the edge of the Black Mountains the town feels very much embedded within the countryside giving the town a rural character. Table Mountain, which overlooks the town is an iconic landscape feature.

The A40 provides good strategic links between the town and surrounding areas. However, it also brings a lot of through traffic which is at odds with the otherwise "quiet" character of the town.

The community also benefits from facilities outside of the town boundary including its football club, rugby club as well as homes at Cwrt Y Gollen and Glangwrney. The community of Llangattock is also situated on the western side of the River Usk with a strong mutual relationship with Crickhowell for local services.



Crickhowell Context Map

The Plan Process

The Crickhowell Place Plan Process commenced in June 2023 with the appointment of Chris Jones Regeneration and Roberts Limbrick, 'place focused' consultants. The Place Plan process is outlined below:



Why Does Crickhowell Need A Place Plan?

Background

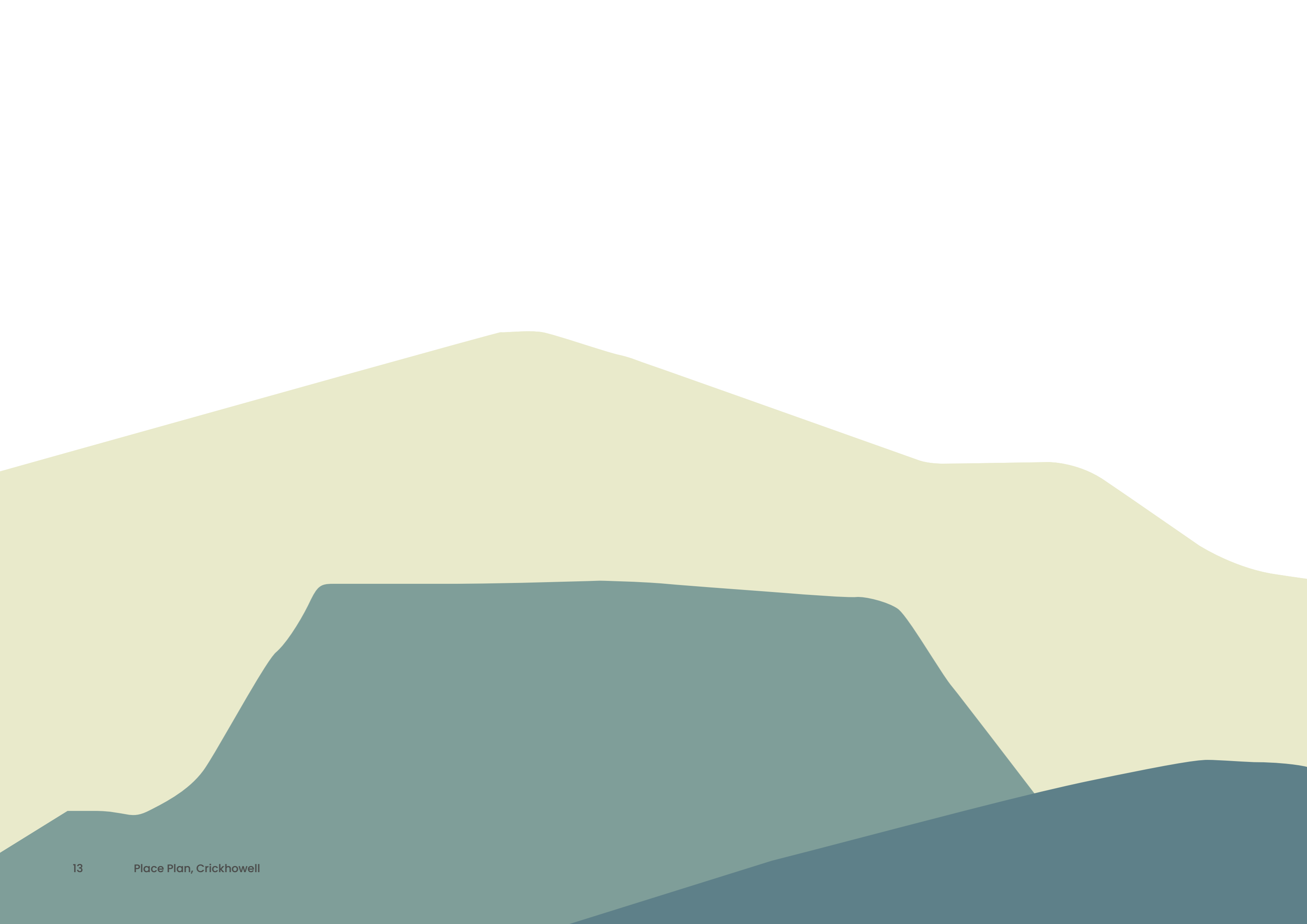
Crickhowell Town Council produced a Community Plan with the help of the BBNPA in 2017. This Plan is now out of date, and despite its adoption, the plan itself has had limited impact in addressing the crucial challenges the town faces.

To address the challenges, Crickhowell Town Council has identified the need for a 'Place Plan', using a 'bottom-up' approach through open and transparent public consultation to influence the future direction of the town. It sees the Plan as based upon the needs and desires of the local community and will help to shape and influence future policy decisions. It is intended that the Place Plan is to be adopted as Supplementary Planning Guidance by the Bannau Brycheiniog National Park Authority in its decision making. Central to the process are other agencies such as Powys County Council, Natural Resources Wales, Welsh Government, Powys Teaching Health Board and others, who will engage with the process and use the document to inform their own decision-making.

The Town council wish to ensure that the process of plan development is designed so as to be inclusive of all needs of the community and to exemplify 'bottom up' approaches to policy development.

Following the adoption of the newest Management Plan for the Brecon Beacons Y Bannau: The Future, the current toolkit is not only out of date but requires a rethink on the way the organisation resources Place Planning. The BBNPA's aim is to build up an expert team within the organisation who can work with communities to help them develop their own plans for future action. The Crickhowell Place Plan process provides the opportunity to ensure that the National Park Authority has the skills and resources to support communities. Its ultimate aim in this action is to ensure the National Park is able to meet the needs of all our residents, within our environmental limits.





Place Analysis

The background features a series of overlapping, organic shapes in shades of light green and teal, creating a layered, mountain-like effect. The shapes are soft-edged and fill the lower two-thirds of the page.

Policy, Studies, Data & Place

Policy Setting

The policy setting for a place such as Crickhowell is important as it shows the relationships to national, regional and local agendas, providing strategic direction and alignment. It also shows the strategic opportunities and limitations to a place and its development.

National

Wellbeing of Future Generations Act (2015)

The Well-being of Future Generations Act places a duty on public bodies to carry out sustainable development.

This is not a new concept for the planning system as the principles of sustainable development have been at the heart of planning policy since PPW was first published in 2002. However, the concept has been expanded under the Well-being Act and it requires an improvement in the delivery of all four aspects of well-being: social, economic, environmental and cultural.

The Well-being Act has established seven well-being goals which are intended to shape the work of all public bodies in Wales.

In order to demonstrate that appropriate consideration has been given to the Well-being goals and sustainable development principle in the decision making process, public bodies are required to have regard to the 'five ways of working' contained in the Well-being Act. These require consideration of involvement; collaboration; integration; prevention; and long term factors.

Planning Policy Wales Edition 12 - February 2024

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales. The primary objective of PPW is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales, as required by the Planning (Wales) Act 2015, the Well-being of Future Generations (Wales) Act 2015 and other key legislation and resultant duties such as the Socio-economic Duty.

Everyone engaged with or operating within the planning system in Wales must embrace the concept of placemaking in both plan making and development management decisions in order to achieve the creation of sustainable places and improve the well-being of communities. Sustainable Places are the goal of the land use planning system in Wales; they are the output of the planning system rather than the process of achieving them. All development decisions, either through development plans, policy choices or individual development management decisions should seek to contribute towards the making of sustainable places and improved well-being. The planning system should create sustainable places which are attractive, sociable, accessible, active, secure, welcoming, healthy and friendly. Individual places can take many forms and interpretation of what makes a good place will vary. Each place will have its own unique characteristics, history and identity, based on how people have and will interact with the landscape and townscape.

What is Placemaking?

PPW defines "placemaking" as a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness, and well-being in the widest sense. Placemaking considers the context, function and relationships between

Policy, Studies, Data & Place

a development site and its wider surroundings. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.

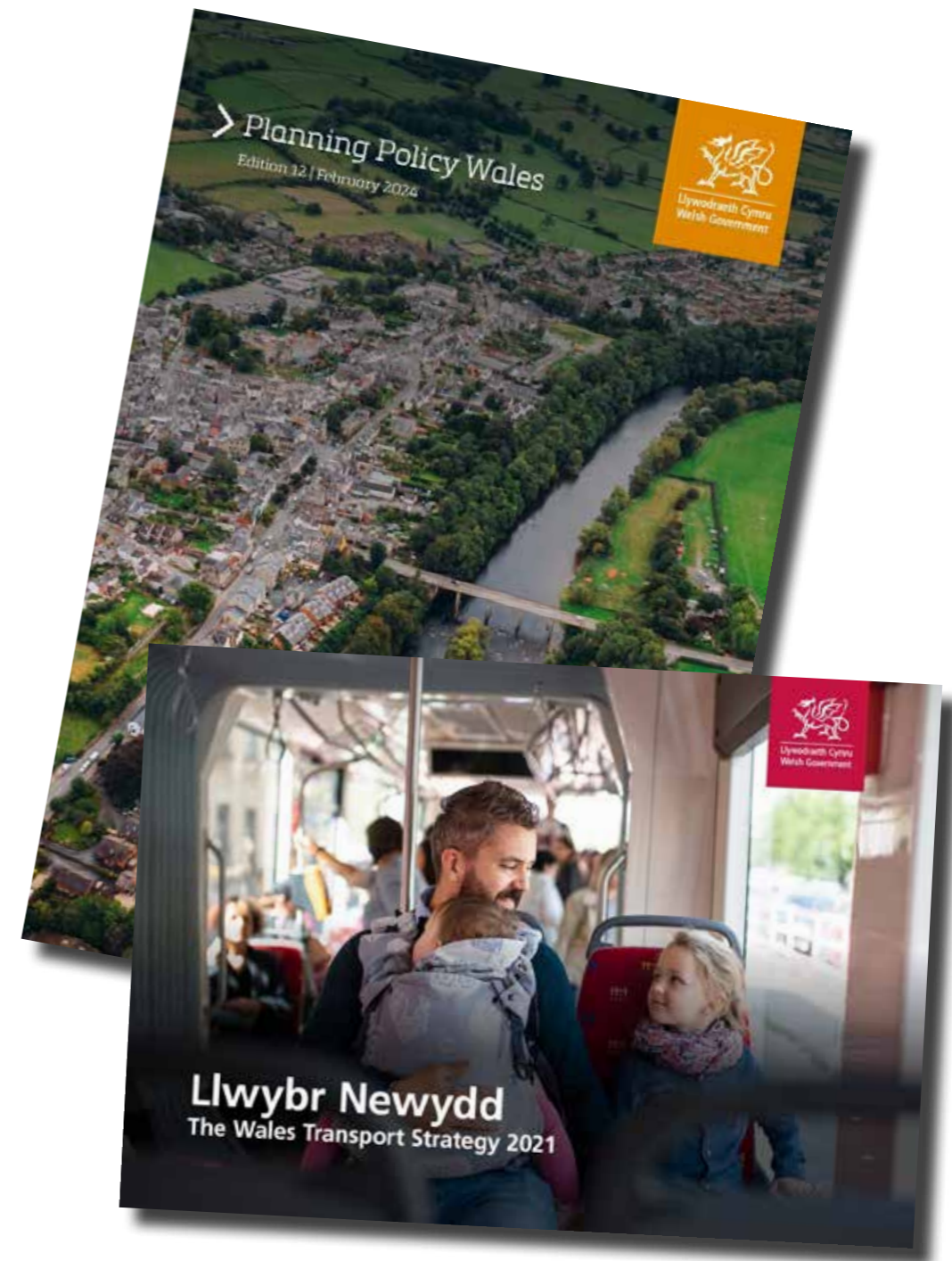
Place Plans

PPW states that Place Plans are non-statutory documents. They may be prepared at the initiation of the local community and are a powerful tool to promote collaborative action to improve well-being and placemaking. Place Plans should support the delivery of LDP policies and are adopted as supplementary planning guidance.

Wales Transport Strategy 2021

The Wales Transport Strategy provides the framework for transport related activities and sets out the strategic priorities of a safe, integrated, sustainable, efficient and economic transport system serving Wales. It provides the context for the Welsh Government's aim to reduce the need to travel, particularly by private car, and supports a modal shift to walking, cycling and public transport. This is reflected in Planning Policy Wales and Future Wales, which put placemaking at the heart of the planning system. This modal shift is supported by the sustainable transport hierarchy, which prioritises walking, cycling and public transport.

The current Wales Transport Strategy, One Wales: Connecting the Nation, was published in 2021. Since then, the Active Travel (Wales) Act 2013 has been introduced, which is increasingly influential in the way we integrate active travel with new development. This is essential to enable people to walk and cycle as part of their everyday activities.



Policy, Studies, Data & Place

Active Travel (Wales) Act 2013

Walking and Cycling has gained support when the Welsh Assembly passed the Active Travel (Wales) Act, received royal assent in November 2013. The Act places a number of duties on the local authorities to continuously improve new and existing facilities and routes for walkers and cyclists and to prepare maps identifying current and potential future routes for their use. The Act also requires new road schemes to consider the needs of pedestrians and cyclists at planning and design stages. The active travel network should be designed or enhanced to meet a set of best practice standards. The Welsh Government has published guidance:

- The Active Travel (Wales) Act 2013 – Design Guidance;
- Statutory Guidance for the Delivery of the Active Travel (Wales) Act 2013;
- The Active Travel Action Plan

Future Wales – the National Plan 2040

Future Wales – the National Plan 2040 is our national development framework, setting the direction for development in Wales to 2040. It is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities.



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Area Statements – Natural Resources Wales

Area Statements produced by Natural Resources Wales in accordance with their duties under the Environment (Wales) Act 2016, set out a strategy for the better management of Natural Resources for the benefit of future generations. As the name suggests, the statements are based on spatial areas.

There are seven covering Wales, of which four cover the National Park area.

- South East Wales
- South Central Wales
- South West Wales
- Mid Wales

State of Natural Resources Report (2020) (SoNaRR)

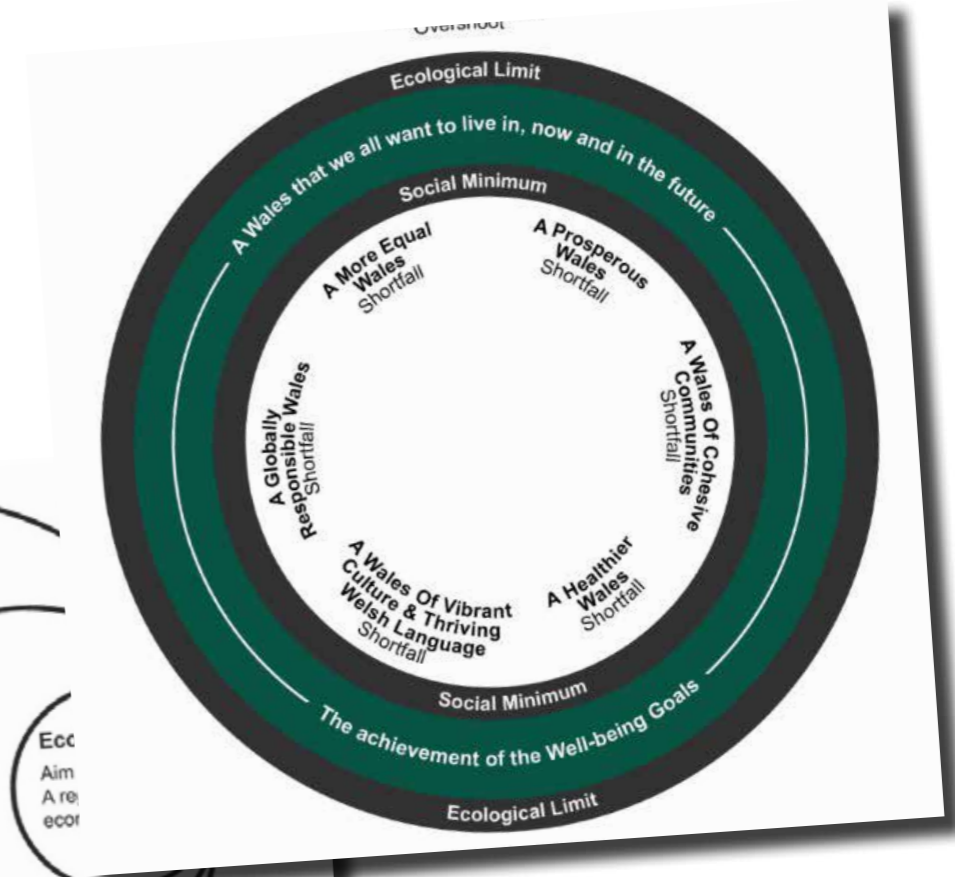
Natural Resources Wales must prepare and publish a report containing an assessment of the state of Natural Resources in Wales (SoNaRR). SoNaRR is a key document in the preparation of National Park Management Plans. The most recent SoNaRR highlights the need for public sectors to leverage change to tackle the nature and climate emergencies using transformative change across ecosystem, economic and social systems.



resources are safeguarded and enhanced
 Aim 2: Resilient ecosystems

Aim 3: Healthy places for people

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 Aim
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Policy, Studies, Data & Place

Environment Act 2016 Part 1 Sustainable Management of Natural resources and Part 2 Climate Change

Natural resources are essential for the air we breathe, the water we drink and the food we eat. They enhance the quality of the places where we live, work and visit and provide the landscapes and biodiversity that make these areas special. Natural resources that are healthy and thriving are also healthier for people, their communities and for the economy, but demands on our natural resources are increasing. If we don't act now to manage our natural resources sustainably, there will be serious consequences that affect us all. We need to change the way we do things so that we continue to benefit from our natural resources now and in the future.

The Environment Act helps us meet this challenge by introducing the sustainable management of natural resources as a new approach which ensures that the way in which the use of and the impacts on our natural resources do not result in their long term decline. We have learnt from the experiences of our international partners and are using international best practice by for example, implementing the UN Convention on Biological Diversity ecosystem approach, to help Wales lead the way on Sustainable Development. Our aim is to sustainably manage our natural resources in a way and at a rate that meets the needs of the present generation without compromising the needs of future generations and which contribute to the seven well-being goals in the Well-being of Future Generations (Wales) Act 2015.



Part 1 of the Act- S6 Biodiversity Duty requires public authorities to seek to maintain and enhance biodiversity and promote resilient ecosystems. To comply with this duty public authorities are required to embed consideration of biodiversity and ecosystems into policies, plans, programmes and projects.

The Welsh government has published the following guidance:

- Action Plan for Pollinators in Wales 2013
- Action Plan for Pollinators Review 2013-2018 Future Actions [action-plan-for-pollinators-review-and-future-actions-en.pdf \(gov.wales\)](#)
- The Nature Recovery Action Plan 2015
- Natural Resources Wales 2017
- Future Wales the National Plan 2040

Policy, Studies, Data & Place

Building Better Places – The Planning System Delivering Resilient and Brighter Futures Placemaking and the Covid-19 recovery – July 2022

This document sets out the Welsh Government’s planning policy priorities to assist in taking action in the recovery period after the Covid-19 pandemic crisis. The paper highlighted the key existing planning policies and tools which should be used by all sectors in the environmental, social, cultural and economic recovery of Wales, recognising the continuing need for Planners to operate within a wider context of priorities and action at all scales. The Welsh Government’s policy direction towards better places and placemaking had not changed. In fact, the pandemic crisis had highlighted the need for good quality places for people to live, work and relax in. It has further emphasised how important the quality of our living and working environments are and how much more they matter as we require more flexibility to support new working, living and learning needs.

PPW contains policy statements from the Welsh Government on a variety of planning issues and topics; which remain relevant and should be considered as a whole by local planning authorities and the development sectors. However, in the immediate post Covid-19 phase there were particular areas of policy which should be the focus of consideration and action, in order to act as a catalyst for a recovery across the pillars of sustainable development.

These considerations fall in to one of three categories:

1. How we experienced the direct impacts of the Covid-19 lockdown period and the permanent positive changes we need to see in places and as part of new development.
2. The lessons we have learned over this time and how we can help to make places more resilient and adaptable to future pandemics, should they happen again.
3. Aiding the recovery after the pandemic has passed and restrictions are eased to ensure it benefits all parts of society and helps us to decarbonise, tackle climate change, reverse biodiversity decline and improve health and general well-being.

PPW demonstrates that policy areas work more effectively when they are considered together in order to get the maximum benefit. Welsh Government has therefore identified key issues which bring individual policy areas together to ensure that action is the most effective. The 8 issues are:

- Staying local: creating neighbourhoods
- Active travel: exercise and rediscovered transport methods
- Revitalising our town centres
- Digital places ☒ the lockdown lifeline
- Changing working practices: our future need for employment land
- Reawakening Wales’ tourism and cultural sectors
- Green infrastructure, health and well-being and ecological resilience
- Improving air quality and soundscapes for better health and well-being

Policy, Studies, Data & Place

Regional

Powys County Council Stronger, Fairer, Greener – Our Corporate Plan 2023

Powys County Council's Corporate and Strategic Equality Plan sets out the council's vision for the future of Powys and includes the well-being objectives it will focus on to help make our vision a reality.

The plan is effective from April 2023 onwards following the local government elections in May 2022. A variety of services and activities are planned to meet our objectives. Its ambition is that by 2027, it will be:

- Stronger – It will become a county that succeeds together, with communities and people that are well connected socially, and are personally and economically resilient.
- Fairer – It will be an open, well-run, Council where people's voices are heard and help to shape our work and priorities, with fairer, more equal, access to services and opportunities. We will work to tackle poverty and inequality to support the well-being of the people of Powys.
- Greener – It wants to ensure a greener future for Powys, where our well-being is linked to that of the natural world, and our response to the climate and nature emergencies is at the heart of everything we do.

To achieve its ambition, it has set the three objectives below that are the core aims of this Corporate and Strategic Equality Plan:

1. It will improve people's awareness of services, and how to access them, so that they can make informed choices.
2. It will support good quality, sustainable, employment, providing training opportunities, and pursuing real living wage employer accreditation.
3. It will work to tackle poverty and inequality to support the well-being of the people of Powys.

Sustainable Powys

Delivering valued local government services is at the heart of what Powys County Council does. With changing times and economic conditions, it needs to be pro-active, innovative and forward-thinking to deliver quality public services for the future. The County Council recognises the challenges, and it wants to explore in partnership the opportunities to make the changes needed to build the stronger, fairer and greener future for Powys. This means reviewing what services it provides and how they are provided to meet current needs and best outcomes, whilst ensuring it has innovative solutions to provide the best services adapted for our future generations. This new delivery model is about involving collaboration and bottom-up approach, and partnership with Town and Community Councils.

Sustainable Powys is about working together to:

- Design a future for our local authority that delivers stronger, fairer and greener services whilst remaining within the available budget.
- Build resilience so community-led solutions can help meet what is needed locally.



Policy, Studies, Data & Place

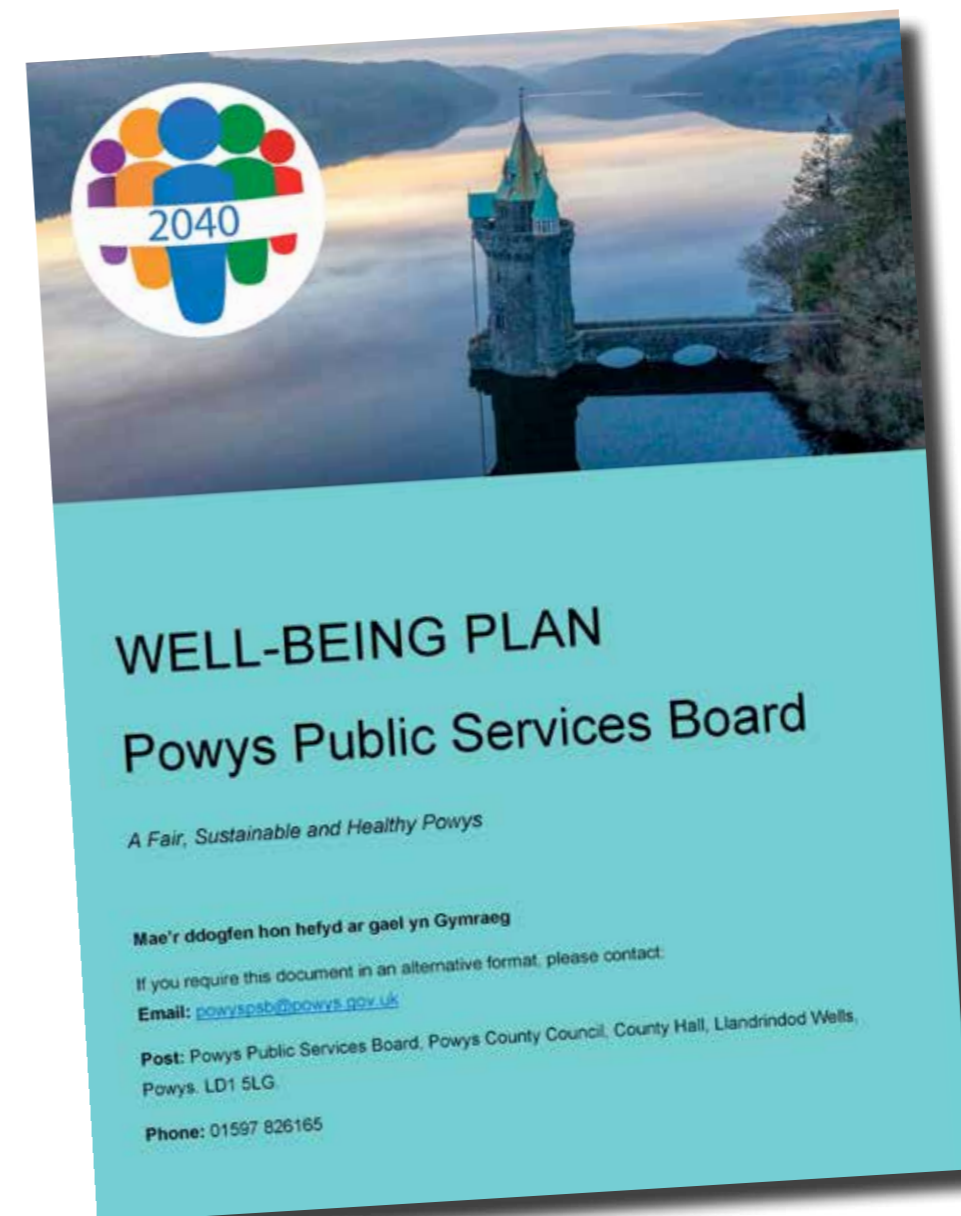
Powys Well-being Plan 2023

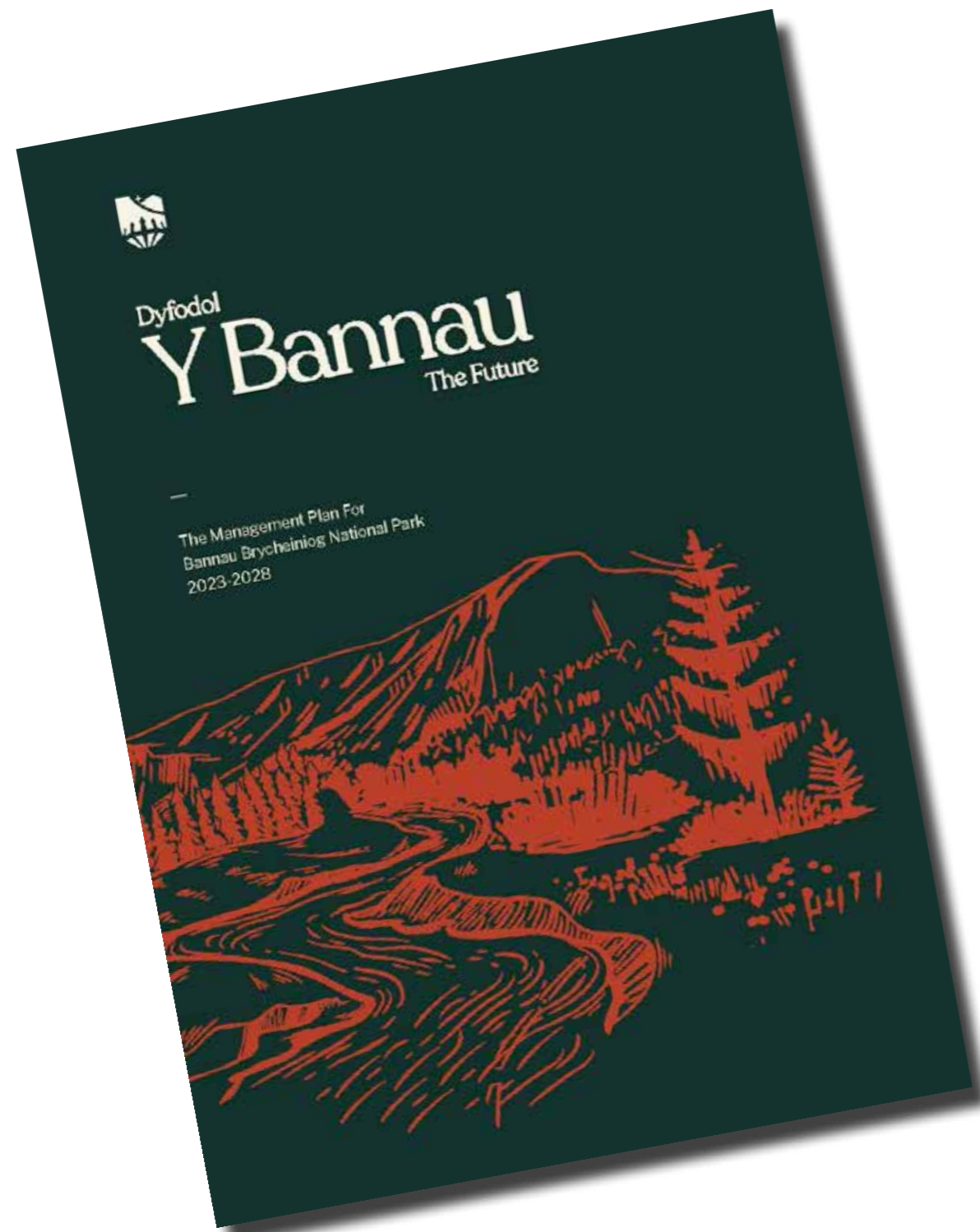
The Public Services Board vision is for a Fair, Sustainable and Healthy Powys. The three well-being objectives and their supporting needs which shape the work to achieve the vision are:

1. People in Powys live happy, healthy and safe lives
 - People in Powys will be exposed to increasing climate risk which needs to be identified and mitigated to keep them safe.
2. Powys is a county of sustainable places and communities
 - People in Powys consume significantly more than our fair share of global resources (including carbon), and the local natural world that we all depend upon is in steep decline
 - Powys communities are more directly reliant on and impacted by the natural environment than other urbanised regions of Wales
3. An increasingly effective Public Service for the people of Powys
 - People in Powys require and rely upon climate-informed public services and planning decisions for current and future generations

The action plan aims are to:

- Take our fair share of the action to decarbonise, in line with the 2025 Paris Agreement
- Scale up carbon sequestration - increasing the space for nature to absorb carbon
- Adapt to climate impacts - improving the resilience of people and nature to cope with climate impacts that are unavoidable





Y Bannau: The Future (BBNPA Management Plan) 2023

Y Bannau: The Future is the Management Plan for the Bannau Brycheiniog National Park. Its publication fulfills the National Park Authority's obligation under section 66(1) of the Environment Act 1995 to prepare and keep under review a Management Plan for the area.

This Plan takes a Mission approach which looks to articulate the key focus needed for all its endeavours if it is to make these shifts a reality. The missions focus on the big challenges for the Park. Looking at its climate, its water environments, its natural environments, its people and (the point at which it all comes together) its places. Each of these missions is underpinned by overarching objectives, for which further articulates its ambition as a series of statements of outcome.

These missions, and the objectives that support them have been developed in collaboration with BBNPA's key partners. Further work will be needed to develop the action plans necessary to bring them to fruition.

- **Climate** - Reach net-zero greenhouse gas emissions across the Bannau Brycheiniog National Park by 2035.
- **Water** - Clean, safe, resilient, plentiful water resources and water environments by 2030.
- **Nature** - Nature positive Bannau Brycheiniog National Park by 2030.
- **People** - Living, working, visiting safely, equitably and sustainably.
- **Place** - Beautiful, thriving and sustainable places. Celebrated for their natural and cultural heritage, now and forever.

Under the Place theme, the Management Plan calls for collaborative action focused on a range of spatial areas to co-produce responses to the nature, climate and economic crises.

Policy, Studies, Data & Place

Outcomes identified are:

Resilient places – Which are sustainable into the future providing good access to housing, employment and service provision to meet community needs. They are measurably less reliant on external supply chains for essentials as a result of the increase in local renewable energy generation; local food supply and opportunities for community ownership.

Prosperous places – Which have proportionally increased levels of community wealth generated within the local economy through development of the foundational economy, social enterprise and the green economy
Inspiring places – Which build on the special qualities of the National Park and our international designations celebrating culture, heritage, the natural environment and Welsh language.

Well planned places – Where everyone feels a connection to their place and this provides benefit to peoples health and wellbeing. Our Places provide a high quality built environment which provides our residents and visitors a safe place to meet, live, work, play and connect. Our businesses can thrive through connections to people, services and infrastructure.

Innovative places – Where connected networks of active citizens collaborate with businesses and key organisations to innovate place-based solutions to place based challenges.

Historic places – Where the cultural and historic environment is in good condition, valued, celebrated and better understood by residents and visitors alike. Where the synergy between the National Park's landscape and our historic parks and gardens, historic farmsteads, rural cottages underpin our understanding and management of Place.

Central places – Our historic market towns are reinvigorated to become vibrant and viable centres for the future.

Healthy places – Where connection to our natural beauty provides healing, health and happiness. We serve and support a range of 'green' and social prescribing options for our community and beyond.

Beautiful places – Where our natural beauty is conserved and where necessary restored, so that the majesty of our landscape can be valued and loved by all.

Nature connected places – Where everyday connections to a nature rich world are commonplace and valued.

The Management Plan sets out the need for holistic place plans, with a mission centred around co-creating and delivering holistic Place Plans with the communities of the National Park

Policy, Studies, Data & Place

Local Development Plan 2013-2022

The LDP was adopted by the National Park Authority on 17th December 2013 and on that date became the planning policy document for the Bannau Brycheiniog National Park. It sets out key policies and land use allocations that will shape the future of the National Park area and guide development up to 2022. The LDP replaces the Bannau Brycheiniog National Park Authority Approved Unitary Development Plan (2007) and the Bannau Brycheiniog National Park Adopted Local Plan (1999).

The LDP aims to be strategic in nature and locally distinctive, centring around a cohesive Spatial Strategy which aims to address issues associated with land use planning within the National Park Context. These issues have been identified through review of all available evidence and consultation with our key stakeholders and community. These issues are summarised below:



a. National Park Purposes and Special Qualities	The effect of development on NP and its special qualities, particularly the landscape, geodiversity, biodiversity and cultural heritage.
b. Sustainability and Climate Change	The requirement to adapt and mitigate against the effects of climate change and peak oil through sustainable development and renewable energy production. Sustainability to underpin the BBNPA LDP.
c. Potential/ Capacity for growth	The capacity for growth in terms of the following: i) Environmental Constraints ii) Infrastructure and iii) Utilities

d. Housing, including Affordable Housing	The need to provide a mix of dwelling types to meet the housing needs of the Park and in particular the need to meet affordable housing needs.
e. Economic Development, including employment opportunities	Need for local employment opportunities and links with housing provision.
f. Thriving Communities	Need for natural growth of rural villages to allow for increased community vitality and quality of life.

Policy, Studies, Data & Place

The LDP's Vision is to ensure that...

The Brecon Beacons will be a place where the wildlife, natural beauty, cultural heritage and special qualities of the National Park are protected and enhanced for future generations. Everyone who lives, works or visits the Park will experience a prosperous and vibrant area, while the impact on the local and global environment is minimised to acceptable levels.

The overarching policies set out the strategic themes of the Preferred Strategy. These policies seek to:-

- put the National Park purposes at the heart of everything the LDP is seeking to achieve
- promote addressing and limiting the effects of climate change as a key theme

Strategic Objectives

Special Qualities (Policy SP1 & SP3)

- To conserve and enhance the special qualities of the Brecon Beacons National Park Landscape (SP1, SP3, SP10)
- To ensure that all future development will protect and enhance the beautiful and varied character of the landscape

Review Of The Brecon Beacons National Park Local Development Plan (2007-2022)

On the 14th April 2024, the National Park Authority agreed that subject to agreement of the Welsh Ministers, to stop working to the current Delivery Agreement and prepare a new Delivery Agreement for consultation with Welsh Government for a replacement Brecon Beacons National Park Local Development Plan.

Officers need to prepare a delivery agreement demonstrating the resourcing over the short-medium term for a replacement local development plan.



Policy, Studies, Data & Place

Local

Crickhowell Community Plan, 2017

The Community Plan is Supplementary Planning Guidance that informs future development, sets a vision for the town and identifies the town's priorities. The plan reflects the issues and objectives identified by residents and stakeholders. It also addresses key concerns relating to the vitality and sustainability of the Town.

The Community Plan process, brought together those stakeholders with an interest in the future of Crickhowell, to agree sustainable development whilst balancing often conflicting aspirations and needs.

The plan sets out detailed policies addressing issues of importance for the Town. In so doing, due regard has been taken of the strategic policies by fitting their aims to Crickhowell's specific local circumstances. The Plan is split across five sections, with each section including a set of aims and actions:

1. Community
2. Economic Development
3. Environment
4. Parking
5. Housing

The Plan's Vision is that *"Crickhowell will continue to thrive as an important centre for those living and working within the eastern area of the National Park. The strong sense of place engendered from its position within stunning scenery, combined with the important cultural & historic heritage of the area will continue to shape and mould the growth of the town. Development will contribute positively respecting and relating to the architectural styles and landscape context which make the area unique and valued. New development opportunities will enhance the attractiveness of the town as a good place to live. A mix of future dwelling types will be enabled, with a strong emphasis on providing affordable housing ensuring that Crickhowell attracts a greater demographic mix of residents to build strong communities for the future. All*

new development will be built to ensure environmental impact is minimal, and positive contributions to mitigating the likely and predicted effects of climate change are incorporated. The town centre will grow as a vibrant destination where people will choose to come on holiday to experience the atmosphere of a bustling rural market town with a range of independent specialist retailers and restaurants capitalising on the abundance of quality locally produced food stuffs."

The Community section focuses on retaining community facilities and local public services, particularly those for older citizens (of which there are a high number in Crickhowell). The Housing section is similarly community oriented, recognising the need for the Town Council to support the delivery of affordable housing as well as the development of an 'empty homes strategy'.

In the Economic Development section, the need to diversify the local economy is identified, specifically by attracting small and medium size enterprises in clean, high-tech industries. Digital infrastructure of a suitable quality is critical to attracting businesses of this nature. Sustainable economic development is a key issue for successful towns like Crickhowell, which have minimal space to grow and, in Crickhowell's case, need to preserve the town's built heritage. A series of actions that need to be taken to promote sustainable economic development are set out in the Community Plan, including: "Ensure that the technology infrastructure is available to enable business expansion/ development."

Parking is a key strand of the Community Plan and appears in multiple sections. Of residents surveyed for the Community Plan, slightly more than 95% felt that parking in Crickhowell was an issue, and a majority favoured funding a parking consultant.

Under Environment, a wide range of themes and actions are discussed, including dog fouling, active travel, public transport, community energy and planting.

Policy, Studies, Data & Place

Crickhowell Digital Place Plan, Owen Davies Consulting, 2022

Powys County Council commissioned Owen Davies Consulting in Spring 2022 to undertake a digital place plan for Crickhowell as part of a Smart Towns approach to town centres. Smart Towns actively embrace new technologies to achieve economic, social and environmental benefits such as increased footfall and growth in spending, improved traffic management, energy saving, cleaner safer streets, and increased public involvement. Smart Towns adopt the same technology and data that national brands have been using for decades to enable small businesses and town centres to compete on an equal footing. Smart Towns also help with 'levelling -up' so that every business and organisation within a town has access to the same information they need to grow their businesses and the town centre as a whole.

In looking at opportunities for the town it had the following areas of focus:

- Plans for an ultrafast fibre broadband network and a town Wi-Fi network (which would provide smart footfall data), represent significant investments in digital and Crickhowell as a whole.
- The key strategic opportunity for Crickhowell is the development of its digital infrastructure to ensure that all the key pieces of infrastructure and technology are in place. At present, there is no smart footfall network or LoRa gateway in place. The installation of both pieces of infrastructure in the town would represent important steps in the town's Smart Town journey and bolster the town's digital capabilities, helping to futureproof Crickhowell.
- There is a clear strategic framework that can support the town to take these steps and is linked with a number of funds on the national and regional level, including the Welsh Government's Transforming Towns programme and the UK Government's Shared Prosperity Fund.

Digital priorities include:

- **Install missing building blocks** – install a smart footfall network and LoRa gateway to enable the town centre to fully develop its digital capability.
- **Share smart footfall data and analytics** – provide businesses and stakeholders with information about footfall, dwell time and other analytics that can help improve performance and management of the centre.
- **Events and festivals** – use smart footfall network to provide organisers with hard evidence around footfall and visitor numbers to help attract funding, manage events and plan future events.



Challenges & Opportunities

Place Based Data

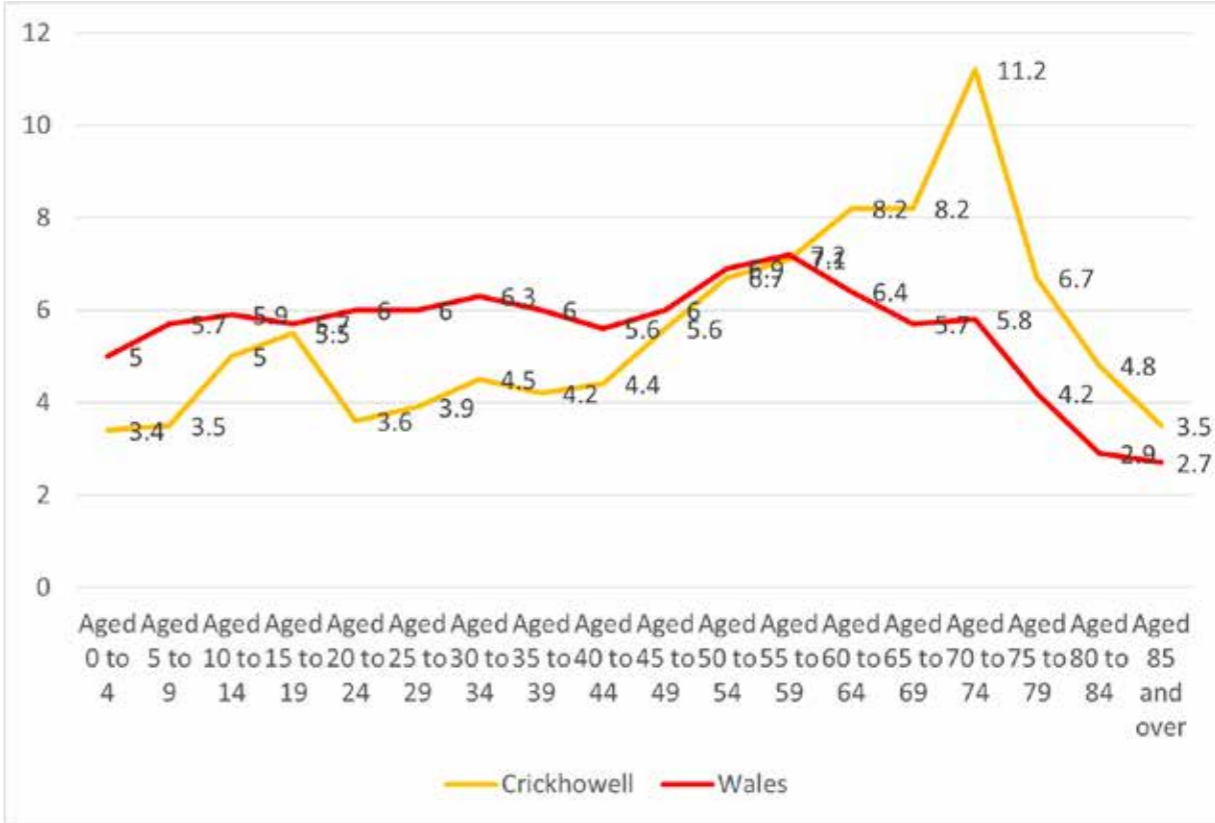
To help understand the well-being of Crickhowell, it is helpful to consider data and statistics and compare them to other places that are similar in size and geography as well as Wales as a whole. The following helps to illustrate some of the data behind Crickhowell, its place and its people:

People and Demographics

Crickhowell has a resident population of 2100, with 970 households registered at the 2021 Census. The split between male and female is similar to the Welsh average at 48.6% and 51.4% respectively. Crickhowell residents tend to be married or in a registered civil partnership at 54.4% compared to the Welsh average of 43.8%.

Figure 2 outlines the distribution by age for Crickhowell, compared to the Welsh average. The line chart shows that the early years falls below the Welsh average until the 15 to 19 age cohort. At school leaving age, pupils tend to leave the town with a gradual return in their mid to late 40s with a substantial rise in those residents of pensionable age, with a notable 5.5% uplift compared to the Welsh average for the 70-74 age group.

Figure 2 - Age Distribution for Crickhowell Compared to Wales



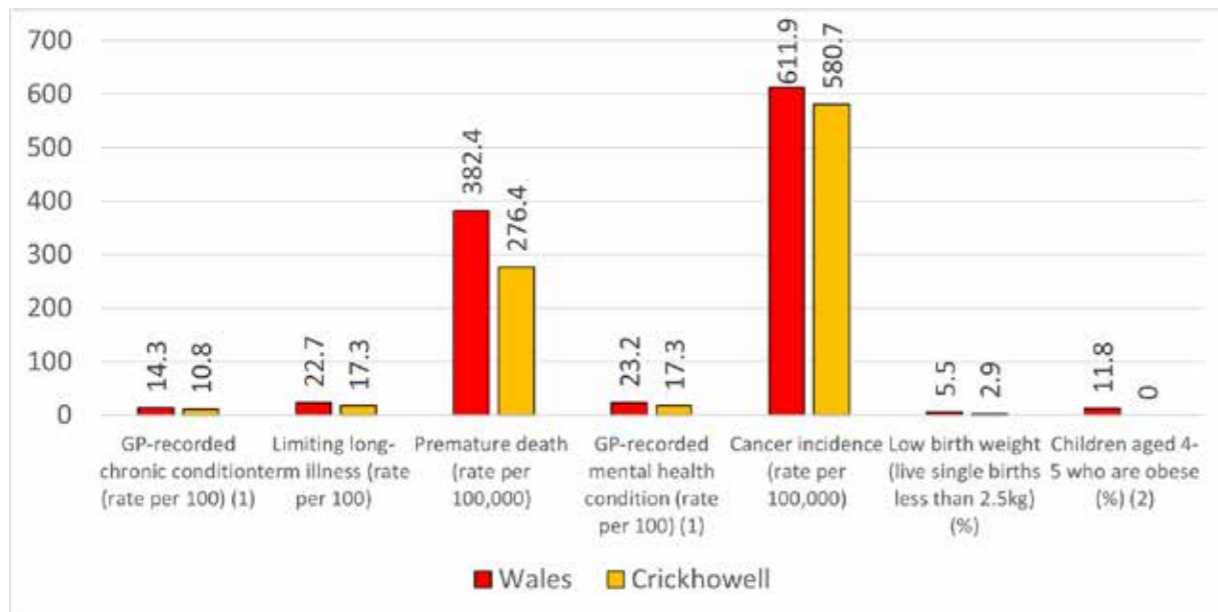
Source: Census 2021

Challenges & Opportunities

Health

2021 Census data reports that 31.7% residents report their health as being “good”, close to the 32.4% Welsh average, with people only slightly below the Welsh average at 0.7%.

Figure 3 – Health Indices



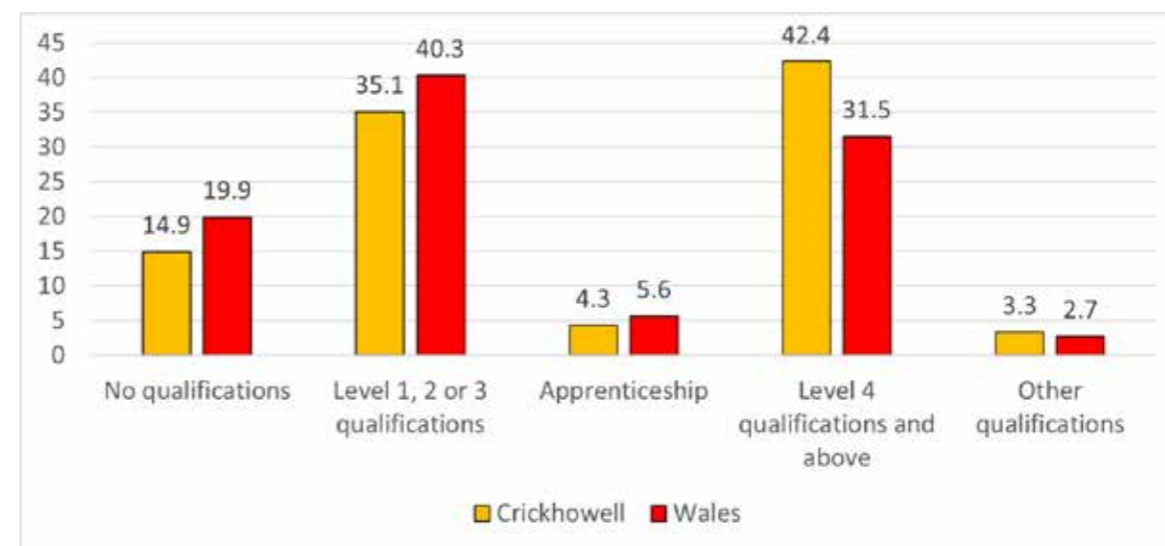
Source: Welsh Index of Multiple Deprivation, Welsh Government

Figure 3 shows the health deprivation domain based on specific indicators, with Crickhowell below Welsh averages for all the indices.

Education

Figure 4 shows that the local community is over the Welsh average by some 10% in level 4 qualifications and above (HNC, HND, Degree, Masters) with 5% below the average for people with no qualifications.

Figure 4 - Levels of Qualification

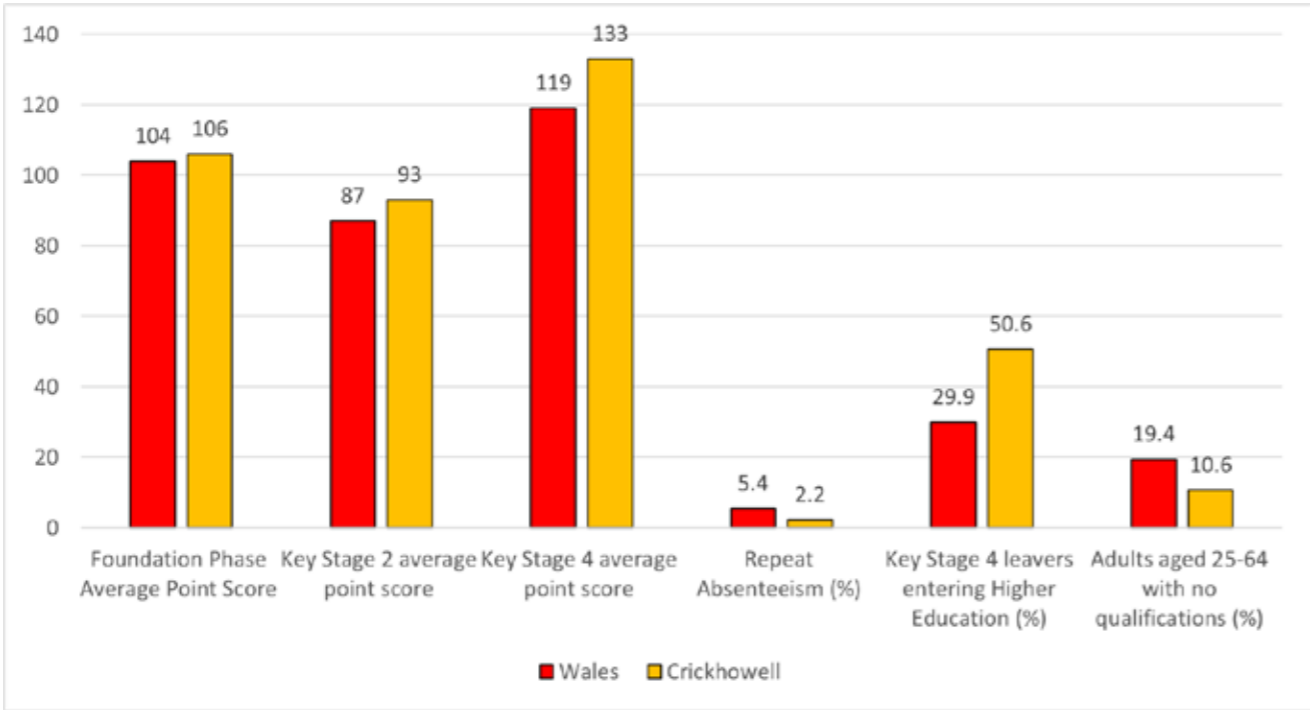


Source: Census 2021

Challenges & Opportunities

Figure 5 shows that primary school pupils have a higher attainment rate for Key Stage 2 for English reading, Maths and English grammar, punctuation and spelling. Similarly at Key Stage 4 (GCSEs), most pupils exhibit a higher attainment level than the Welsh average.

Figure 5 - Education Indices



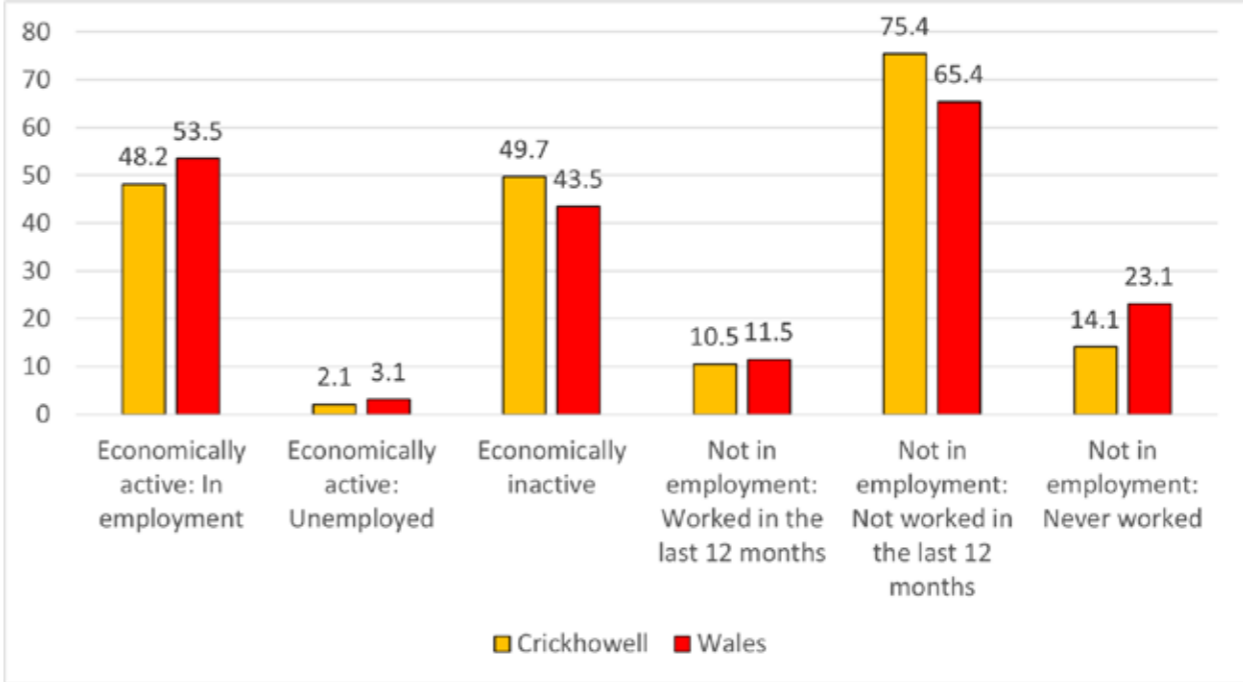
Source: Welsh Index of Multiple Deprivation, Welsh Government

Other indicators show low levels of school absenteeism, with residents being 20% higher than Welsh average who enter higher education and a lower proportion of residents having no qualifications than all Wales average.

Income and Employment

Figure 6 illustrates that Crickhowell residents are least likely to be economically active compared to the Welsh average. This relates to the age distribution chart in Figure 2 which highlights the higher than average numbers for people over pensionable age, and therefore not tending to be in employment.

Figure 6 - Economic Activity Status

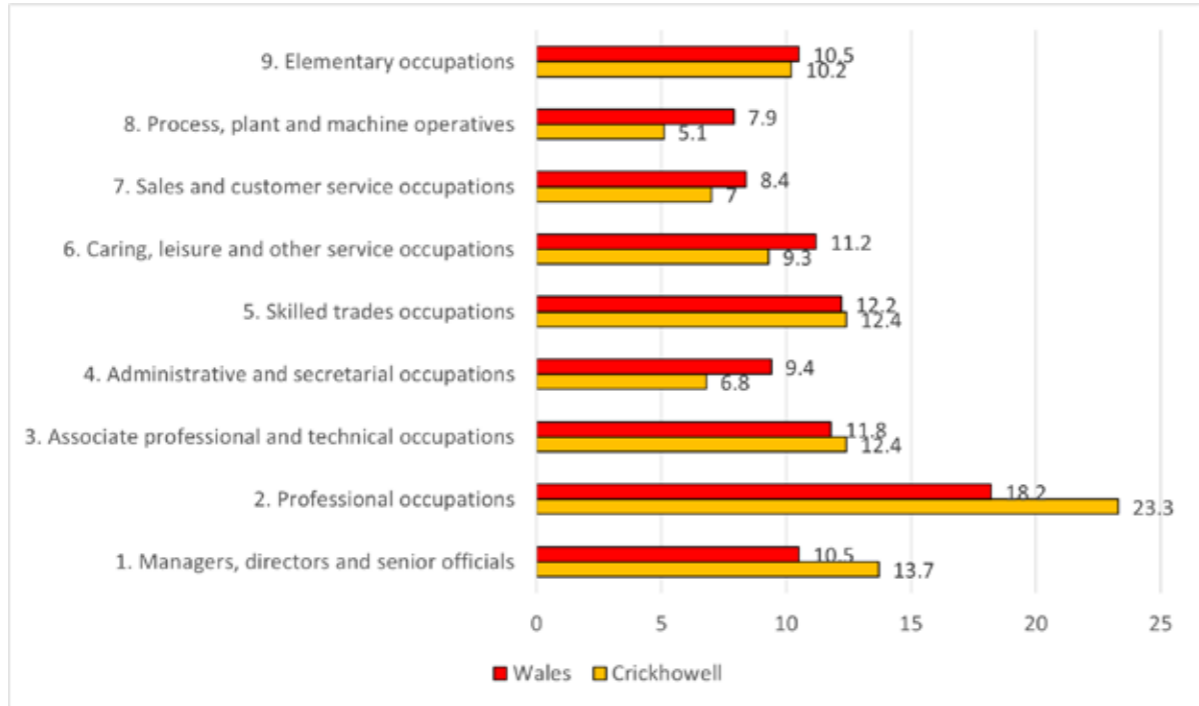


Source: Census 2021

Challenges & Opportunities

Figure 7 highlights the above average levels of occupations in the professional sectors and managers, directors and senior officials, with notable under-representation in process, plant and machine operatives, and in the administrative and secretariat occupations.

Figure 7 - Occupation Type

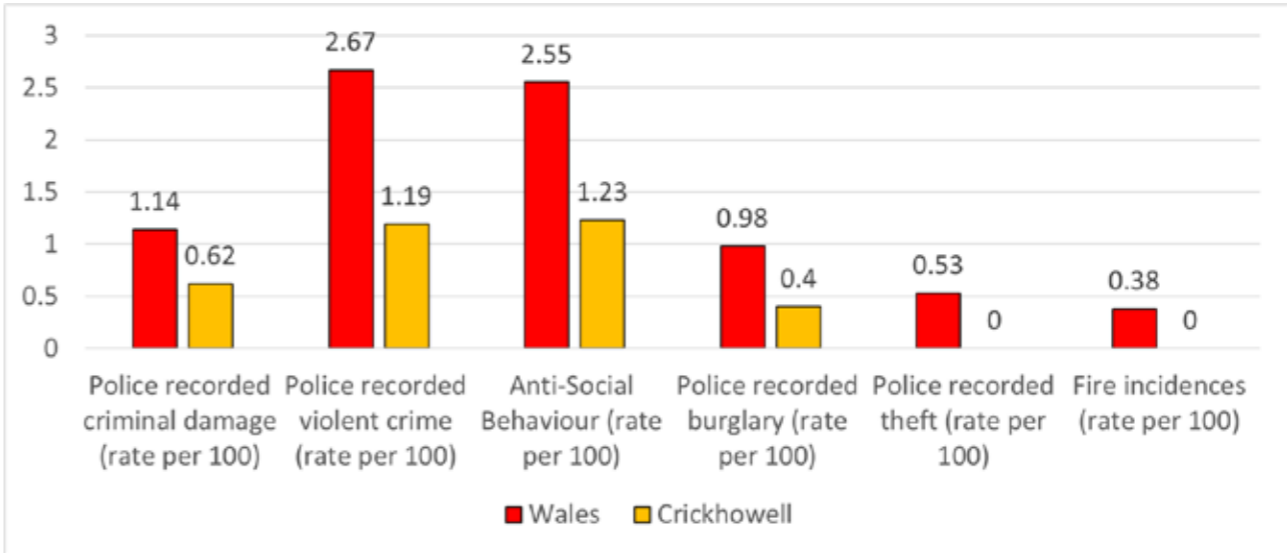


Source: Census 2021

Peace and Justice

Figure 8 illustrates the levels of crime recorded for Crickhowell against an all-Wales average. The data shows that the town experiences 50% of crime levels at a Welsh average.

Figure 8 - Levels of Crimes Recorded



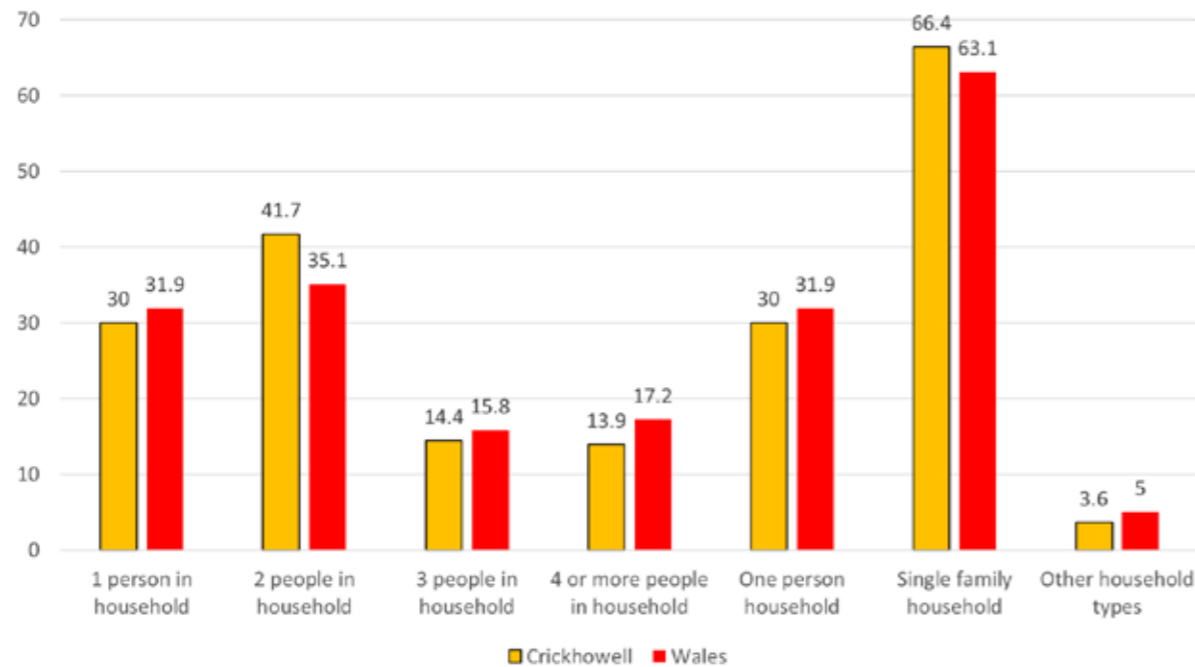
Source: Welsh Index of Multiple Deprivation, Welsh Government

Challenges & Opportunities

Housing

Figure 9 shows the levels of occupancy within local households, with Crickhowell having a greater proportion of 2 people households and a single family household than the Welsh average. There is slightly less representation for 1 and 3 persons in household occupancy.

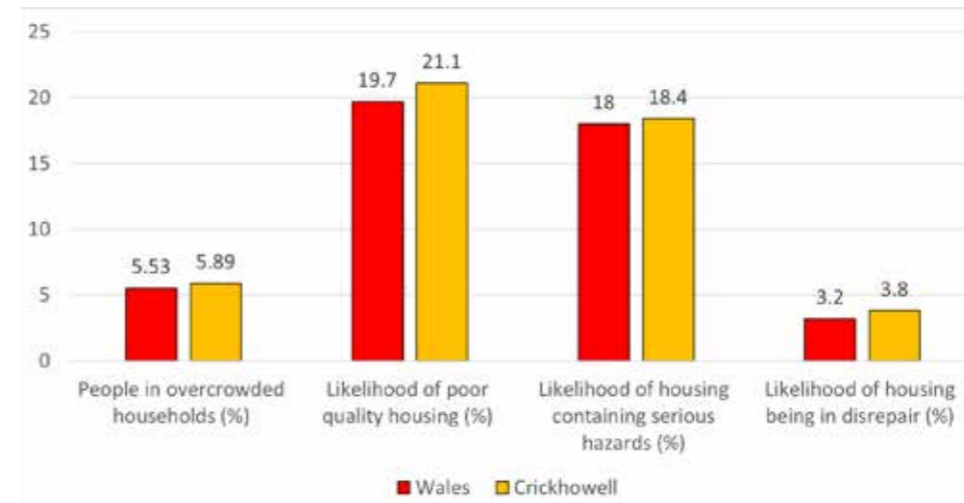
Figure 9 - Occupancy Levels by Home



Source: Census 2021

In looking at housing quality, Figure 10 illustrates that Crickhowell is marginally above the Welsh average for overcrowding, poor quality conditions, housing containing serious hazards and being in disrepair.

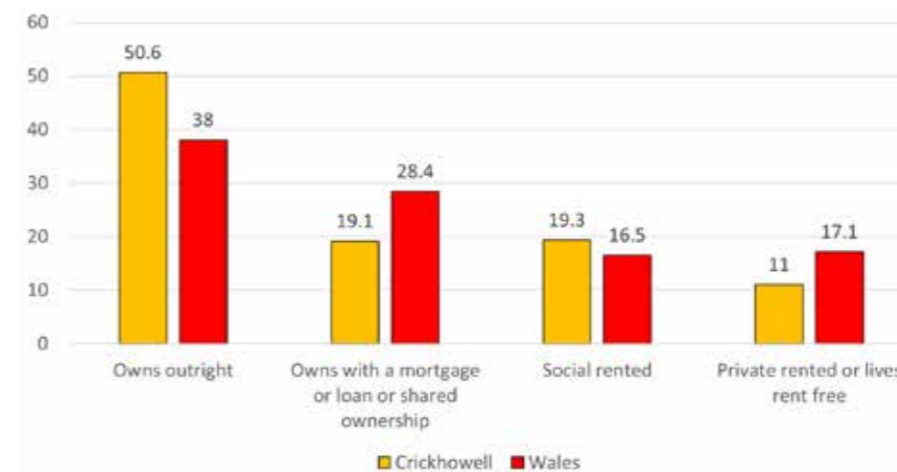
Figure 10 - Levels of Housing Quality



Source: Welsh Index of Multiple Deprivation, Welsh Government

Finally, Figure 11 shows us that almost 18% above the Welsh average own their house outright (50.6%) with no mortgage or loan and also 2.8% above the Welsh average are social renters (19.3%). The first indicator links into the age profile for the community with a higher proportion of residents of pensionable age and more, living in the community, who are more likely to have paid off their mortgage and have full ownership of their home.

Figure 11 - Tenure of Household



Source: Census 2021

Challenges & Opportunities

Powys Common Housing Register for Social Housing

Crickhowell - December 2023

1. Summary

households' 1st choice	142
households' 2nd or subsequent choice	111
households' with local connection	137

2. Housing Need on Demand

Band 1, 2 and 3: Households that are in housing need.

Band 4: Households that are in housing need, but wont move

Band 5: Households with and without housing need, but not ready to move

Number of bedrooms is average of minimum and maximum number of bedrooms required according common allocation policy. Totals may differ due to rounding.

Households registered with Crickhowell as first preferred choice.

Ist Choice	1-bed	2-bed	3-bed	4-bed	5-bed	Total
Band 1,2,3	19	15	10	5	2	49
Band 4	51	22	8	1	1	82
Band 5	7	3	1	0	0	11
Total	76	39	19	6	3	142

The waiting list figures show most householders are on the waiting list for 1 bed homes across all of the bands.

Households registered with Crickhowell as second or subsequent preferred choice.

Ist Choice	1-bed	2-bed	3-bed	4-bed	5-bed	Total
Band 1,2,3	24	15	5	5	0	47
Band 4	26	17	8	5	0	55
Band 5	5	2	3	0	0	9
Total	54	33	15	10	0	111

Households registered with Crickhowell as preferred choice (both tables above combined).

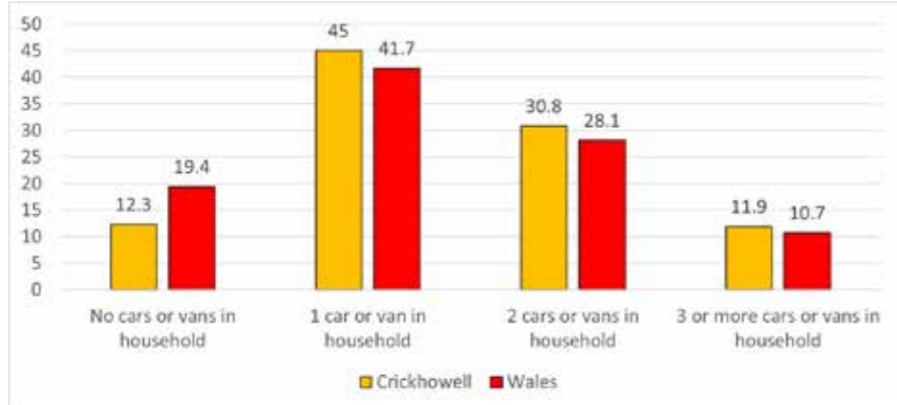
Ist Choice	1-bed	2-bed	3-bed	4-bed	5-bed	Total
Band 1,2,3	42	29	14	10	2	96
Band 4	77	38	16	6	1	137
Band 5	12	5	4	0	0	20
Total	130	72	34	16	3	253

Challenges & Opportunities

Transport & Mobility

Figure 12 indicates to us that Crickhowell residents are dependent on one, two or more cars or vans in their household compared to the Welsh average, being some 2 to 3 percentage points difference, which is due to their rurality and location between Brecon and Abergavenny, amongst other places.

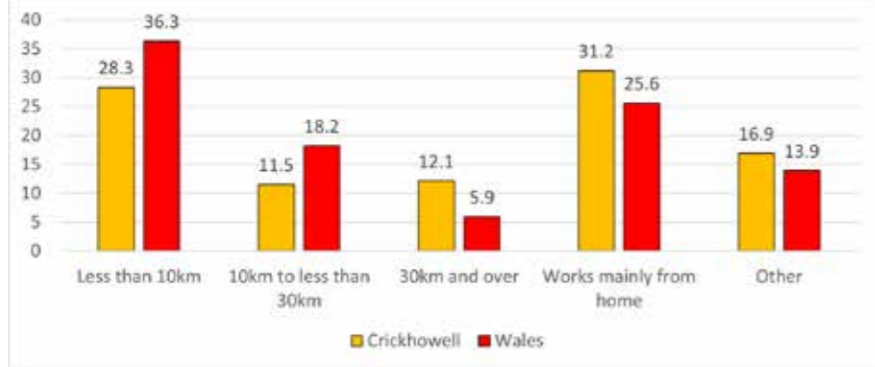
Figure 12 - Numbers of Cars or Vans per Household



Source: Census 2021

Figure 13 illustrates that when people have to travel to work it is not local i.e. less than 30 km but further afield such as Cardiff and Bristol with Crickhowell residents being 6% above the Welsh average travelling over 30 km to work (12.1%). Interestingly 31.2% of Crickhowell residents work from home, some 6% above the Welsh average. Crickhowell has close links with Abergavenny for work related activities, as well as villages such as Gilwern.

Figure 13 - Distance Travelled to Work

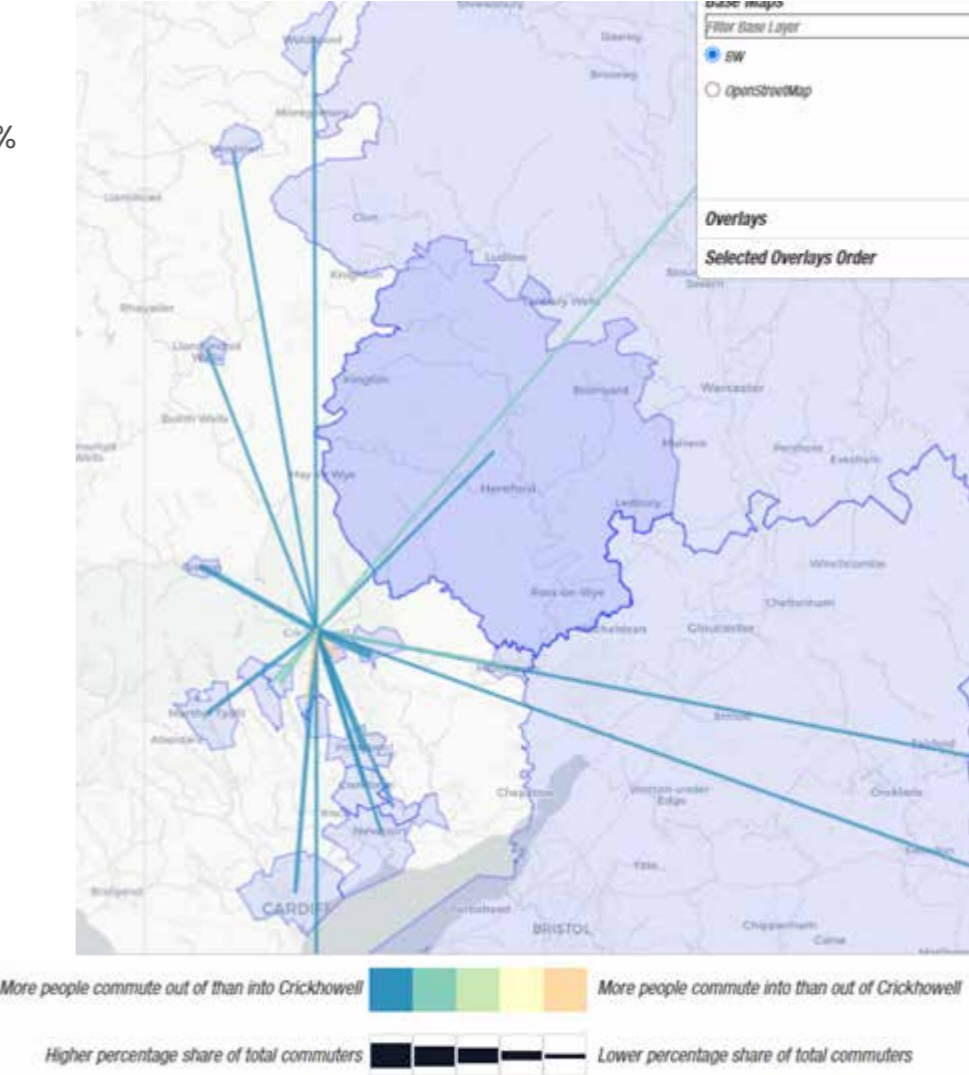


Source: Census 2021

Figure 14 from the Understanding Welsh Places tool, displays the total numbers and percentages of commuters travelling between Crickhowell and other places with a population above 2000 people, within Wales and England. The thickness of the line denotes the relative proportion of commuters. Warm colours (for example, orange) indicate that more people are moving into a place, whereas cold colours (for example, blue) indicate that more people are moving out of a place. Some notable destinations are:

- Abergavenny 9.8%
- Brecon 4.7%
- Cardiff 2.2%
- Cwmbran 2.1%
- Merthyr Tydfil 1.5%
- London 0.7%

Figure 14 - Distance Travelled to Work

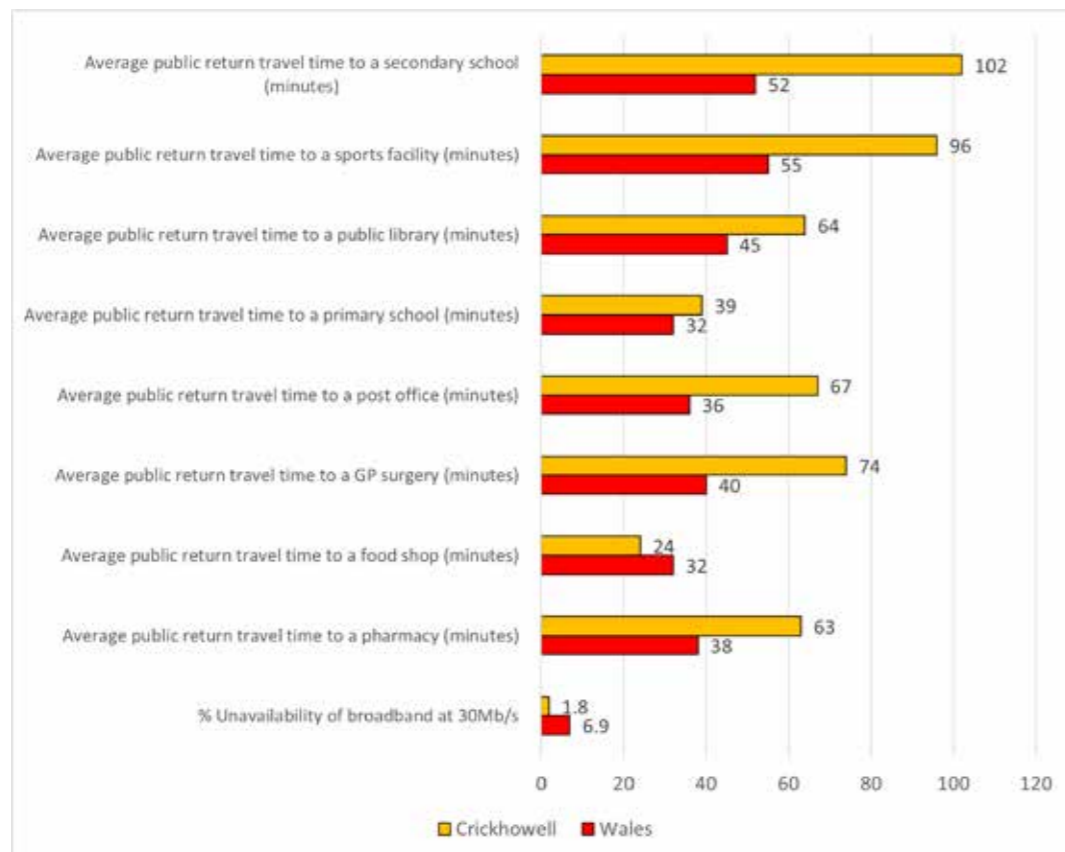


Source: Understanding Welsh Places

Challenges & Opportunities

Figure 15 highlights how accessible Crickhowell is as a place, specifically with regard to access to services. Even though there is a secondary school, sports facilities, a library, a primary school, a post office and GP surgery all within the town, this data is associated with public transport provision which is seen to have increased journey times which may be due to the route and number of bus stages. Some of these services are also spread further afield where some pupils may travel to out-of-town comprehensive schools e.g. King Henry VIII in Abergavenny. Access to a food shop is seen as being easier compared to an all-Wales average.

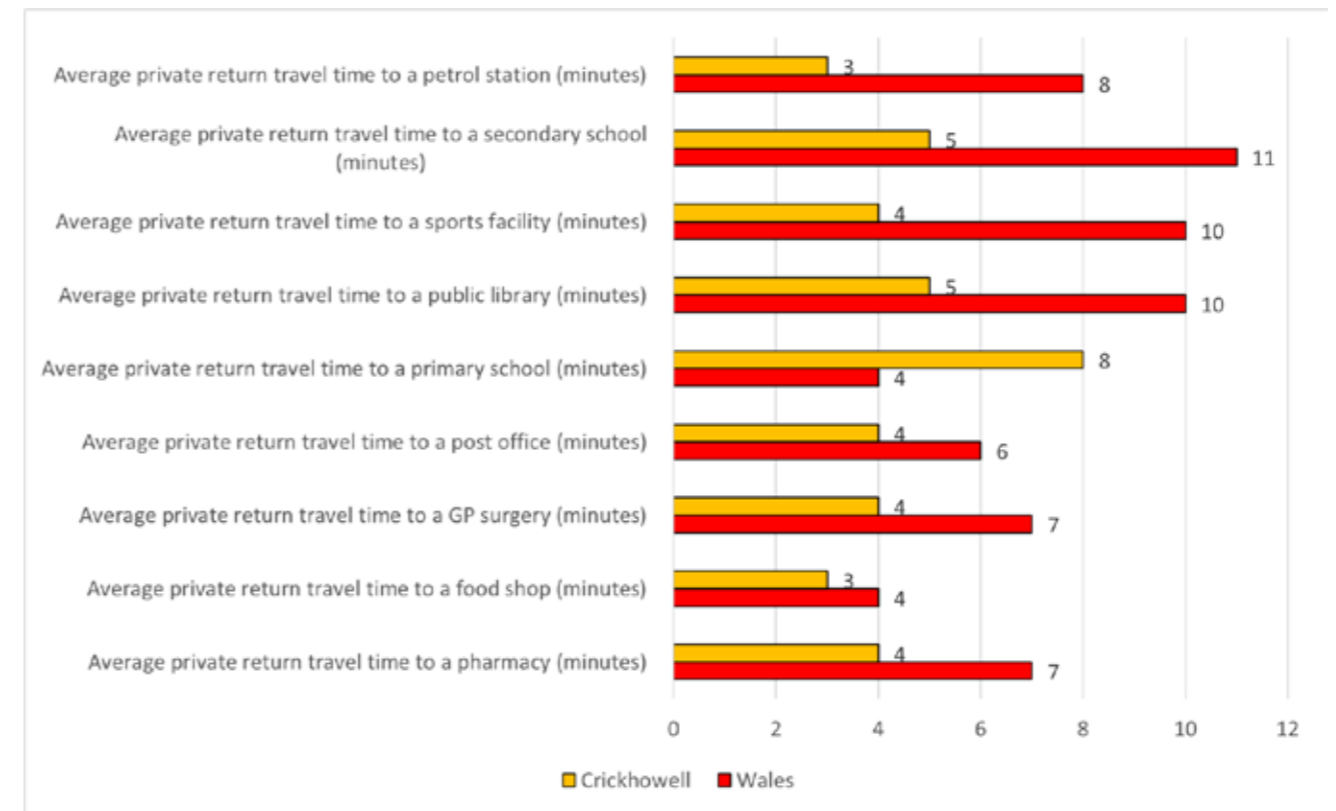
Figure 15 - Access to Services



Source: Welsh Index of Multiple Deprivation, Welsh Government

Figure 16 shows access to service travel times with the use of a private vehicle, with only the average time to a primary school (8 minutes) being greater than the Welsh average.

Figure 16 - Service Travel Times



Source: Welsh Index of Multiple Deprivation, Welsh Government

Challenges & Opportunities

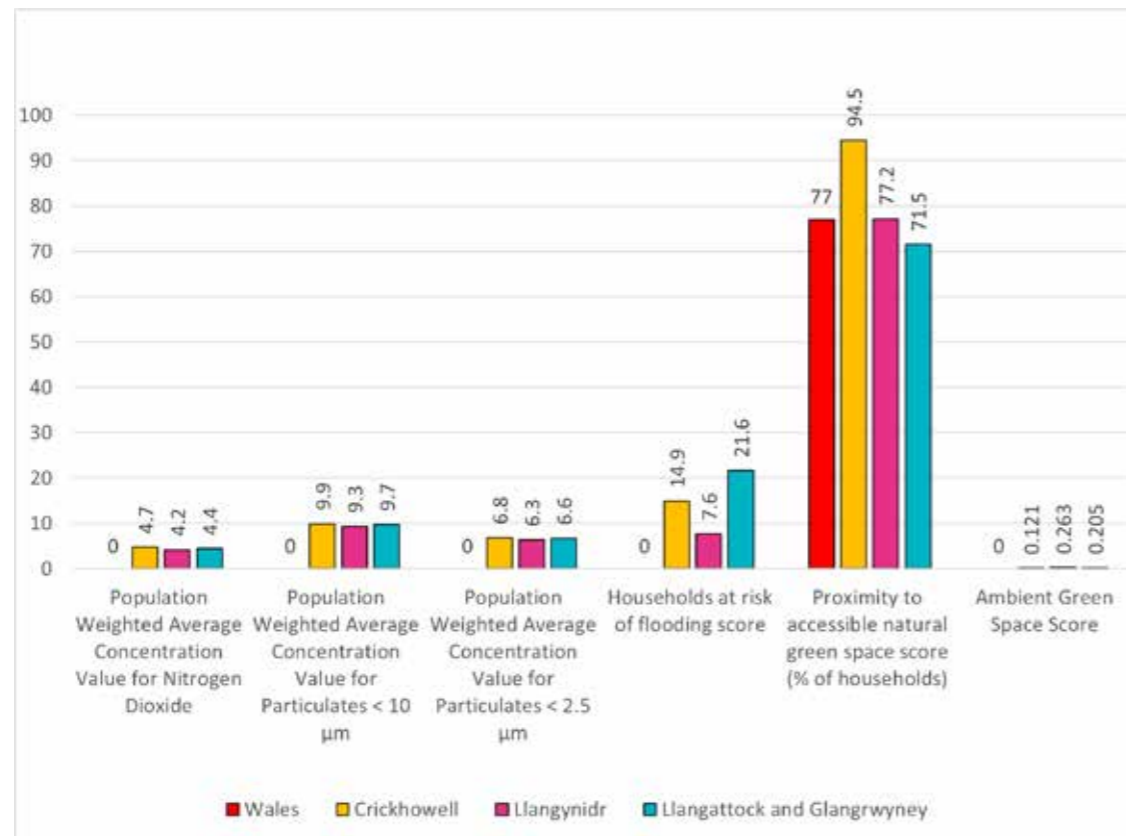
Physical Environment

Figure 17 is the physical environment domain for the Welsh Index of Multiple Deprivation which compares Crickhowell to Wales averages and to neighbouring villages. For air pollutants the data is well within the annual mean concentration of 40ug/m3.

For the flood risk score, Crickhowell is some seven points behind Llangattock and Glangrwyney at 14.9.

The town scores very high on proximity to accessible green space with 94.5% of residents having access to this asset, compared to the Welsh average of 77%.

Figure 17 - Physical Environment Indices

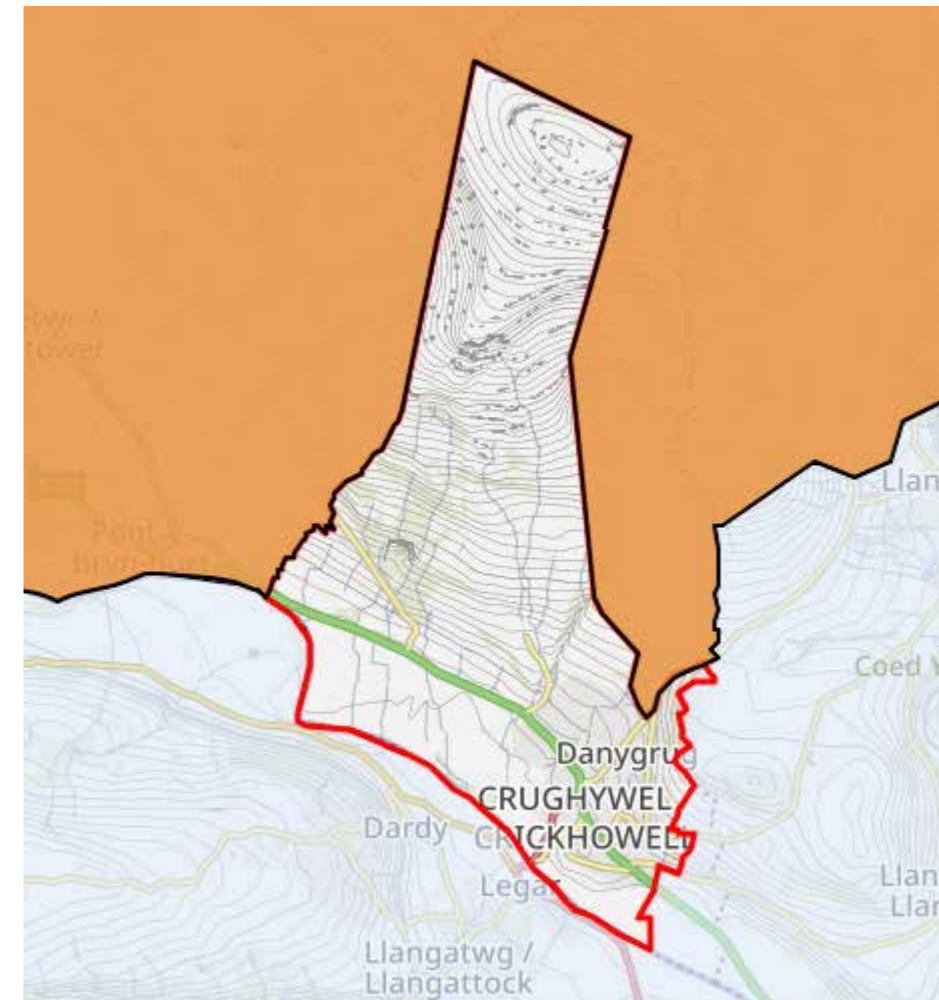


Source: Welsh Index of Multiple Deprivation, Welsh Government

Deprivation

Figure 18 shows the geographical areas for the lower super output area W01001903 which represents the closest area to the town boundary.

Figure 18 - Lower Super Output Area

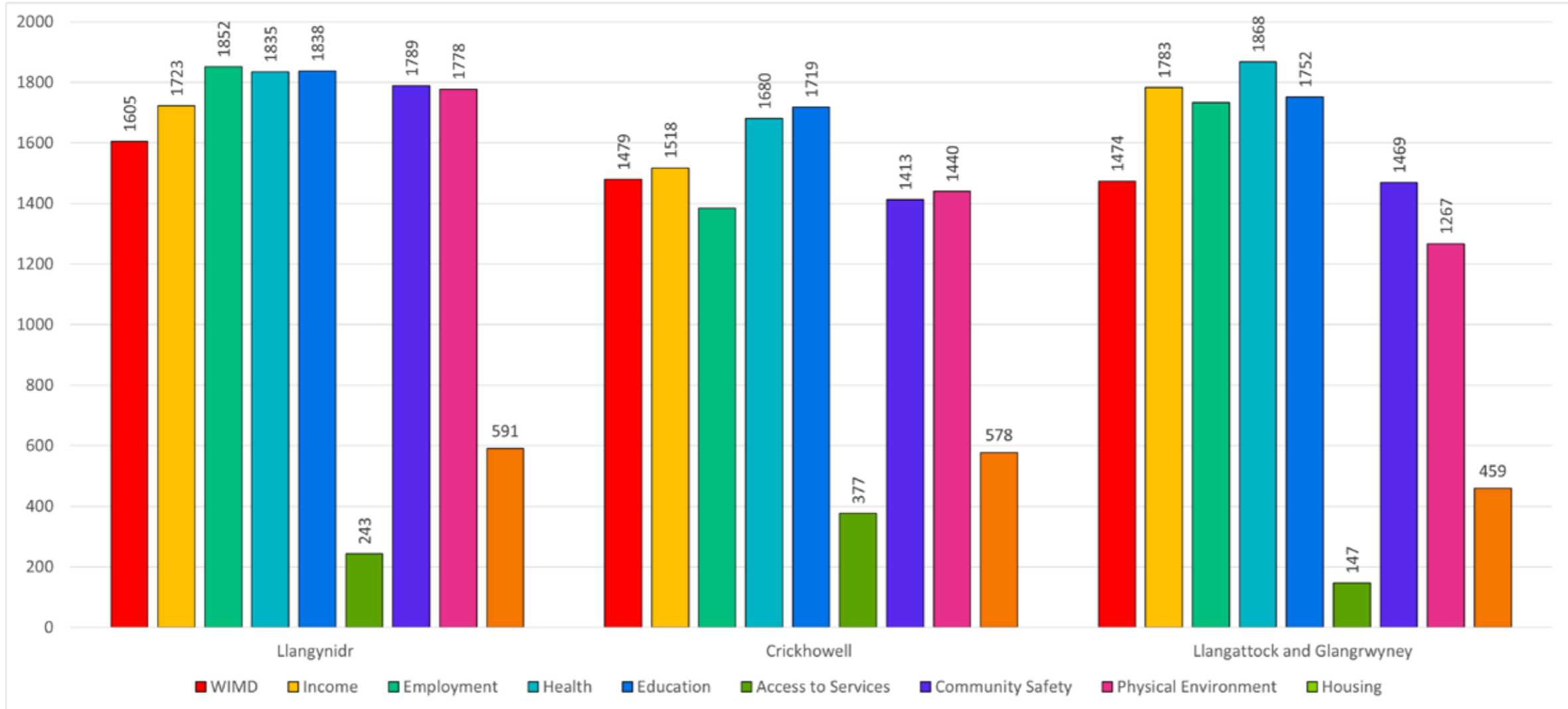


Source: Welsh Index of Multiple Deprivation, Welsh Government

Challenges & Opportunities

Figure 19 shows the aggregated Welsh Index of Multiple Deprivation for Crickhowell, with it ranked 1479 of 1909 placing it in a place with “least deprivation”. In looking at the specific domains of deprivation, Crickhowell like its neighbouring villages of Llangynidr and Llangattock scores the lowest on access to services, followed by housing.

Figure 19 - Welsh Index of Multiple Deprivation Compared to Neighbouring Places



Source: Welsh Index of Multiple Deprivation, Welsh Government

Place Analysis

The name Crickhowell, derived from the Welsh name 'Crug Hywel', meaning Hywel's Mount, refers to the prehistoric fort on top of Table Mountain – the flat-topped hill that stands above the town.

History

Crickhowell Castle was founded soon after the Norman Conquest sometime in the late 11th century. The town developed around the time of the re-fortification of the castle, laid around it with regular streets and building plots. The town became a parish following the building of the parish church, St Edmund's Church, in 1303 by Lady Sibyl Pauncefote. Her effigy, along with her husband's, lies within the church.

Topography

Much of the town is set on a gentle slope above the River Usk and the buildings provide an attractive step up the hillside providing an attractive arrangement in short and longer distance views. The whole river is designated a Site of Special Scientific Interest (SSSI) and has many interesting features, such as mud flats, salt marshes, lagoons and bog lands as well as the natural grasslands and woodland that lie on the adjacent fields and hills.

Public and Community Services

Public services in Crickhowell are provided by Powys County Council and also by Crickhowell Town Council. Planning matters fall to the Bannau Brycheiniog National Park Authority. There is a primary school and a secondary school; both act as a central point for a large catchment area. Cricket, football, and tennis clubs are among the several sporting organisations in the area.

Access & Connections

The town can be accessed by the A40 and the A4077, that run through the centre of the town. Bus services are available to and from Abergavenny and Brecon. There are no train services to this town with the nearest train station in Abergavenny.

Tourism

People visit Crickhowell to see the Black Mountains and the Brecon Beacons, and to enjoy mountain-biking, camping, hillwalking, rock climbing, fly-fishing, hang-gliding or caravanning, or simply to tour the area by car, staying in bed-and-breakfast accommodation.

Places such as The Bear Hotel, Crickhowell bridge and the Tower Street remain as historic features of the town to visit today.

Town Planning

The historic core of the town focusses on the Market Place, High Street, and extending down Bridge Street towards the river. Crickhowell is a planned settlement with the historic core displaying a grid pattern of streets lying at right angles to each other. The later development along

the A40 is generally of a lower density with properties set back from the road within more spacious plots.










Transport and Movement

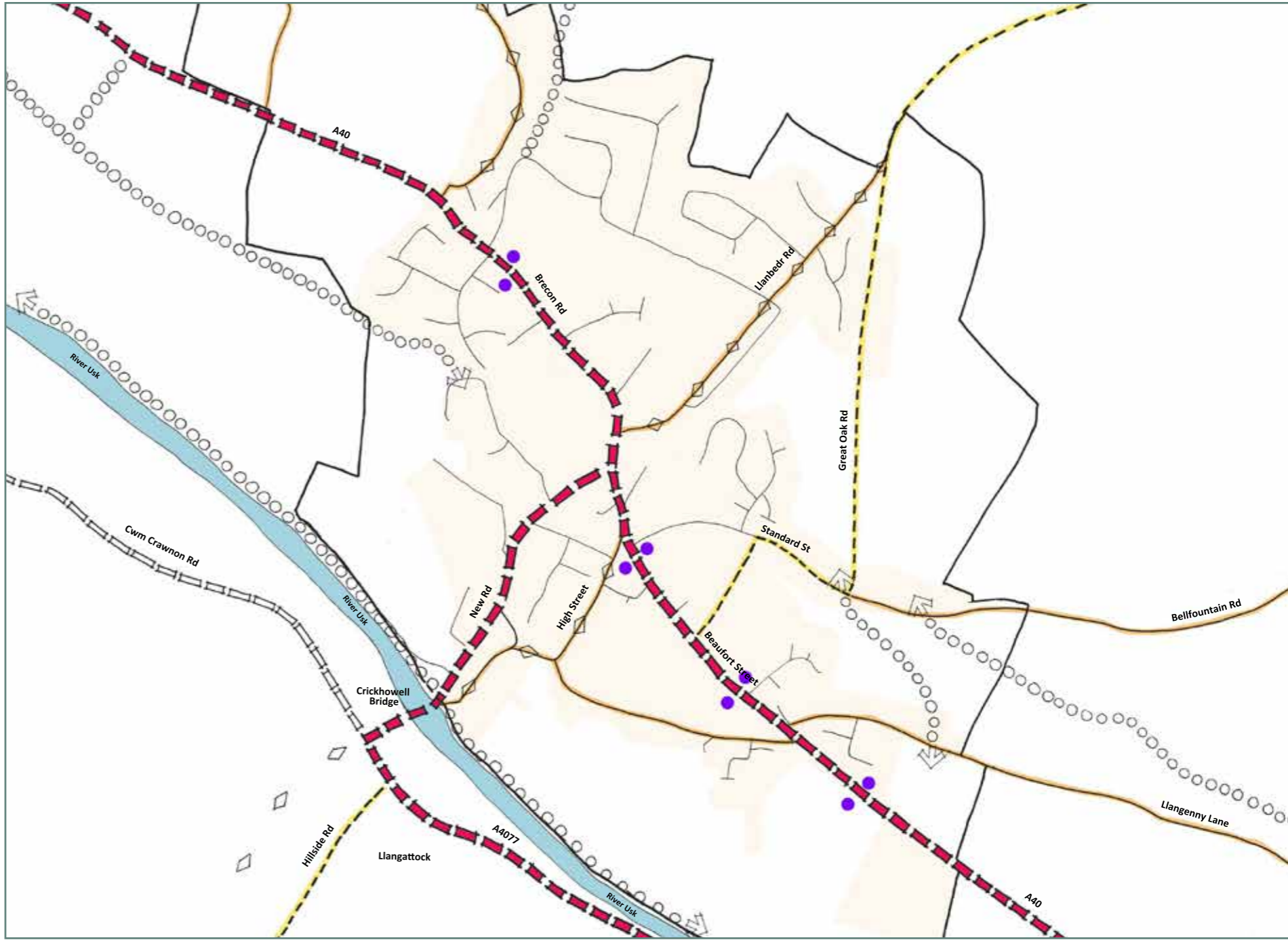
The A40 forms the key movement route to the east and the west through the town and between Brecon and Abergavenny.

The town is also well served to the south by the A4077 which links the town to the Heads of the Valley Road (A465). This allows for good onward links to the A470 and M4 motorway.

Routes out of the north of the town help serve the smaller surrounding villages such as Llanbedr.

Bus provision in the town is focused along the A40, providing regular links between Brecon and Abergavenny.

Key	
	Trunk/Main Road
	Secondary roads
	Roads less than 4m
	Inner streets
	Bus Stops



Transport and movement map



Pedestrian Routes

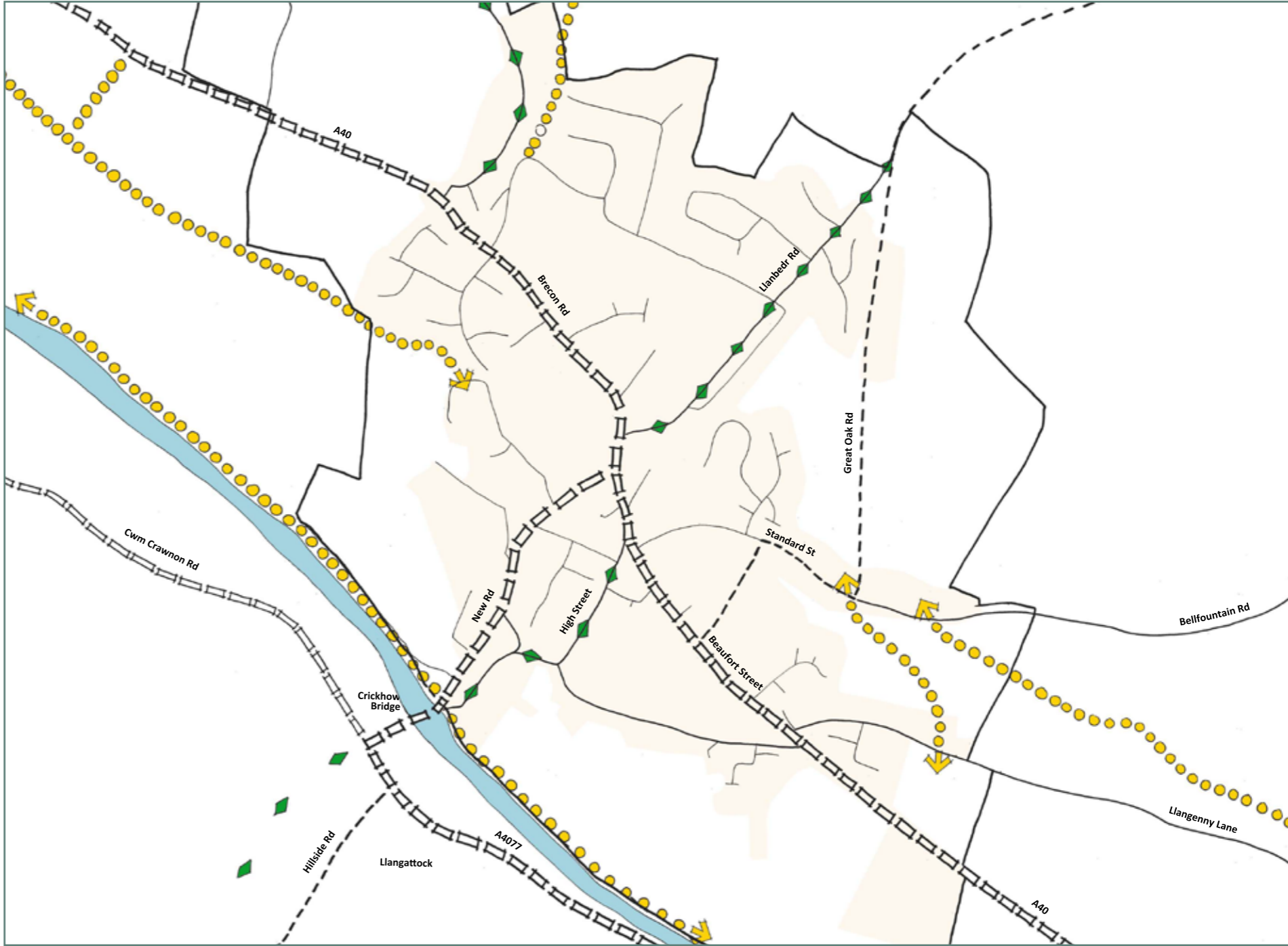
One of the town's key strengths is its footpaths into the surrounding countryside.

The Cambrian Way is a 300 mile route through Wales, between Cardiff and Conwy. The route runs north south through the town, taking in the High Street. Beacons Way and Cwmbeth also head north out of the town and offer routes up Table Mountain and throughout the Black Mountains.

Public Rights of Way allow access along the River Usk, through Bullpit Meadows and to the east and west out of the town.

The street network within the town is focused along the A40 so the town is accessible by foot, however the A40 does not provide a pleasant pedestrian experience.

Key	
	Pedestrian links
	National Trails



Pedestrian route map

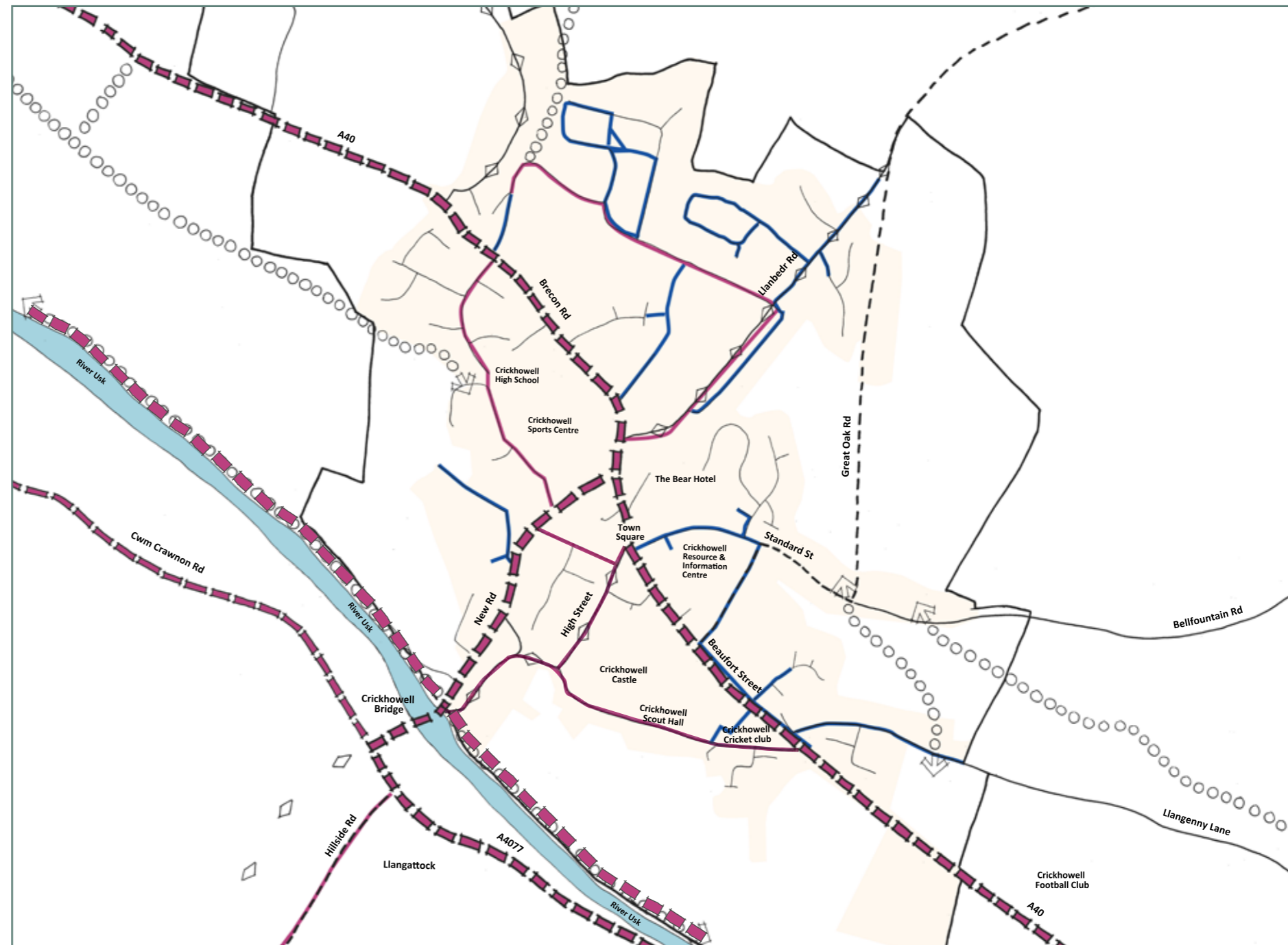
Proposed Active Travel Network

A series of improvements are proposed to roads and street throughout Crickhowell to help enhance active travel in the area.



This will focus on improving pedestrian and cycle routes through the town and into the surrounding areas.

This will focus around the key routes into and out of the town, including the A40 and A4077. This will help improve links to Llangattock to the south of the town.

Other improvements will help with improved connectivity through the town and between key areas such as the town centre, schools and Bullpit Meadows.



Active Travel Network Map

Key	
	Future walking and cycling routes
	Future walking routes

Key Landmarks & Destinations

- 1 **Crickhowell Bridge** - Key Gateway to the South of the town
- 2 **St Edmund's Church** - Landmark building with spire visible from surrounding area
- 3 **Market Hall** - Historic hall with open space on ground floor good for markets
- 4 **Lucas Memorial Fountain** - erected around 1900 and sits in centre of town centre
- 5 **The Bear Hotel** - Narrowing of road through town centre at the hotel creates a pinch point
- 6 **Crickhowell Resource & Information Centre** - Main point of arrival for visitors parking at the long stay car park
- 7 **Crickhowell Castle** - Ruins of historic castle form central landmark of park
- 8 **Crickhowell High School & Sports Centre** - A key destination and resource for local people
- 9 **Crickhowell Primary School** - A key resource for the town



Green Infrastructure and Access

- 1 **Bullpit Meadows** - Large area of public open space with access to the river and wider countryside
- 2 **Riverside Caravan Park** - Popular static and mobile caravan park
- 3 **St Edmund's Church Graveyard** - Currently has limited capacity
- 4 **Crickhowell Castle Park** - Play park set within context of historic castle ruins
- 5 **Crickhowell Cricket & Tennis Club** - Cricket pitch and tennis courts adjacent to the park
- 6 **Crickhowell High School & Leisure Centre** - Tennis court and sports pitches within grounds and adjacent to Bullpit Meadows
- 7 **Crickhowell Primary School Grounds** - Grounds inaccessible to the public
- 8 **Queen Elizabeth II Park** - Park with play area and sports pitch tucked away behind residential properties
- 9 **Crickhowell Allotments** - Situated in town centre and currently one of only a few options for food growing in the area



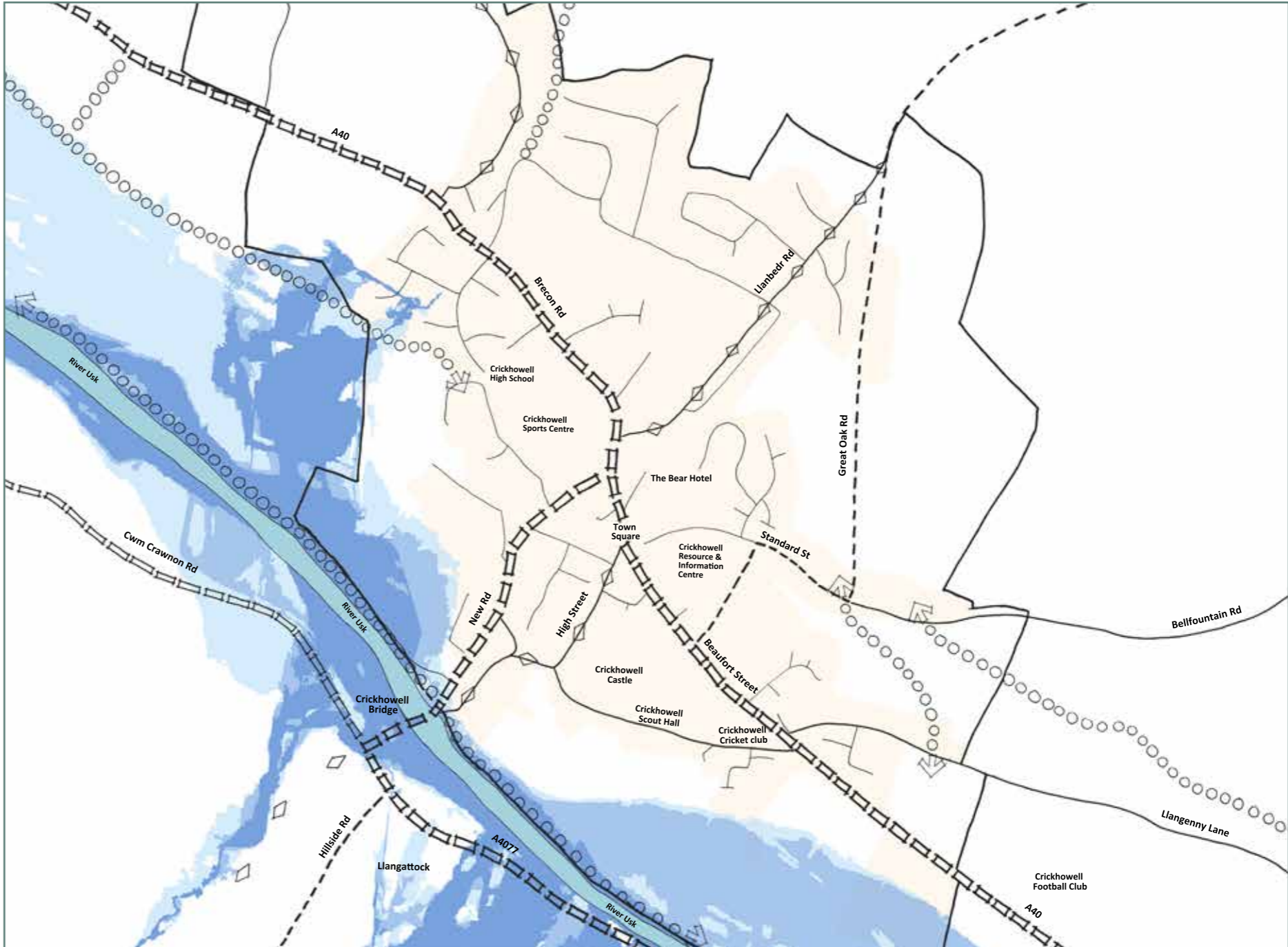
Green infrastructure and access

Flood Risk Area (River Usk)

The River Usk runs along the south of the town. This is prone to flooding during high rainfall events.

The flooding is usually contained within the adjoining greenspaces, however it has also affected nearby properties in the recent past.

The flood map alongside provides a visualisation of flood risk from Natural Resources Wales flood map that was updated on the 17th July 2023.



River Usk flood risk areas

Built Context Analysis

The Crickhowell and Llangattock Conservation Area is one of four conservation areas within the Brecon Beacons National Park and was designated in 1969.

The Crickhowell Community Plan (2017) sets out detailed policies addressing issues of importance for the Town. The Crickhowell conservation area is varied and within its boundary there are areas with their own individual characteristics, varying from their neighbours but ultimately coming together to form the overall character of the town's historic area. It comprises a mix of buildings from the medieval period onwards, including vernacular cottages, building groups designed as architectural set pieces, high status houses, civic buildings and small villas. A high proportion of the buildings within the town centre are listed.

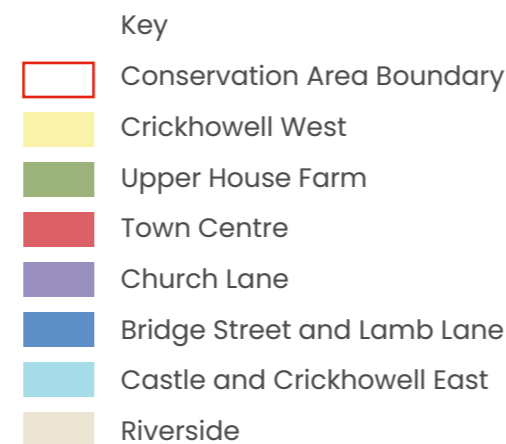
Conservation areas are designated for their special qualities, but within the designated area there may be areas which have their own distinctive characteristics.

7 character areas have been identified in Crickhowell:

- Town Centre
- Church Lane
- Bridge Street and Lamb Lane
- Castle and Crickhowell East
- Crickhowell West
- Upper House Farm
- Riverside

The conservation area and its characteristics will need to be considered in any proposals.

Good design could be better promoted through a review of the current Crickhowell Conservation Area Appraisal and incorporation of enhanced policies and guidance for the Conservation Area as a whole, and the development of a town wide design code.



Crickhowell Conservation Character Areas

Built Context Analysis

Town Centre

The Town Centre area focuses on the High Street and the Market Place and the western end of Beaufort Street, Tower Street, part of Church Lane, and a short section of Standard Street on the north side of the Market Place.

The modern day street layout still reflects the medieval street pattern, and the narrow burgage plots are still evident on the west side of High Street. This area is predominantly characterised by dense urban development.

A high percentage of the buildings in the Town Centre character area are listed. The core of the town centre

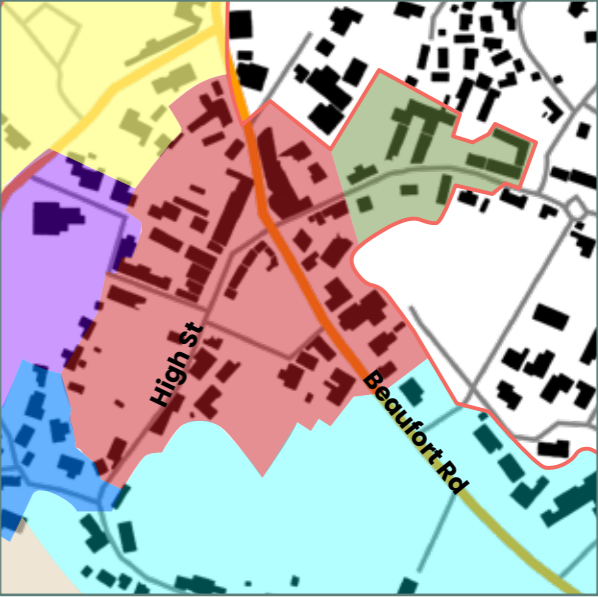
focussing on the High Street and Market Place has a strong sense of enclosure with continuous frontages placed on the back edge of the pavement.

There is a mix of 1.5, 2 and 3-storey buildings, variations in the width of building frontages and also interest created by variations in roof forms. Strong corner buildings are a feature of the town centre, for example at the junction of Tower Street with High Street.

Upper House Farm

This character area covers a small area of Standard Street as it heads eastwards and focusses on Upper House Farmhouse and the traditional farm buildings on each side of the street. The area comprises of a mix of residential and commercial uses.

The street is enclosed, with buildings set to the back edge of the pavement; plots begin to have a more open character with buildings set back from the street, within larger plots.



Town centre- 2 and 3 storey buildings with street parking



Town centre-Strong frontages



Town centre- Terraced housing with minimalistic facade treatment



Upper house farm- traditional buildings

Built Context Analysis

Crickhowell West

This character area primarily comprises the land on the west side of New Road and continues partway along the Brecon Road, heading westwards away from the town centre.

This area is primarily residential with a mix of short terraces, semi-detached houses, detached villas, and some modern infill. The majority of the buildings are two-storey. Most of the units have rendered façades with a few exceptions of traditional stone façades.



Crickhowell West

Church Lane

The Church Lane character area is located a short distance to the north-west of the High Street and focusses on St Edmund's Church and its churchyard. Church Lane is a narrow thoroughfare connecting High Street with New Road.

Plots in this area are mostly terraced houses set close to the street. The buildings follow a similar style as the church itself; Gothic architecture with traditional stone façades, pitched roofs and rubble stone half walls.



Crickhowell West- traditional buildings

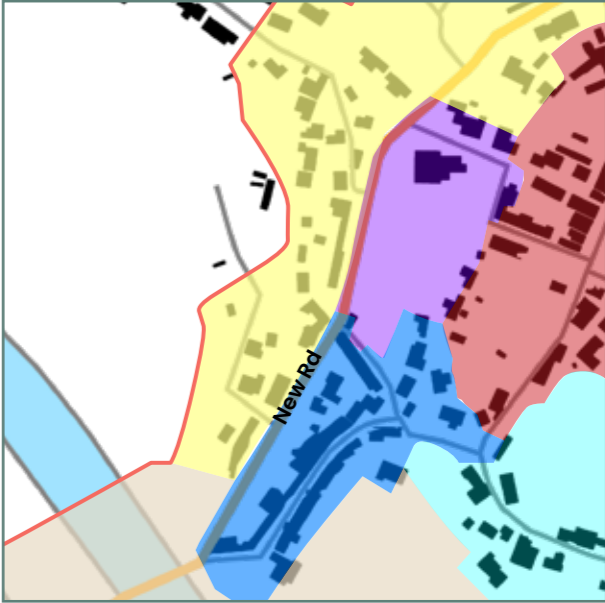
Bridge Street

This character area focusses on the primarily residential areas of Bridge Street and Lamb Lane, to the south west of the High Street. Before the construction of New Road, Bridge Street was the old road down to the Usk.

Bridge Street is a winding, narrow street, lined with cottages of 18th and early 19 centuries' character. The buildings are predominantly 2-storey and front the back edge of the pavement, giving the street a strong sense of enclosure and intimacy.



Church Lane- Traditional stone houses backing St Edmund's church



Bridge Street- Narrow street with terraced 2 storey houses

Built Context Analysis

Castle & Crickhowell East

This character area is located on the eastern side of the town. It focuses on the site of Alisby's Castle (Crickhowell Castle) and the series of open green spaces to the east of the Castle, between Beaufort Street and Castle Road.

Attractive semi-detached cottages on the corner of Castle Road and Beaufort Street provide a visual gateway into the conservation area from the east. The Castle character area has a mix of historic and modern buildings. Stone boundary walls provide definition. The historic housing ranges from quite substantial historic houses to modest short terraces.



Gateway Cottages

On the northern side of Beaufort Road there are a group of modern low rise houses, some enclosed in generous gardens. Stone boundary walls are also a strong feature along both sides of Beaufort Street and also along Castle Road.



Traditional stone buildings



Riverside

This character area is focused on the River Usk corridor and also the network of open space south of Castle Road. This area is primarily open, green space; however Crickhowell Bridge is a key historical structure. The bridge is a grade I listed building and also a Scheduled Ancient Monument.

The open amenity space of the Bullpit Picnic Site is a large area of meadow on the northeast side of the river. The pasture bordering the river and Bullpit Picnic Site make an important contribution to the setting of the listed bridge.



Crickhowell Bridge

Issues & Opportunities

A full analysis of the town has been undertaken and the following issues and opportunities have been identified.



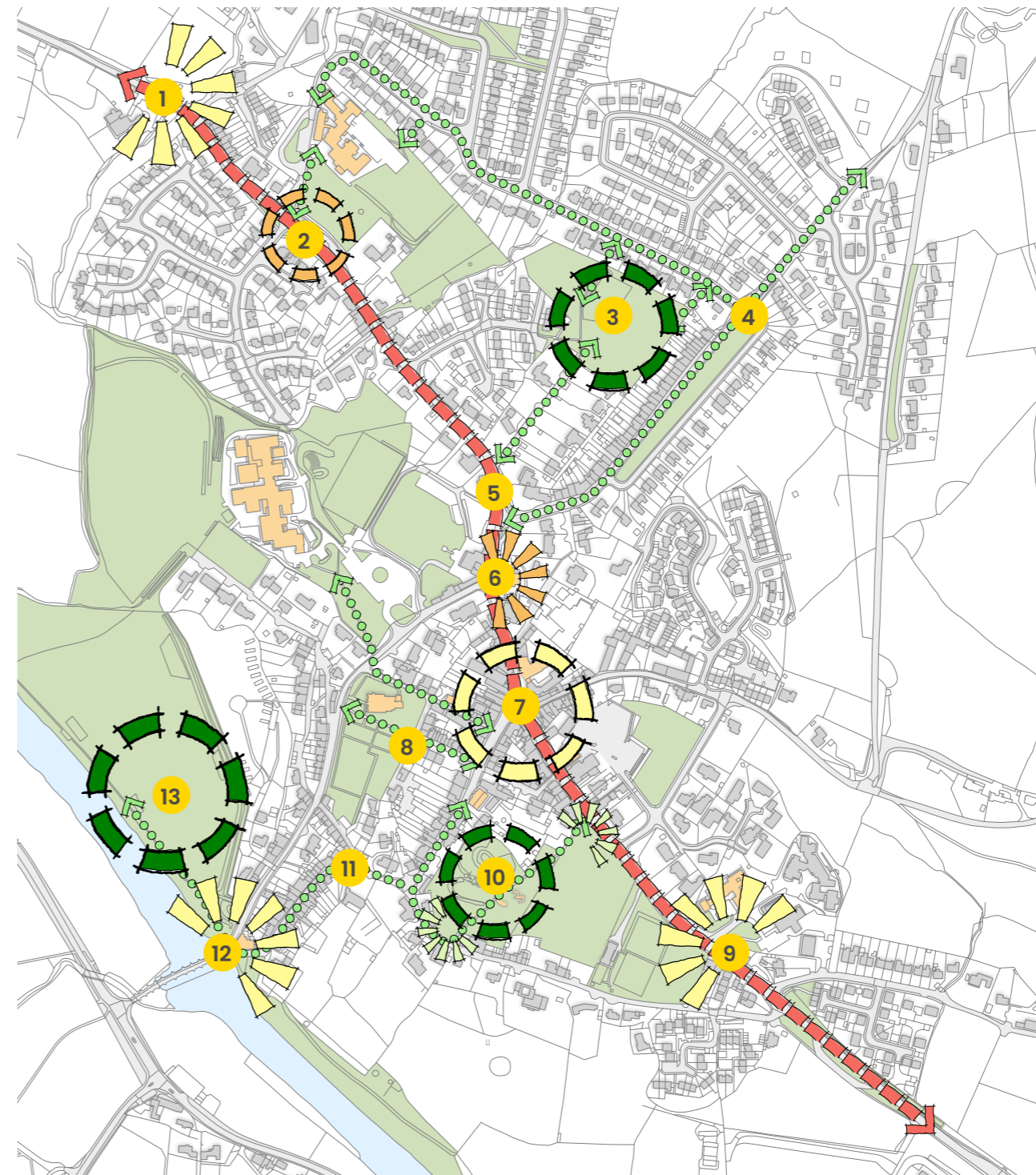
Poorly defined gateway into the town with no incentive for cars to slow down



Poor quality environment around bus stop and school entrance



Good sized park with play area tucked away behind properties



Issues & Opportunities



4 Streets designed for cars and offer little to encourage walking and cycling



8 Unclear pedestrian links between town centre and High School



11 Attractive walk along historic street between town centre and river green space



5 A40 creates traffic dominated route through town



9 Poor gateway into town which does not make use of greenspace and verges



12 Gateway across historic bridge is car dominated



6 Garage area forms poor gateway into town



10 Castle park offers a green oasis and play area within the town but has poor visual connections to main routes



13 Bullpit Meadow, an attractive greenspace with riverside walk but within floodplain as is lower part of town. The footpath and meadows on the riverside to the east of the (Crickhowell) bridge could be better used and signposted



7 Key space at heart of the town is car dominated and feels unsafe to cross

SWOT Analysis – People

Strengths



- Health indicators are good compared to Welsh average
- A higher proportion of residents with Level 4 qualifications and a high attainment at primary school age, leading to low levels of no qualifications
- High levels of occupation in professional and managerial sector
- Low levels of crime compared to all Wales average
- Broadband availability (30mb/s) is good compared to all Wales levels
- 95% of residents have access to accessible green space
- A high number of active community organisations

Weaknesses



- Town population is not balanced with a large proportion of over 65s
- Higher than average levels of economic inactivity
- Imbalance in local job opportunities: high level of professional and managerial. Lack of entry level or manual and administrative opportunities
- Some housing quality issues such as condition, disrepair
- Higher than average car/van dependency, some 3% points above Welsh medium
- A dominance of out-commuting with 12% travelling over 30km to work
- Travel barriers for vocational learning outside of area
- Within the town, access to services through public transport is poor with average return travel times twice the Welsh average to facilities such as schools, sports and GP surgery
- Private return travel time to primary school is twice the Welsh average
- The Welsh Index of Multiple Deprivation notes access to services (377) and housing (578) as the most notable domains
- Opportunity to integrate community organisations more

SWOT Analysis – People

Opportunities



- A Town Council that wants to enable change within the community, using the Place Plan as a key vehicle for change
- 31.2% of residents work from home, 6% above Welsh average, opportunities to explore co-working space within town

Threats



- The town's reputation for prosperity masks cost of living issues for local people
- Reputation and confidence in public bodies is poor
- Financial pressures on public services
- Schools catchment review has to led to closure of one primary school in a neighbouring community
- Growing dependency on volunteers to run local clubs, groups and services
- The highly regarded High School and its successful sixth form is a massive asset to the town but potential links between town and school are under-utilised
- The threat of climate change on community life with the need to build resilience and find ways to mitigate and/or adapt.
- Need to switch to renewable energy to address rural fuel poverty and move away from fossil fuels.

SWOT Analysis – Place

Strengths



- A well known destination within National Park that appeals to a diversity of visitors
- Town setting nestled below the Black Mountains with an intact historic street pattern
- The historic town core that town focusses on its Market Place, High Street, and extends down Bridge Street towards the river Usk
- Access to green infrastructure e.g. Bullpit Meadow
- A range of outdoor sports and recreation facilities that are run by volunteers
- Experience of previous 2017 Community Plan
- A town centre based around good quality independent traders with a range of offers aimed at serving both local residents and tourists
- Main part of High Street and core retail offer is 'offline'. i.e. not a main vehicular through route so traffic is relatively low

Weaknesses



- A40 creates severance and limits accessibility and pedestrian experience
- Flood risk impacts on lower areas of green infrastructure and their year round accessibility
- Gateways into the town are poor and lack real sense of arrival
- Central 'square' area is traffic dominated being on the A40
- Active travel connections to the south are heavily compromised by the traffic light controlled narrow bridge: unfriendly pedestrian and cycle environment
- Lack of affordable housing in both the private for sale and social landlord sector
- No real central urban public space to meet, sit and dwell

SWOT Analysis – Place

Opportunities

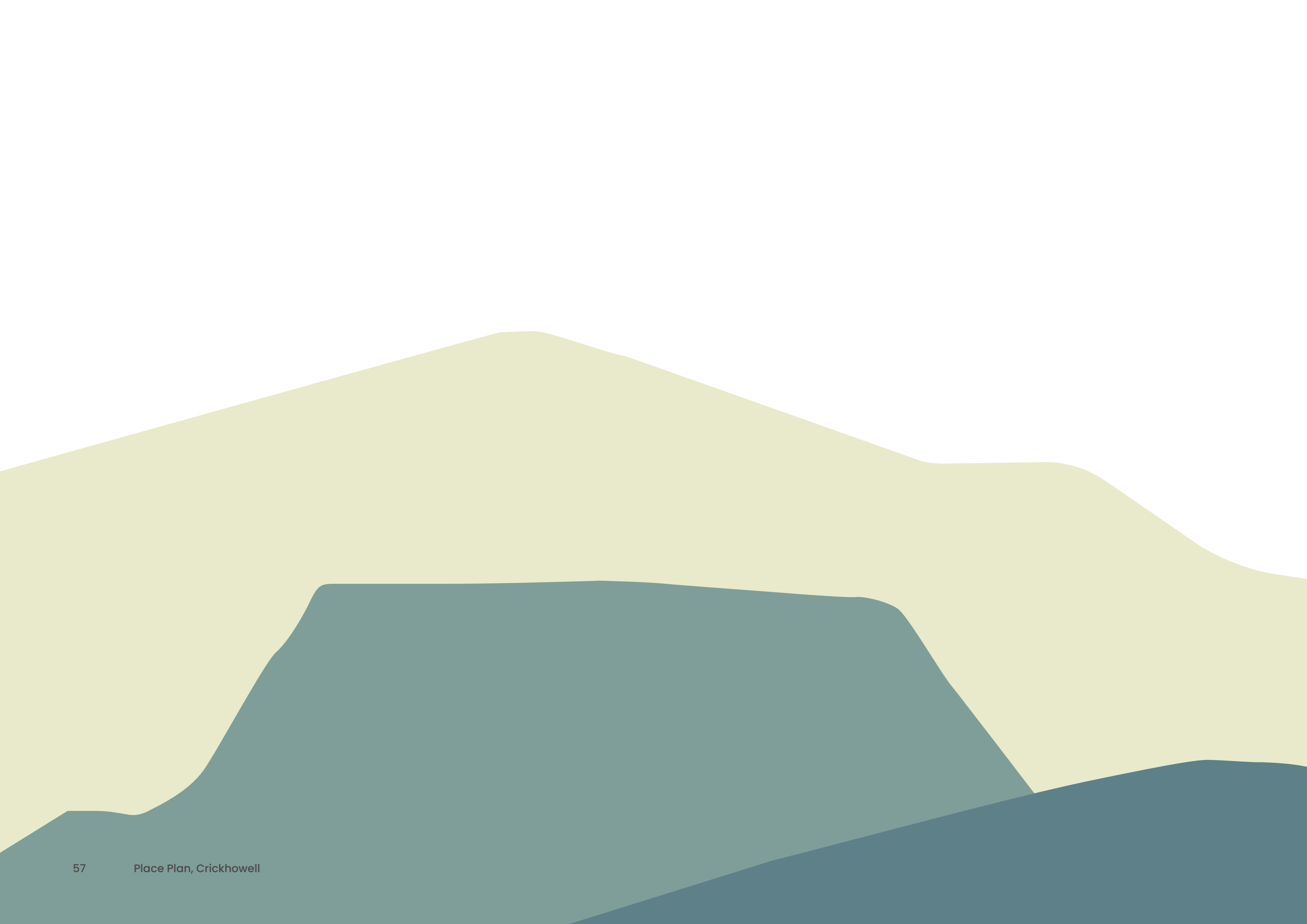


- BBNPA's new management plan and approach to holistic place planning
- Digital "smart towns" project that will help place management
- Build on town centre experience and identity that ensures diversity and sustainability
- Improve pedestrian and cycling environment
- Better integrate the A40
- Creation of improved gateways and sense of arrival
- Creation of more space to simply stop, sit and dwell
- Creation of improved active travel links to the south, across the river and avoiding the existing bridge
- Development of a town wide parking strategy
- Provide opportunities for business to extend their trade into the street
- Consider brownfield land and underused buildings for future development opportunities

Threats



- Flood risk in Crickhowell from the River Usk is significant in the lower areas of the town
- Lack of affordable housing forcing out younger generation
- Town is affected by the current phosphates issue, impacting on the provision of new development opportunities and the need for new affordable housing
- The fact that the A40 is a trunk road may restrict interventions to improve the pedestrian and cycling experience
- The threat of climate change on Crickhowell's sense of place, its heritage and wider built environment.



What People Said – Need

What People Said

During late September and October 2023, the Place Plan team undertook its first stage of consultation with the town's community, seeking to understand the challenges and opportunities.

How We Promoted

- We posted out to over 1200 households and businesses on ways to get involved
- We emailed over 100 registered householders, businesses and groups
- We placed posters in community outlets and town centre businesses
- We posted on social media – local Facebook, Twitter, LinkedIn
- Provided a website www.crickhowellplaceplan.org

How We Consulted

- Every household and business had been sent a postcard for people to fill in and drop off at our face-to-face consultation or at Crickhowell Resource and Information Centre
- A digital and paper community questionnaire was provided with a mailbox at Crickhowell Resource and Information Centre
- 2-day consultation event at the Clarence Hall on the 29th and 30th September 2023
- Display at Crickhowell Resource and Information Centre from the 2nd to the 16th October 2023

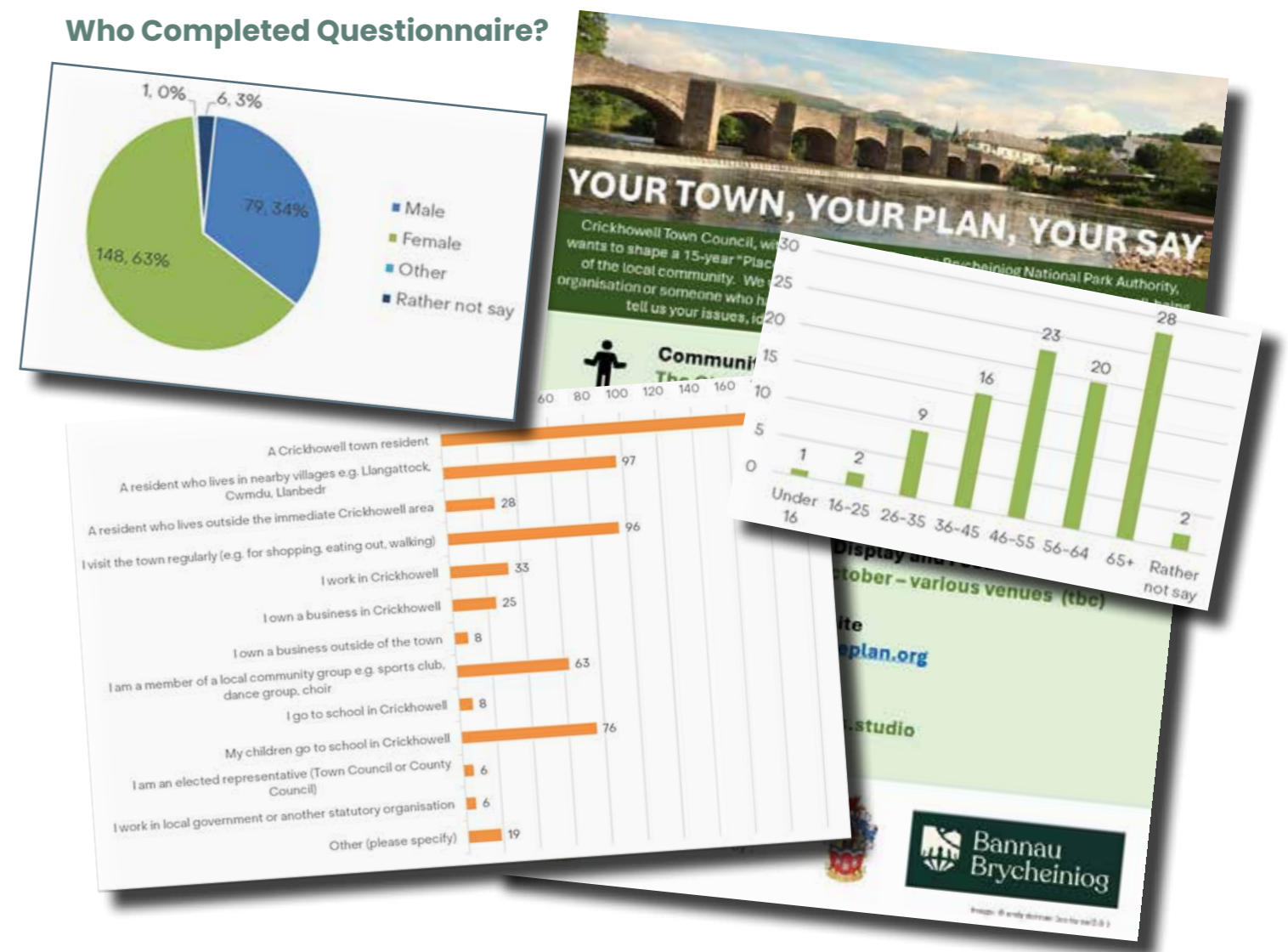
Who Engaged

- 167 people attended the Clarence Hall event over the 29th and 30th Sept (8% of town population)
- 340 responses to community survey (16.2% of town population)
- Postcards: 32 at event; 31 handed in at Crickhowell Resources and Information Centre, 5 emails and 1 letter given by hand

What Questions Did We Ask?

- How do you rate the quality of community life in Crickhowell?
- How do you rate the quality of nature and the environment in Crickhowell?
- What are the three main challenges facing Crickhowell?
- Please list your top 3 priorities that the Place Plan needs to address in meeting our environmental and community challenges?
- In one word what sums up Crickhowell as a place now?

Who Completed Questionnaire?



What People Told Us

Report of Consultation

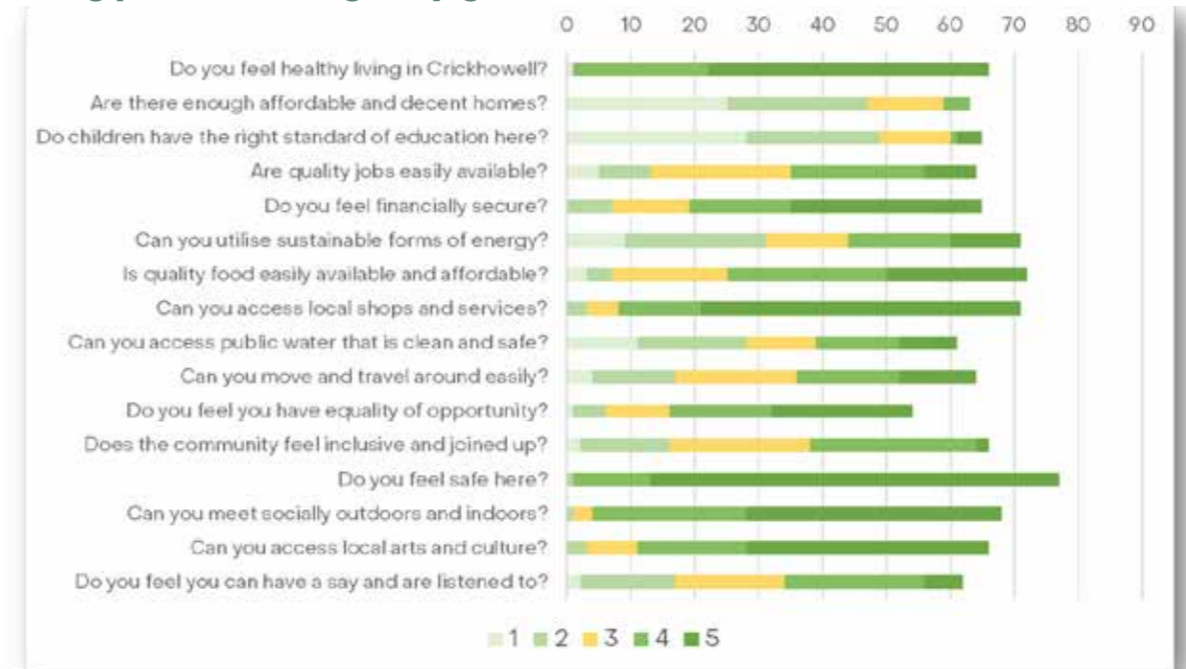
The full report of consultation can be viewed at <https://www.crickhowellplaceplan.org/consultation>



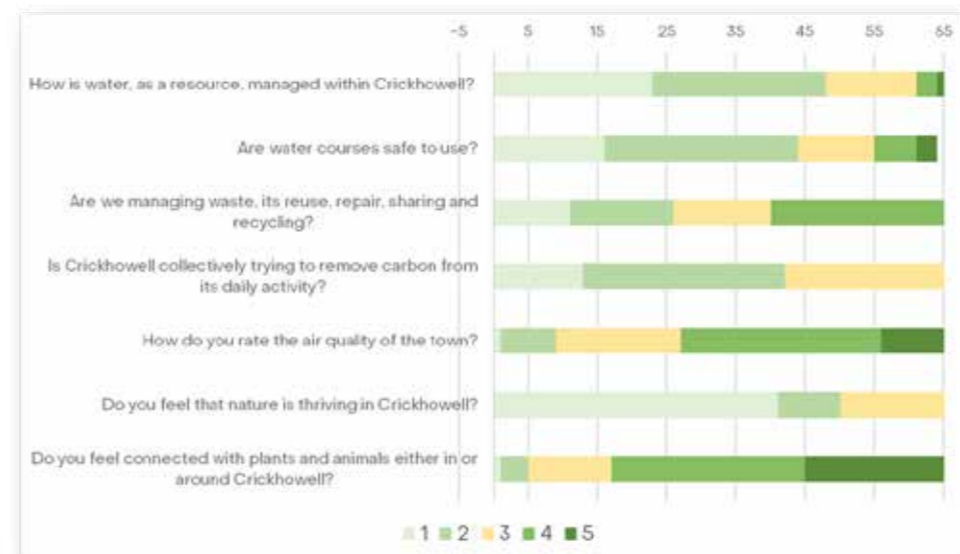
What One Word Sums Up Crickhowell Today?



How do you rate the quality of community life in Crickhowell? (1 being poor - 5 being very good)



How do you rate the quality of nature and the Environment in Crickhowell? (1 being poor - 5 being very good)



What People Told Us

Challenges

- We need to protect the unique High Street
- We need social infrastructure to support any new housing
- More tree planting than tree chopping
- No public recycling bins
- Parking is one of the key issues
- Open up connectivity such as school grounds into Bullpit Meadow
- Noticeable loss in river habitats in last 50 years
- No facilities for recycling small electrical and white good items - 40 mile trip to Brecon
- There is a split opinion on planters and on - street parking
- Better pavements for all ages and abilities
- Drains need clearing across the town
- We need to understand nature crisis in Crickhowell
- Worried about GP and dentist provision as well as Nevill Hall Hospital
- The A40 is not safe for walking and cycling
- Air quality poor due to traffic volume and type
- Quality of water in River Usk is poor
- Noise on A40 due to potholes and poor road surface
- We need more affordable housing
- Lack of public transport - timing, frequency and integration

Ideas

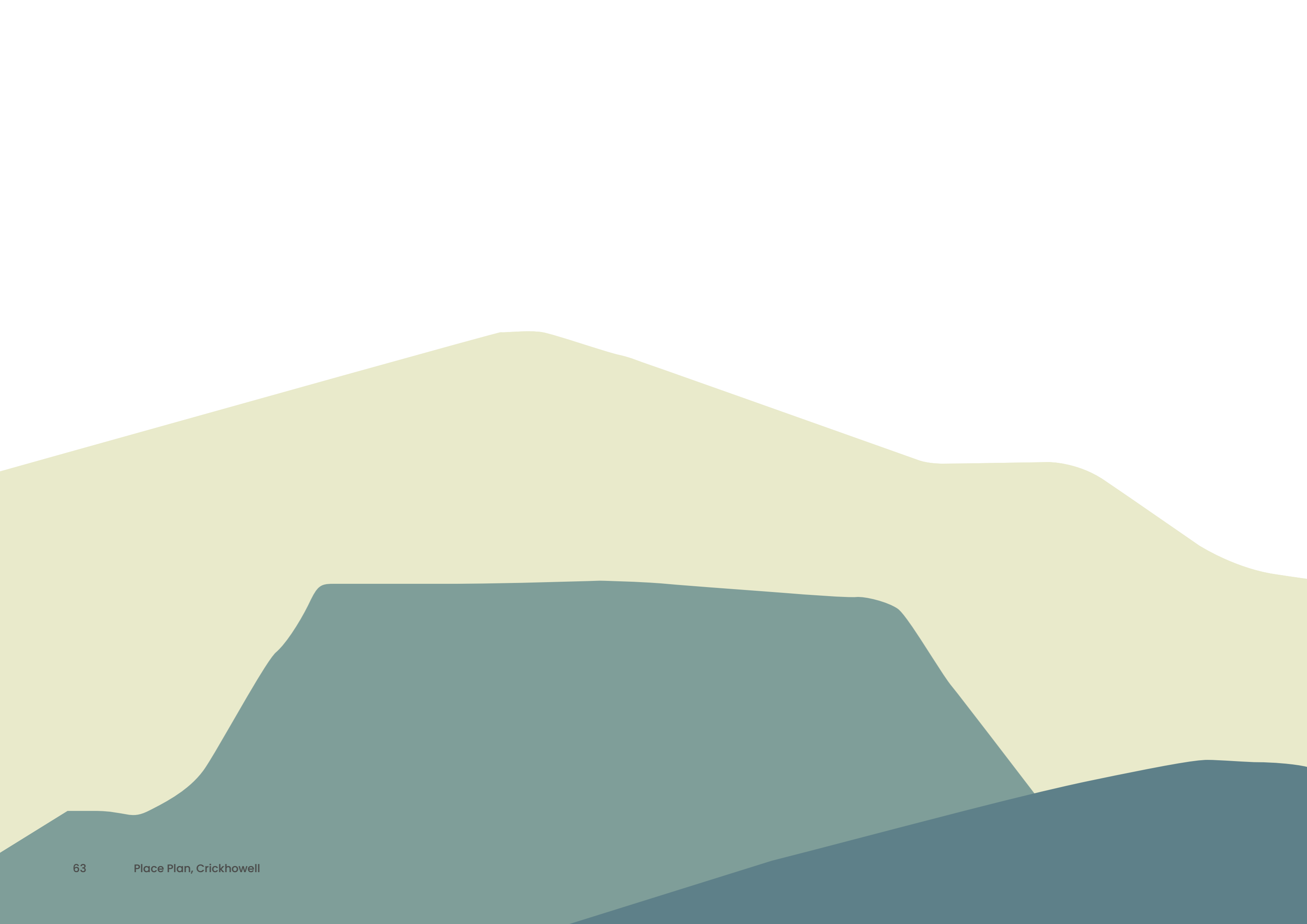
- More social space in High Street that is not business owned
- We need 1 hour free parking
- Use Market Hall as a local food and farmers market
- We need more off - street parking
- Outdoor gym equipment in parks
- Park out a town - walk or a shuttle bus
- Explore small scale renewable energy
- A long stay car park and for walkers and cyclists
- Incentivise use of local food boxes
- Safe routes to school and better walking and cycling routes
- Support the Clarence Hall with more live shows
- Encourage small scale horticulture in and around town
- Active travel between Crickhowell, Gilwern and Abergavenny
- More wildflower planting to support birds and bees
- Circular and cyclic economy - food waste to compost to help growers produce - sell to recycle
- A public transport plan for rural communities
- Develop a park and ride shuttle bus scheme
- Get young people involved in horticulture
- Generate a renewable battery store
- Sort out recycling provision
- Create a real green belt of woodlands

What People Told Us

A Summary of The Main Challenges & Opportunities

- THE A40 in Crickhowell - traffic, road quality, crossings, pavements and relationship to the High Street
- The WIDER TOWN HIGHWAY NETWORK - rat runs, speed and environment quality for local residents
- The HIGH STREET - split opinion on planters and parking, lack of civic space and social facilities and place to dwell
- PARKING - on and off street, supply, management, pricing
- PUBLIC TRANSPORT - rural communities, finding a local solution
- HOUSING - need for additional mixed tenure of homes that adapts to life cycle of need
- HEALTH AND SOCIAL INFRASTRUCTURE - capacity, accessibility and worries over losing vital services
- YOUNG PEOPLE - a place to meet and employment opportunities
- PLAY AND AMENITY - quality, accessibility and management across the town
- UNDER-USED ASSETS/SPACES - e.g. the public space around the library
- CONNECTIVITY- in and out to the countryside and across the town
- CONCERNS OVER RIVER USK- water quality, flood risk, amenity value
- CIVIC ISSUES - cleaning, dog fouling, recycling, seating and more
- VOLUNTEERING DIMINISHING - role of Place Plan in generating interest
- BEING LISTENED TO AND ACTION FOCUSSED - role of Town and County Council, National Park Authority and other organisations





Emerging Themes

Emerging Themes

Out of the consultation came a number of key themes that the Place Plan needed to consider as it moved into developing its vision and set of proposals. These are:



Emerging Themes

Community & Cultural Facilities

Local Service Delivery

Green Space, Amenity & Play

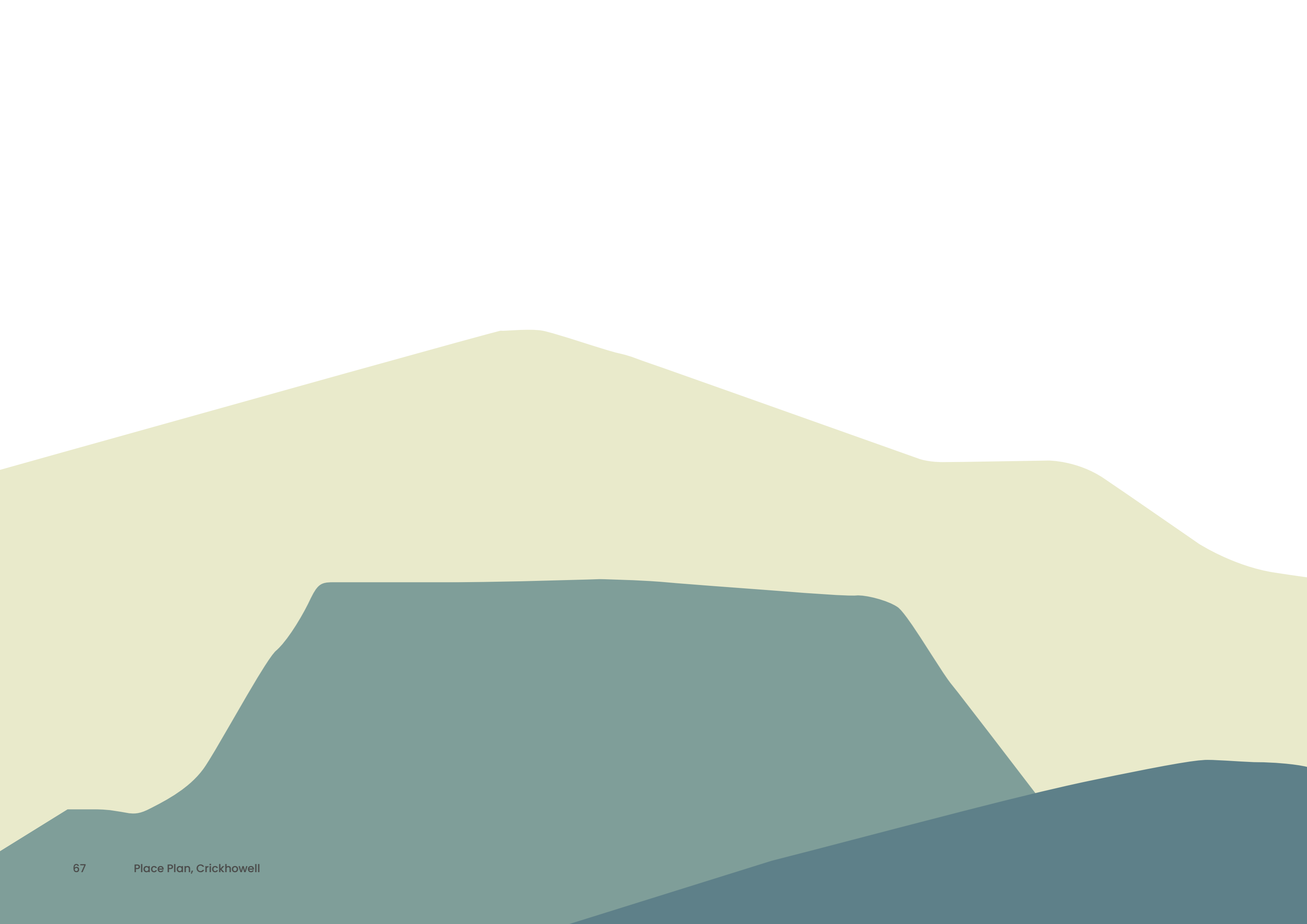
Health Services

River & Nature Management

Civic Housekeeping

Parking & Getting Around





Vision, Aims & Objectives

Vision

Our Vision, 2039

We are all tremendously fortunate to live or work in Crickhowell, which has a rich heritage, built character and rural setting. By 2039 Crickhowell will be a sustainable centre where we can all access shops and services on foot or via one of the several cycle paths in the town. We have a thriving and busy high street with distinct independent businesses who work together for the benefit of the town and its residents.

Those who live in neighbouring communities or who visit the town will also be able to enjoy its facilities, with it still being a convenient place to pop into by car. Our children and grandchildren, who have been educated in our excellent primary school and high school, will have the opportunity to remain in the place that they have grown up with the provision of affordable, low carbon, energy efficient housing. They will be able to work in or close to the town, with a regular public transport system which will reduce their dependence on the car.

Those who wish to remain in Crickhowell in later life will be able to do so. We will all be able to enjoy the flourishing wildlife in the clean River Usk and in the diverse green spaces in the town which foster biodiversity. The town has reduced the risk of flooding by using natural and sustainable forms of drainage. We have access to a wide range of recreational and cultural activities run by local volunteers. Crickhowell is prosperous and forward thinking, and we feel valued and respected as members of this community.

Objectives

- **To support Bannau Brycheiniog National Park in reaching net-zero greenhouse gas emissions across the by 2035.**
- **To ensure activity supports, clean, safe, resilient water resources within the town and River Usk Catchment**
- **To protect and connect nature and biodiversity within the town's spaces and corridors and linking out to the rural countryside**
- **To conserve and celebrate the heritage strengths of Crickhowell that supports appropriate enhancements, good design and development that complements the sense of place**
- **To encourage an age balanced population that is supported by local employment, services and transportation**
- **To maintain Crickhowell's character, its heritage and identity that appeals to local residents and visitors alike**
- **To balance the economic benefits of tourism with the need to maintain a thriving community of permanent residents and independent retail outlets**

Our Goals

A resilient place which harnesses its land in a sustainable and innovative way

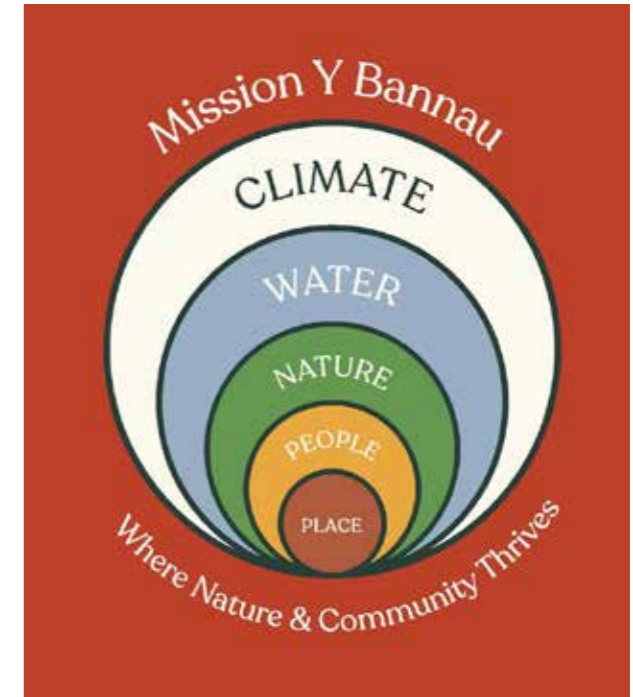
Balancing the needs of residents whilst respecting the role of tourism and visitor economy

A place of well-being for all that is accessible and inclusive for all

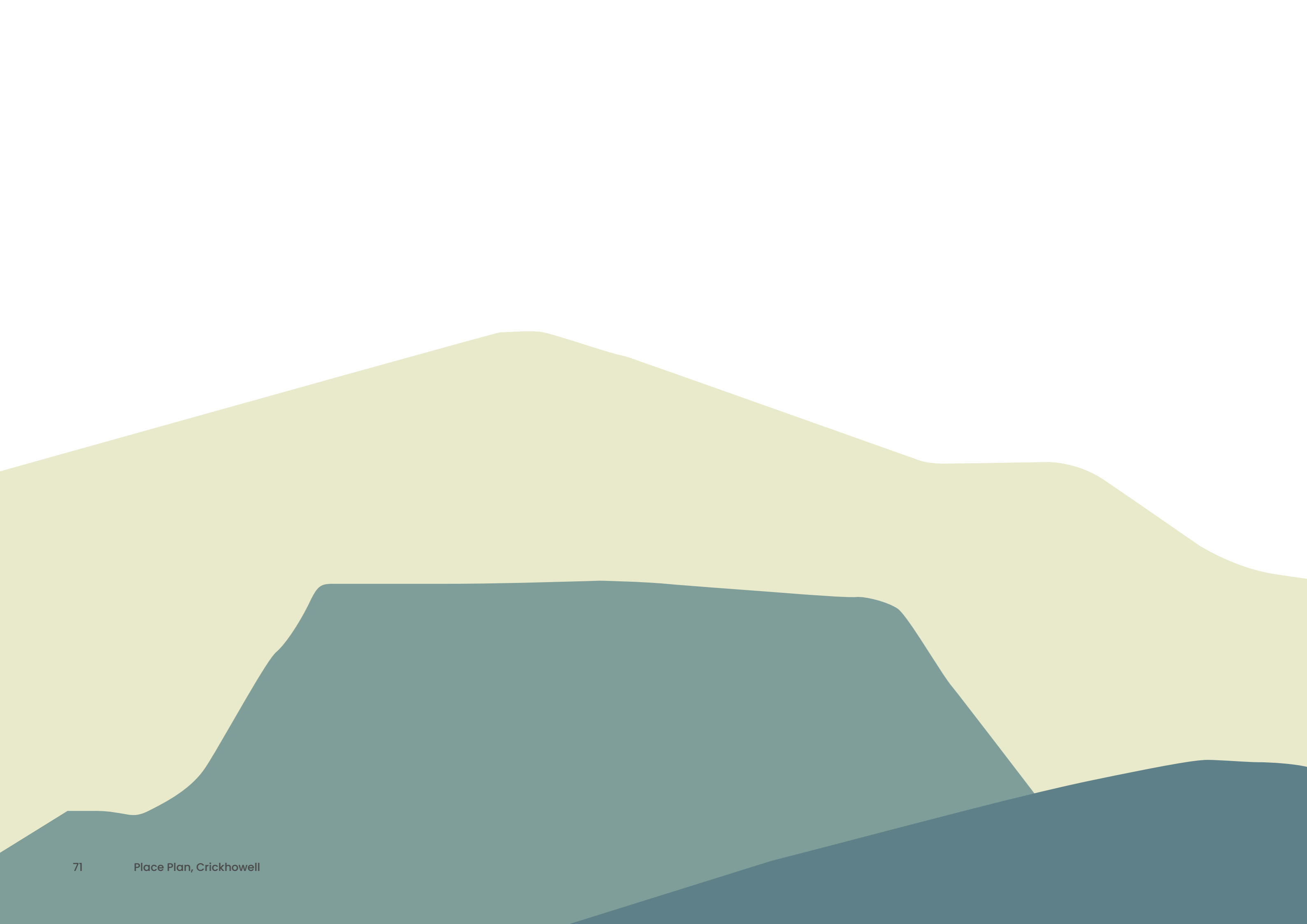
Community passion that is about working together and getting things done

Supporting Y Bannau

This Place Plan embraces the Mission approach which is set out in Bannau Brycheiniog National Park's 2023-2028 The Management Plan. This looks to articulate the key focus needed for all our endeavours if we are to make these shifts a reality. The missions focus on the big challenges for the Park. Looking at our climate, our water environments, our natural environments, our people and (the point at which it all comes together) our places. Each of these missions is underpinned by overarching objectives, for which we further articulate our ambition as a series of statements of outcome.



- **CLIMATE** - Reach net-zero greenhouse gas emissions across the Bannau Brycheiniog National Park by 2035.
- **WATER** - Clean, safe, resilient, plentiful water resources and water environments by 2030.
- **NATURE** - Nature positive Bannau Brycheiniog National Park by 2030.
- **PEOPLE** - Living, working, visiting safely, equitably and sustainably.
- **PLACE** - Beautiful, thriving and sustainable places. Celebrated for their natural and cultural heritage, now and forever.



Place Plan Proposals

Proposals – Climate

Reach net-zero greenhouse gas emissions across the Bannau Brycheiniog National Park by 2035.

C1

TO SUPPORT OUR FOOD 1200 in building a resilient farming system that is

- small-scale, highly productive and commercially viable,
- helps provide food security for Wales,
- gives the asset poor, particularly our young people, a chance to access land and start a regenerative farming enterprise and
- promotes community through local trading and shared community ownership of our landscape – a “foundational economy”.

Proposals include:

- developing a regular market within the Market Hall and wider High Street
- support and develop market gardens and growing space within and close to the town
- use community transport to collect produce from small-holders, allotment holders and aggregate into local food box schemes



A1

These symbols refer to the unique code for each place plan project. The timeframe for each project can then be found in the programme section

C2

FLOOD RISK MANAGEMENT (FRM) ON THE RIVER USK as a main river is the responsibility of Natural Resources Wales (NRW). FRM responsibilities for surface water and for ordinary water courses such as the storm drain rest with Powys County Council (PCC) as lead local flood authority.

With the frequency of flooding in the vicinity of Bridge Street, there is a strong case for reviewing the flood defences that are in place, with a view for developing a business case for funding for their upgrading from the Welsh Government. It is clear from the consultation report that local people highly value the character and distinctiveness of the town. The town’s conservation area is an important mechanism for enhancing and safeguarding these characteristics. Bridge Street is a key component of the conservation area. Unless steps are taken to safeguard the future of these properties, the risks to the future of this important part of the town are considerable, with the potential loss

Proposals – Water

of an important business, a number of dwellings and a significant element of what makes the town an attractive destination to visitors. The Wales Flood Map for Planning also identifies the Elvicta industrial estate off the A40 to the east of the town as lying within a flood risk zone. This estate needs a property flood resilience strategy to ensure that these businesses and the jobs that they support can be sustained as a key component of the town's economy.

This proposal should feature within PCC's Local Flood Risk Management Strategy, which is currently under preparation. As with the upgrading of the river defenses, the business case for an application for grant funding would be strengthened by its inclusion as a proposal within this Place Plan.

Specific proposals to include:

- Introduction of sustainable urban drainage schemes within Standard Street and High Street to reduce stormwater run off
- NRW and BBNPA to assess where improvements can be made, in and around the bridge arches that is not detrimental to the river's biodiversity but reduces water build up at peak flood occurrences
- Removal of debris from bridge arches after high water events



Lean, safe, resilient, plentiful water resources and water environments by 2030.

W1

ENCOURAGE NRW TO CONTINUE TO MONITOR WATER QUALITY in the River Usk 'and support the work of other groups sampling the river.

W2

TO ENSURE THE AMENITY VALUE OF THE RIVER USK in Crickhowell supports the local well-being of residents and the wider visitor economy.

W3

WHERE FEASIBLE TO INTRODUCE SUSTAINABLE URBAN DRAINAGE SCHEMES that can filter petro-carbon pollutants (use of Bioswales) and also rainwater gardens to help with rainwater collection for example.

W4

PROMOTE RAINWATER HARVESTING KITS WITHIN THE COMMUNITY as an eco-friendly way of collecting and reusing rainwater. This can be used for outdoor purposes only such as garden irrigation or you invest in systems that use the water inside for laundry and toilet flushing. Work with Dwr Cymru Welsh Water, Powys County Council to deliver positive surface water management schemes and promote and provide rainwater harvesting kits for local residents.

Proposals – Nature

Nature positive Bannau Brycheiniog National Park by 2030.

TO CONNECT TOWN SPACES that can safeguard and support nature through accessible paths and trails, that helps preventative health provision including improving access to natural green spaces.

To provide educational and interpretative measures on valuing nature within the town that is co-produced by the community with BBNPA – local school project.



N1

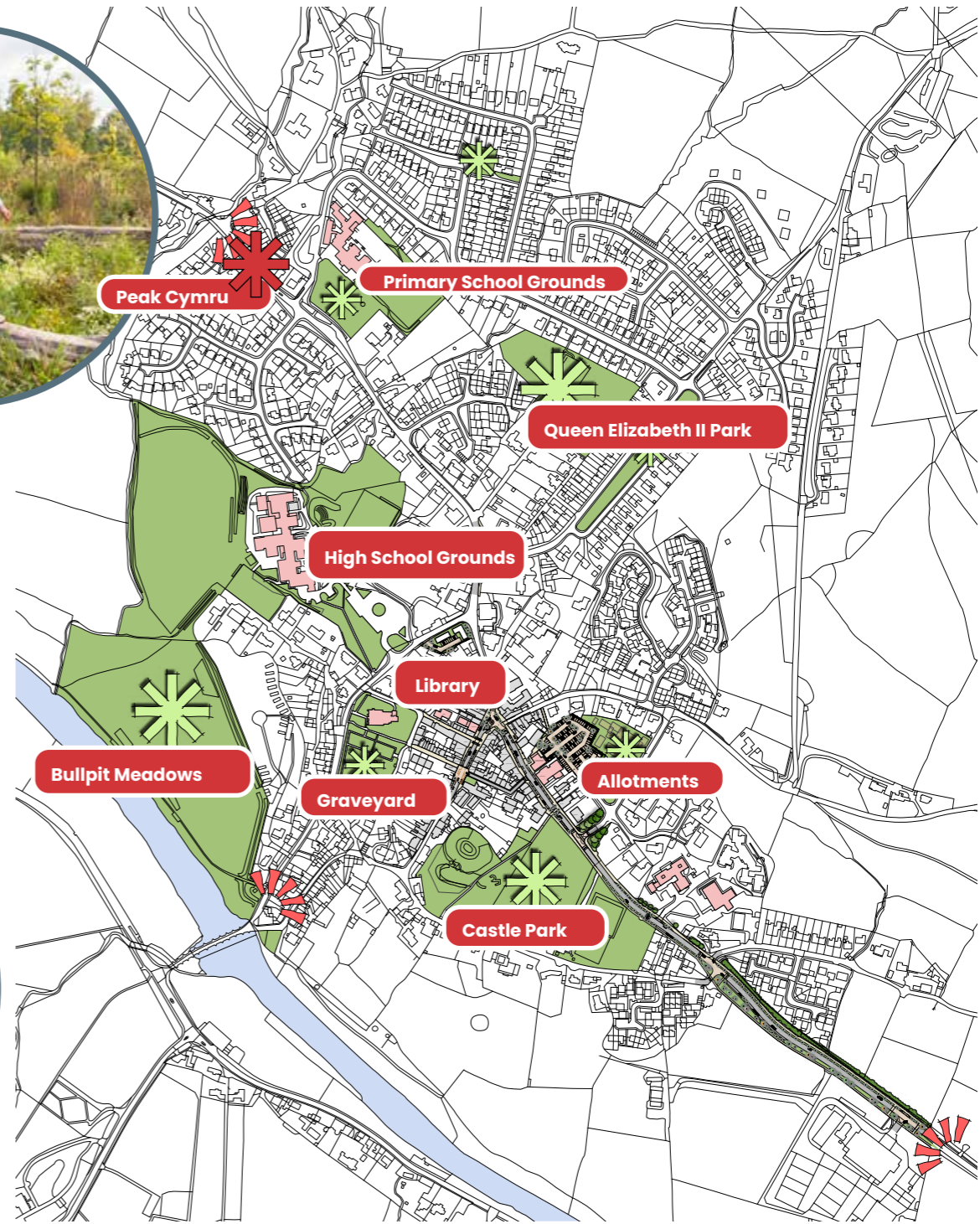


N2

Improve access and usage of key green spaces through better footpaths and links into surrounding areas.

N3

Improve the setting and space around the Library, with opportunities to create a town courtyard space.





N4 Encourage the development of community growing spaces eg. Peak Cymru.



N6 Improving the facilities within and access to and through the castle park and support the "Little Green Things" project.

N8 Introducing rain gardens within streets to help manage surface water runoff, reduce flooding and reduce petro-carbon pollutants.



N10 Queen Elizabeth II Park - Improve the playground, football posts and dog exercise area and outdoor exercise equipment.

N5 To protect the immediate town setting in relation to natural woodland, grasslands and other landscapes and manage the removal of non-native invasive species.



N7 To support the local community on the threat to biodiversity from invasive non native species improving their biosecurity practices to prevent new invasions; this would include noticing, recording and managing early before they were at risk of becoming long term problems.

N9 To ensure that sufficient opportunities are provided for community growing space, including maintaining the provision of allotments to meet demand.



N11 Making better use of smaller greenspaces into vibrant pocket parks including bee pollination planting.

Proposals – People

Living, working, visiting safely, equitably and sustainably.

HOUSING

PE1

TO IDENTIFY WAYS OF MEETING HOUSING NEED through:

- Potential brownfield sites such as the BT exchange
- The replacement Local Development Plan to identify candidate sites for new housing that meets need and works within the town setting and sustainable design
- Opportunities for sub-division of larger properties
- To understand the life cycle of housing in Crickhowell
- Housing allocations outside of the town centre, the role of active travel and public transport e.g. Cwrt Y Gollen site

See section on future LDP considerations.

FOOD

PE2

To support the development of local growing and supply chain initiatives such as the **1200 FOOD PROJECT** Specific activities include:

- Identification of surplus productive land
- Understand capacity to prepare sites, grow, train, distribute (cycle)
- Link into wholesale market
- Link into food bank networks
- Develop inclusive ways for people to collect locally grown produce within the town centre and in neighbourhoods
- Link into community transport schemes that connect suppliers with local hubs and consumers
- Develop healthy living and cooking courses alongside growing element
- Developing a regular market within the Market Hall and wider High Street
- Support and develop market gardens and growing space within and close to the town

ENERGY

PE3

TO DEVELOP A LOCAL RENEWABLE ENERGY NETWORK that increases access to affordable energy to heat, light and cook is recognised as an essential component of wellbeing. Llangattock Green Valleys – lead partner and other local organisations. Need to identify and develop sites that meet criteria.

Llangattock Green Valleys is developing a scheme for the Crickhowell area to be powered by renewable energy using a variety of technologies for year-round generation, together with long- and short-term storage. The infrastructure will be distributed among the communities and, as part of this larger scheme, potential sites in Crickhowell which might prove suitable for generation and associated storage.

HEALTH

PE4

- To support and promote local health services through their awareness programmes and signpost them to the use of greening/growing projects that help social prescribing and other active lifestyles
- To work with public transport providers on bus services that connect into GP, Dentistry and other local health providers



Proposals – People

INCOME (ECONOMIC ACTIVITY)

- PE5** • **ENCOURAGE QUALITY EMPLOYMENT** Promote the development of small workshop spaces within the town, particularly to support the creative arts industry. Develop appropriately located live/work units to meet local housing and employment needs. Support employment growth on Elvicta and nearby sites that are well connected to the town e.g. Cwrt Y Gollen.
- PE6** • Explore feasibility of a co-working space in the town centre (e.g. library) that draws in activity and leads to 'grown' on businesses.
- To support the provision of a flood resilience bund at Elvicta estate that protects local employment.

POLITICAL VOICE

- PE7** • To develop ways of working through the Place Plan process that promotes wider **COMMUNICATION**, information sharing and a place for supporting the delivery of ideas and initiatives.
- To update the Town Council website so that it can have more functionality on communication, postings, Place Plan updates and integration with www.crickhowellplaceplan.org.
- To develop a partnership approach in the town, specifically a town forum that encourages joint working and delivery.



LOCAL SERVICES

- PE8** To work with relevant bodies to ensure Crickhowell **SUSTAINS ITS RANGE OF ESSENTIAL SERVICES AND FACILITIES** that residents need for their daily lives e.g. health and well-being services, community support, social hubs, public toilets, library, shops and services, amongst other people-based assets. This also includes the potential to reverse pas service losses e.g. encourage a banking hub.
- PE9** To ensure the wider town and rural community has access to local services and facilities through a network of accessible footpaths to and from the town centre, wider active travel networks, an enhanced local bus service, continued support for Dial-A-Ride, local parking supply and trialing of other initiatives (car sharing, car clubs and e-bike schemes).

TRANSPORT

- PE10** **TO ENCOURAGE THE DEVELOPMENT AND PROVISION OF PUBLIC TRANSPORT** that links rural communities to and from Crickhowell and with strategic transport link in Abergavenny and into mid Wales. To support Llangattock Community Council with the feasibility study into community transport or demand responsive model such as Fflecsi. Local bus service needs to be regular, daytime and evening, and have facilities for small deliveries, cycles and other needs. Other transport schemes need to be explored include car sharing, car clubs, e-bikes.

The development of a long-distance cycle connections between Crickhowell and Abergavenny, ideally off the A40 trunk road, needs to be explored as well as links into other neighbouring communities such as Gilwern, Llangynidr and other villages.

Proposals – Place

Beautiful, thriving and sustainable places. Celebrated for their natural and cultural heritage, now and forever.

PL1

TO ADOPT A PLACE-BASED APPROACH TO THE A40 CORRIDOR

that turns a road into a street through a characterful Powys market town

- Active travel links to Cwrt Y Gollen site
- Gateway approach from southeast – Elvicta – outer gateway, transition in speed, planting and physical features
- Treatment of main carriageway and side junctions
- Main town centre street (see High Street proposals)
 - Street based features – trees, rainwater gardens, use of Sustainable Urban Drainage
 - Relocated pedestrian crossings
 - A40/Llanbedr Junction
 - Mini gateway feature
 - Better pedestrian crossing area
 - The provision of seating and associated street furniture at key locations within the town centre
 - Use of natural, heritage paving materials where possible



Proposals – Place

PL2

Llanbedr Road Junction



- Introduction of landscaping and rain gardens to create a mini gateway along the A40
- Opportunity for seating or art feature within the space
- Raised table helps slow vehicles down and makes crossing easier
- Remove on-street parking at the bottom of Llanbedr Road to improve road safety

PL3

A40 / Beaufort Street



- Active travel route between town centre and Cwrt-Y-Gollen
- Rationalised junction, raised table and landscaping helps create a mini gateway through the town
- Improved crossing facilities to medical centre
- Residents only' vehicular access/signs to discourage rat running to High Street

PL4

Eastern Gateway



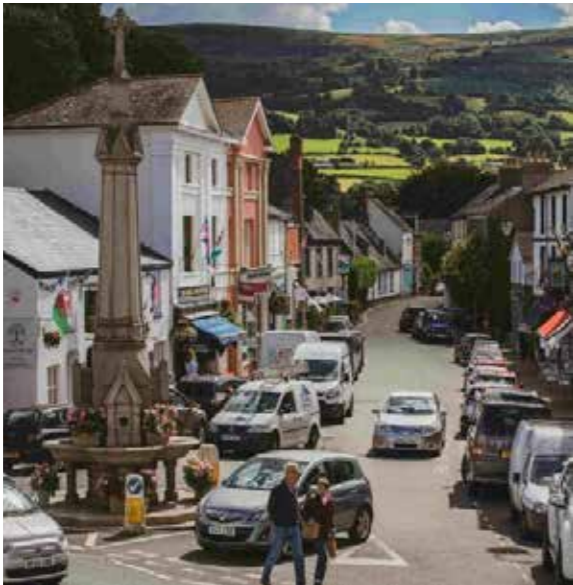
- Raised table around Elvicta junction helps slow traffic down and lets people know they are entering the town
- Bus stops maintained and improved crossing facilities for ease of access into Elvicta Business Park
- Opportunity for landscaping, signage and public art to create a gateway into Crickhowell

Proposals – Place

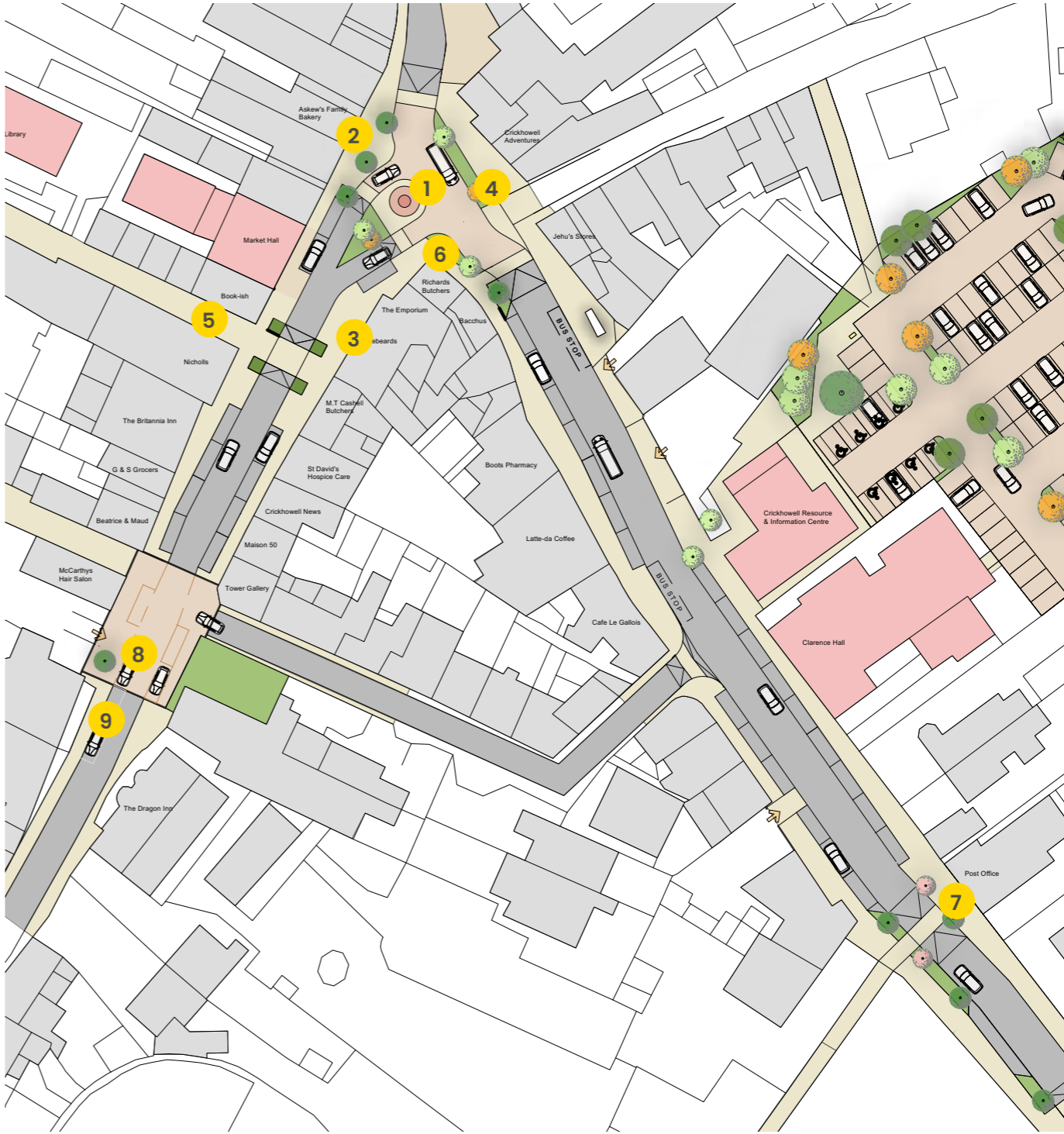
PL5

TO ENHANCE THE CIVIC SPACE OF CRICKHOWELL'S HIGH STREET

- High Street space – balanced approach to parking and dwelling
- Opportunities to improve pavement width
- Creation of additional public space by fountain
- Relationship and use of Market Hall area to the street



- 1 Fountain to remain at heart of town centre
- 2 More space given over to pedestrians and for events
- 3 Centralised area for seating
- 4 Central space with raised table and additional crossing points to help pedestrians cross
- 5 Crossing links into Silver Lane to improve access to Church, High School and Sports Centre
- 6 More landscaping and areas of public realm
- 7 Improved crossing linking into park
- 8 Shared space as southern gateway
- 9 Parking outside Latham House to remain



Proposals – Place

The main aim of the proposals around the town centre have been to create a safer, more pedestrian friendly environment with better crossing options. This will help address the concerns residents raised at the public consultation events.

In order to achieve a safer more pedestrian friendly environment the design team has looked at narrowing the high street/A40 junction so there is a shorter and easier distance to cross and moving it away from the crossing points. Raised tables have also been used to help slow vehicles down and create level crossing points for pedestrians.

To achieve these aims it was proposed that the Lewis Memorial Fountain being moved slightly (a few metres) to allow the junction to be positioned away from the crossing points and maximise the available public space for pedestrians. This is shown in options 1 and 2.

These options were consulted through our face to face consultation and our community survey. 75% (61 no.) asked to retain the fountain in its existing position.

- Move Fountain to the North of The Square – 14% (11 no)
- Move Fountain to the South of the Square – 11% (9 no)
- Retain Fountain in it's existing position – 75% (61 no)

Due to strong public opinion, any changes to the town centre will be designed around the fountain remaining in place.

Option 1 Fountain Moved 5m North



- Fountain sits within area of public space which can also be used for seating and events.
- Fountain still sits within prominent location, visible from A40 and High Street
- Narrow junction and raised table makes crossing easier
- Junction moved further away from crossing points
- Less car dominated space
- Maximised space for pedestrians on sunny side of street.
- Opportunity for landscaping and rain gardens

Option 2 Fountain Moved 3m South



- Fountain sits within area of public space which can also be used for seating and events.
- Fountain still sits within prominent location, visible from A40 and High Street
- Narrow junction and raised table makes crossing easier
- Junction closer to crossing point
- Less car dominated space
- Main space for pedestrians on shaded side of street
- Opportunity for landscaping and rain gardens

Proposals – Place

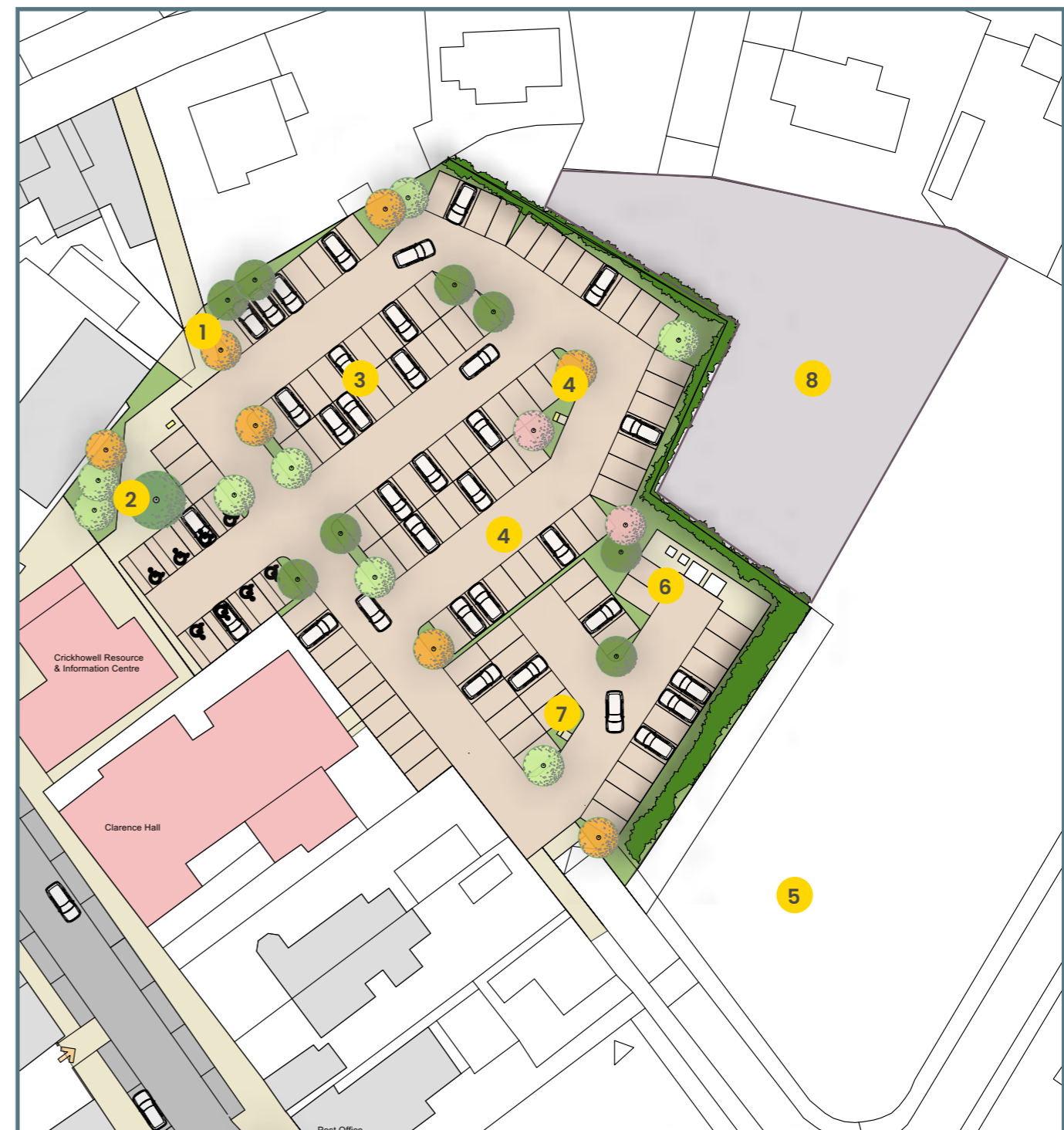
PL6 Long Stay Car Park

Improvements to the Long Stay Car Park, situated behind the Crickhowell Resource and Information Centre will see an increase in parking numbers, more landscaping, improved directional signage, new pay and display machines and a better public realm.

In 2023, Powys County Council removed the 1 hour parking option from the town’s main car park. This has impacted upon short-term parking in particular. A subsequent car parking review has been undertaken and the results will be published in 2024 enabling the Town Council to work in partnership with Powys County Council to consider the location, duration and cost of parking within the town centre.



- 1 Improved footpath connection between Resource & Information Centre and Standard Street
- 2 Improved public realm at entrance to the Resource & Information Centre
- 3 Improved layout increases the number of spaces to approximately 2 further spaces with opportunities to include more if a portion of the allotment was used.
- 4 More landscaping throughout car park
- 5 To ensure that sufficient opportunities are provided for community growing space, including maintaining the provision of allotments to meet demand
- 6 Option to relocate recycling bank (possibly creating more spaces)
- 7 Update pay and display machines
- 8 Potential additional parking subject to discussions with allotment users, Welsh Government and Powys County Council



Proposals – Place

Parking Numbers Comparison



Pre Covid Levels

High Street & A40 Beaufort Street	40 Spaces
Long Stay Car Park	124 Spaces
Total	164 Spaces

Proposals

High Street & A40 Beaufort Street	36 Spaces
Long Stay Car Park	126 Spaces
Total	162 Spaces

PL7 Other Off Street Parking Opportunities

To work with Powys County Council to identify additional provision for off-street parking to ensure both short and long term parking needs are met. These include:

- Weekend parking at Crickhowell Health Centre (subject to negotiations and agreement);
- Explore the feasibility of new outdoor activity based parking on the north east edge of the town linked to pedestrian/cycle routes to Table Mountain and Bluebell Wood;
- Discussion with Llangattock Community Council on the principle and feasibility of car parking for outdoor activity based visitors on the roadside edge of Glebe Field (subject to planning and technical requirements)
- Seek a long term agreement with the High School on weekend parking provision
- Consider other smaller sites for off-street parking provision



Proposals – Place

PL8

Potential brownfield/windfall sites

If during the next 15 years public sector and/or private sector property management decisions result in new brownfield sites coming forward for development ('windfall sites'), the Place Plan will seek to maximise opportunities to use these sites to meet local housing need for 1 and 2 bed properties as well as appropriate community benefit e.g. car parking, footpath links and landscaping.



Police Station



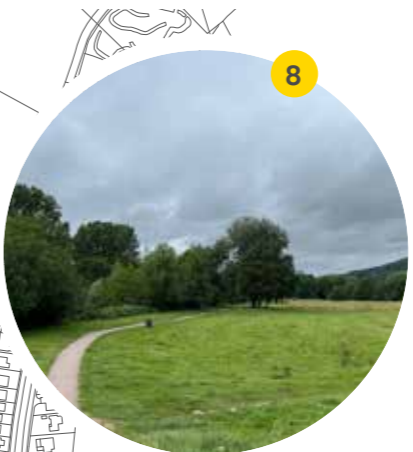
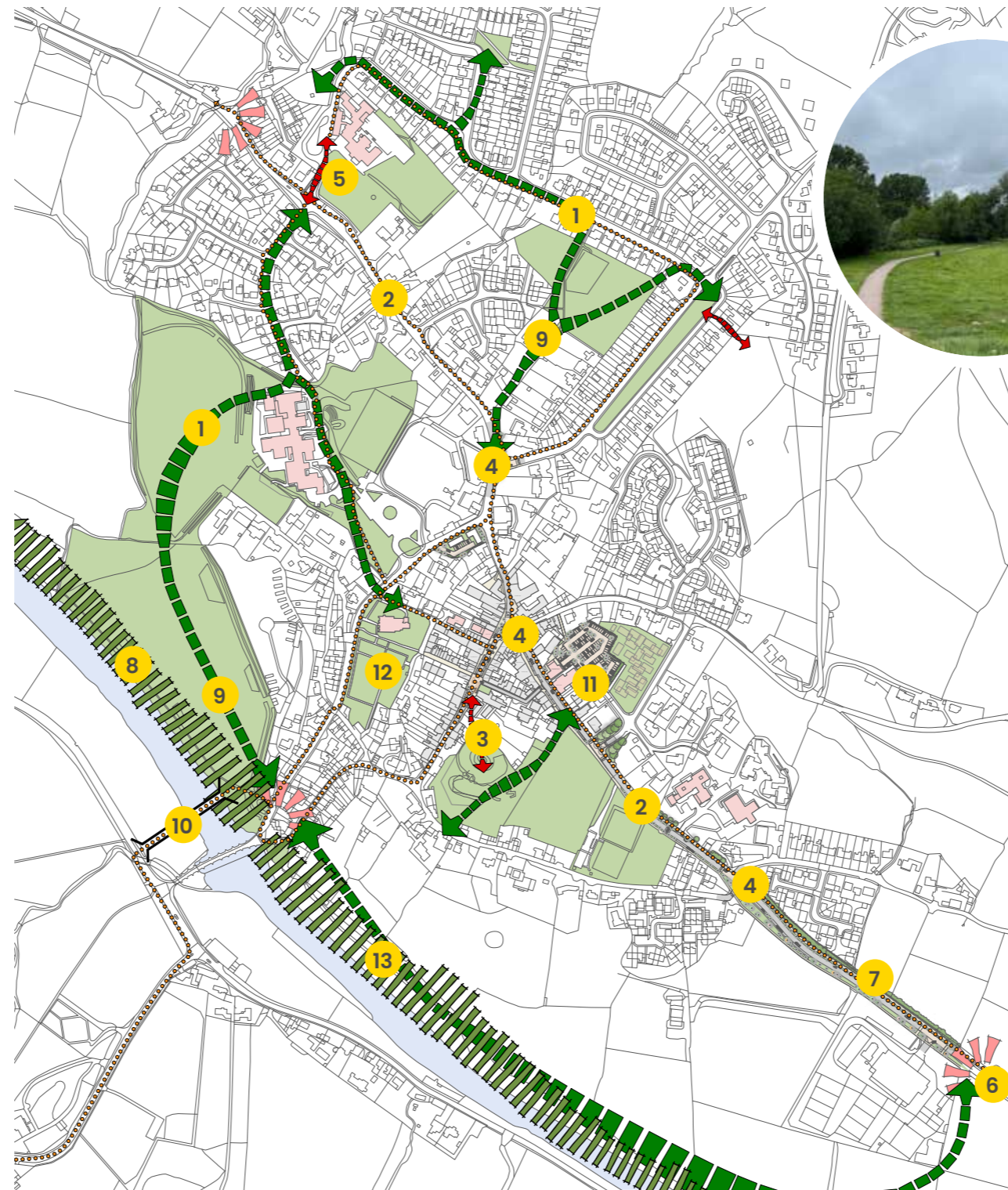
Fire Station



Illustrative of potential housing development with car parking on the site, subject to the telephone exchange becoming surplus.

Proposals - Place

- 1 Create new links to better access greenspaces
- 2 Adopt a place based approach to the A40 that turns a Road into a street
- 3 Explore links from the castle directly into the High Street and town centre
- 4 Use of raised tables and raised crossings to help improve access for pedestrians across junctions
- 5 Improve links between the school and A40/active travel routes to encourage more walking and cycling
- 6 Gateway approach from southeast with changes in speed, planting and physical features
- 7 Active travel links to Cwrt Y Gollen site 'and beyond to Gilwern and Abergavenny



Ensure the amenity value of the River Usk in Crickhowell to support the local well-being of residents and the wider visitor economy without compromising its environmental value.



Connect town spaces that can safeguard and support nature through accessible paths and trails, that help preventative health provision including improving access to natural greenspaces. It is also important to maintain and manage the green spaces to maximise opportunities for wildlife/biodiversity as well as accessibility for users.

Proposals – Place

NEIGHBOURHOODS

PL9

1. Ensure local active travel or pedestrian routes are to standard and link key community assets

PL10

2. To make improvements to play and recreation areas, which include:

- Queen Elizabeth II Park – playground, football posts, dog exercise area and outdoor gym equipment
- Bullpit Meadows – access outside of school hours from Everest Drive onto New Road
- Biodiversity improvements, education trails, pollinator projects

PL11

3. Llanbedr Road junction
4. Amenity and highway verge areas – local biodiversity and pollinator projects

PL12

CIVIC MANAGEMENT

- Street cleansing, dog fouling, seating in town centre and neighbourhood locations
- Seating, signposting, town maps, interpretation and other civic infrastructure

PL13

Llangattock Links

1. Active travel links to and from Llangattock.
2. Feasibility into an active travel bridge that links Bullpit Meadow (Crickhowell) and Glebe Field.
3. To develop a local bus service that connects into outlying communities.



11

PL14

Support Clarence Hall with its investment plans.

PL15

A feasibility study into appropriate and available land for town burial space needs to be undertaken, due to existing churchyard having limited capacity.



13

PL16

Develop strategic cycling links including a cycle by-pass from the A40/A479 junction through Bullpit Meadow and the Garn to Elvicta as part of a potential cycling route to between Brecon, Gilwern and Abergavenny.



10



12

Proposals

Future Local Development Plan (LDP) Considerations

The LDP was adopted by the National Park Authority on 17th December 2013 and became the planning policy document of the Bannau Brycheiniog National Park Authority (BBNPA). It sets out key policies and land use allocations that will shape the future of the National Park area and guide development up to 2022. In preparing this Place Plan, we recognise that BBNPA needs to consider its evidence and recommendations when developing its Replacement Local Development Plan (RLDP). We understand, at the time of writing this Place Plan document, BBNPA intend to initiate the RLDP in 2025.

The following policy areas therefore need to be considered when developing the RLDP:

Housing

Policies LP1 and LP2 of the adopted LDP direct us to the strategic role that key settlements such as Crickhowell serve both their resident population and surrounding settlements, providing links and influence on larger service areas outside of the Park Boundaries.

The issues and objectives appraisal for the LDP highlights the need for development proposals within key settlements demonstrating how their scheme addresses identified issues and meets the identified objectives relevant to their proposal. Objectives centred on strengthening Crickhowell as a sustainable community, specifically the need for affordable, intermediate and accessible dwellings are still current with Powys County Council's Common Housing Register showing demand for over 140 householders wanting to live in the town, notwithstanding those who are additionally seeking private market housing. Future accommodation for the older generation is also a priority as established residents wish to downsize but stay within their community.

Another perceived issue in preventing people to live in Crickhowell is identified as second homes that are used primarily for holiday lets. Whilst holiday homes may be seen as negative, they can also bring a positive economic contribution to a town like Crickhowell with associated spend in High Streets, local food and drink establishments and visitor attractions. Community feedback suggests planning policy has been tipped too far towards tourism at the expense of



Proposals

local need and so we need to restrict those uses going forward. Current policy KLP2 Key Settlement Appropriate Development states that the proposals that strengthen and enhance the tourism offer within the Key Settlement should be in accordance with the sustainable tourism strategy for the National Park, including appropriate new guest accommodation and creation of appropriate new visitor attractions / facilities. The need to understand if second homes are not contributing to sustainable communities is therefore important, with the need for robust research to understand current supply, size, location, rental patterns and the benefits/impact to the local community.

Where new housing comes forward, particularly smaller 1 and 2 bed units, there should be a presumption in favour of restricting occupation to a person's sole or main dwelling (C3 use) rather than a second home (C5 use) or holiday let (C6 use).

Key housing considerations for the RLDP to therefore consider, if it concludes there is a need to accommodate this need, includes:

- Providing homes of the right size, tenure and range of affordability;
- A design approach that respects the sense of place that is Crickhowell, in terms of setting and character;
- Homes that are well-linked into the town's fabric and network of streets;
- Use of green infrastructure that contributes to landscape character, amenity value and supports climate change mitigation/adaptation e.g. use of SUDs;
- The development does not increase flood risk within the settlement and hinterland;
- The development is not detrimental to the local biodiversity sensitivity;
- The use of adaptable designs that respond to changes in the life cycle of residents is encouraged.



Proposals

The Town Centre

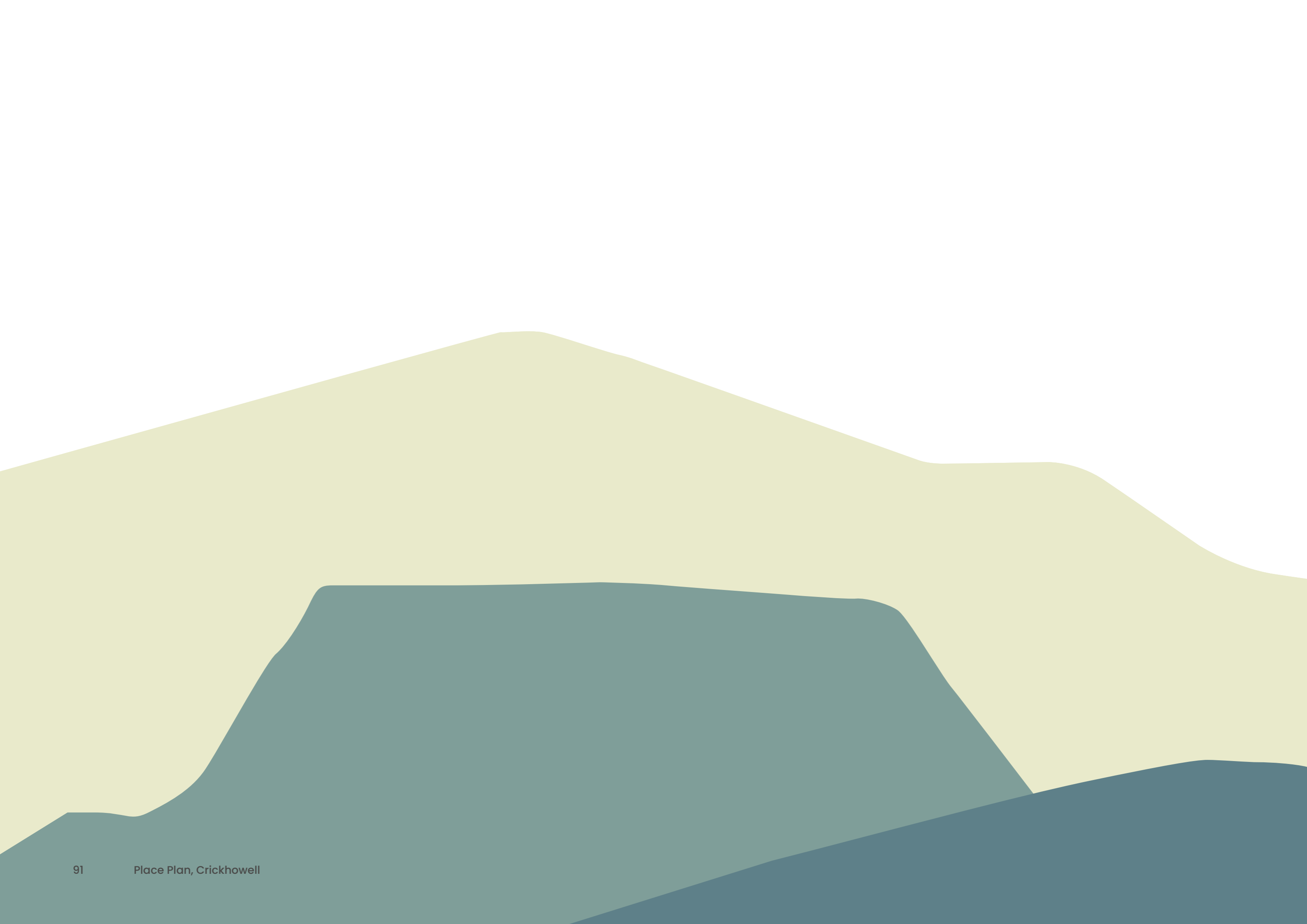
SP13 Retail Strategy of the adopted LDP is to maintain and enhance the vitality and viability of the identified retail centres and to support proposals which contribute to the regeneration of the Town Centres by:

- Safeguarding existing retail uses in the Retail Centres;
- Maintaining and enhancing the diversity of uses in the identified Retail Centres;

Since the adoption of the LDP in 2013, the UK's retail landscape has changed significantly as High Streets and town centres have had to adjust and at times repurpose themselves. Crickhowell has managed to maintain its independent character and appeal, with its vitality and viability indicators showing minimal vacancy rates with a wide diversity of uses and activities. The adopted LDP recognised back in 2013 the town's small but diverse retail offer, setting out its objective to ensure that the town centre provides an interesting retail experience to attract visitors and tourists to spend time within the town and surrounding region as well as servicing the needs of the resident population.

High Streets like Crickhowell cannot be complacent and need to constantly curate and manage its offer so that it maintains local need and supports the retention and recycling of spend within the local economy. Any future local development plan needs therefore to carefully consider proposals within the context of this distinctive offer, specifically in relation to size, type of use and location. Proposals will therefore need to demonstrate that they do not negatively impact on the retail core of the town centre but positively contribute to the vibrancy of an independent market town such as Crickhowell. For example, new retail investment needs to respect the smaller scale of town centre units that underpins the independent character and variety of uses in Crickhowell. Restrictions on planning applications for larger retail floorspace need to be in place so that there is no detrimental impact on existing businesses, local employment and supply chains.





What People Said – Priorities

What People Said – Priorities

During February and March 2024, the Place Plan undertook its second stage of consultation with the town's community, with the main focus of presenting the draft proposals to the local community, including local businesses and town organisations.

How We Promoted

- We emailed over 250 registered householders, businesses and groups;
- We placed posters in community outlets and town centre businesses;
- We posted on social media – local Facebook, Twitter, LinkedIn;
- We updated the Place Plan website www.crickhowellplaceplan.org with the proposals and access to an online survey for comments.

How We Consulted

- We provided a workshop on the 29th of January for town centre businesses and for those residents who live in the High Street and Beaufort Street areas which shared design options and to receive feedback;
- A two day consultation was held at the Town Library, Silver Lane on the 23rd and 24th February;
- An online survey was provided from the 23rd of February until the 10th March which was promoted by email and local social media pages; survey cards were also handed out at the community drop in session;
- Paper copies of the community survey were provided at the library for picking up, completing and handed in;

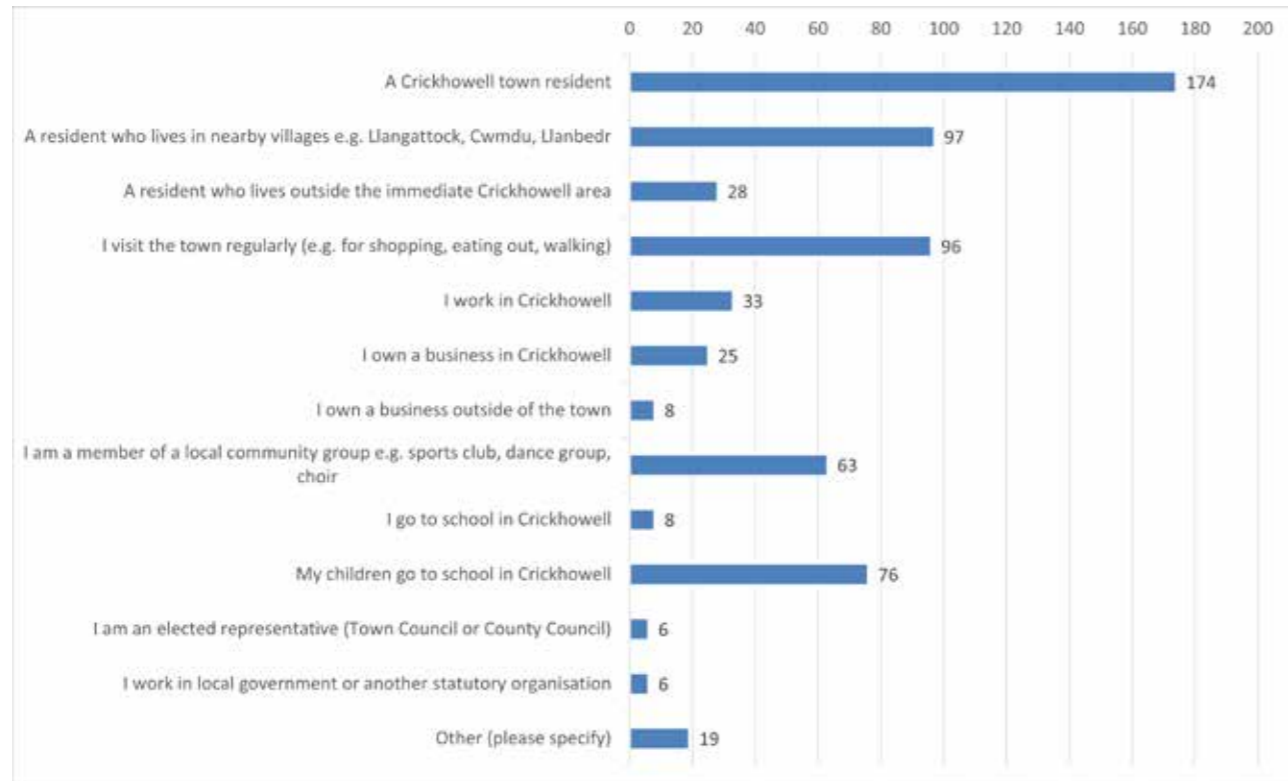


What People Said – Priorities

Who Engaged

- 180 people attended the Town library event on the 23rd and 24th February;
- 119 people completed the online version of the survey;
- 6 people completed the paper version of the survey;
- 6 email correspondences were received on the Place Plan.

Who Filled in the Survey?



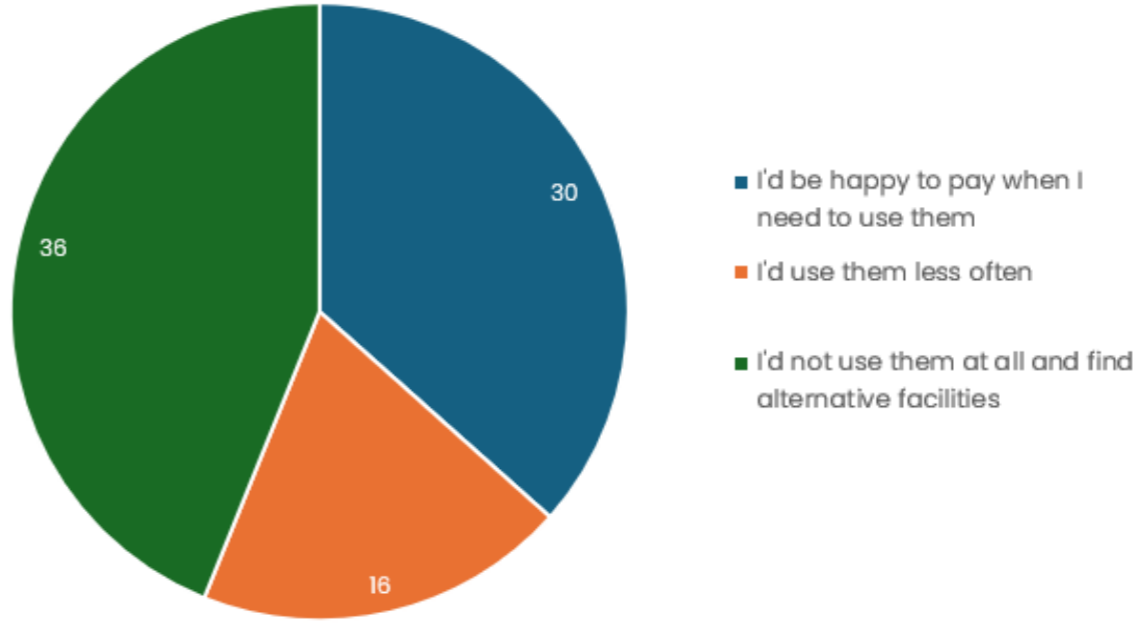
What Questions Did We Ask?

The main focus of this consultation was to present proposals and to ask the local community to rate the Place Plan vision, and the various proposals centred on Climate, Water, Nature, People and Place.

At the face to face consultation, people discussed specific proposals with members of the Place Plan team, including Crickhowell Town Councillors.

The community survey also asked people to specifically choose a preferred option for either moving or keeping the Fountain monument as part of the High Street proposals.

The Town Council also sought opinions on the town’s public toilets if users were charged for them.



What People Said – Priorities

Face to Face Consultation

When people spoke to members of the Place Plan team at the face to face consultation, the areas of discussion were:

The High Street

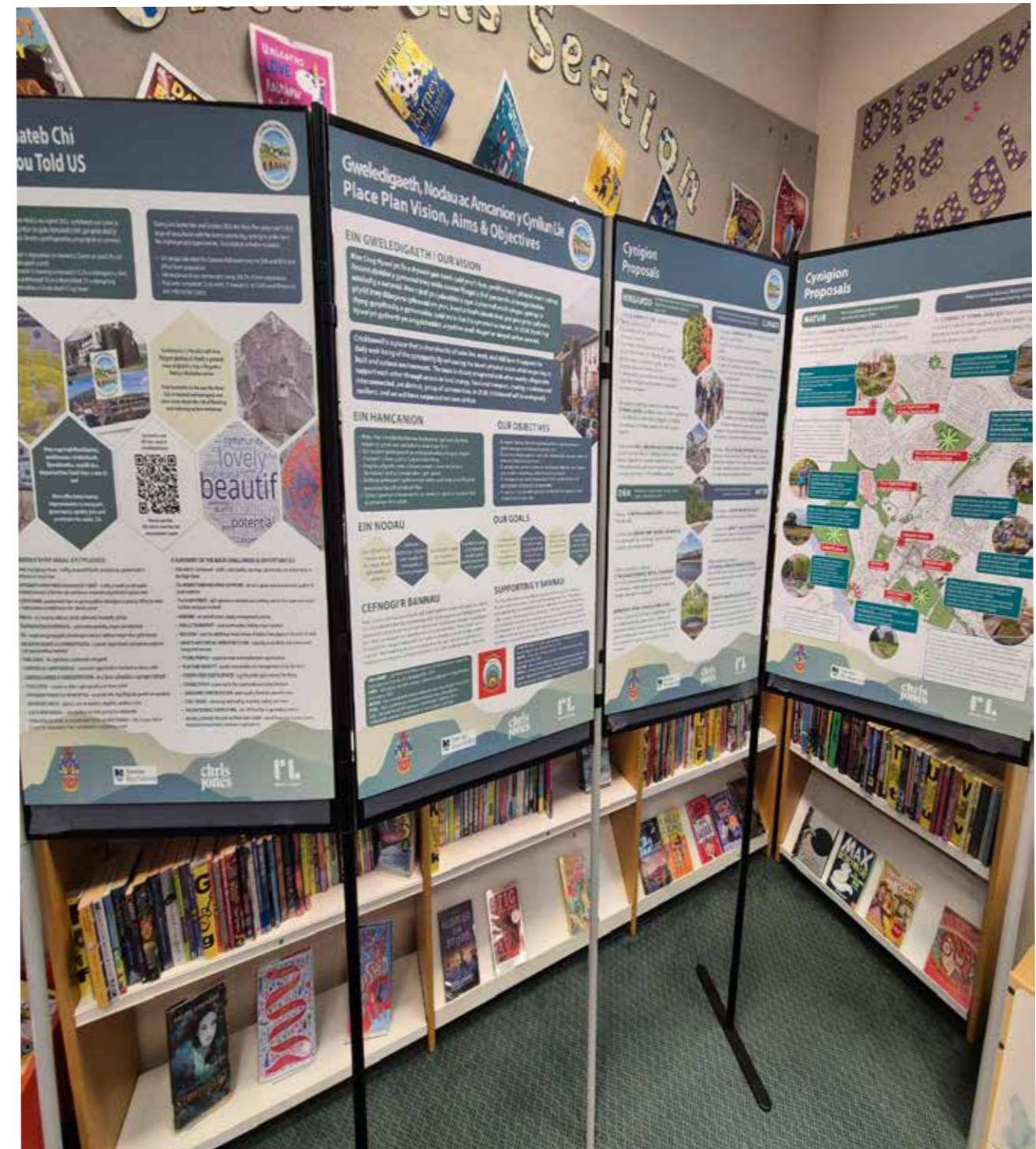
This was the main focus of discussion with the debate ranging from “leave it alone”, the removal of the planters through to why don't you pedestrianise it? People looked to how we can provide additional off-street long stay parking, the re-introduction of 1 hour stay at the Greenhill Way car park (preferably free or £1 charge) that would take pressure off the on-street parking within High Street and Beaufort Street.

Where there was consensus on the proposals to extend pavements due to the current narrowness especially on the eastern side of the High Street, and also the pedestrian crossing at the junction with Silver Lane. Whether the fountain monument should be moved or not centred around the cost-benefit of such a proposal, removal of on-street parking and whether it would result in traffic queuing or not.

There was section of the community who want the street to revert back to precovid days with as much on-street parking as possible. An opposing opinion was if the off-street parking provision was improved, High Street should just be for blue badge holders and for loading/unloading only with opportunities to extend the public realm and create more pedestrian space.

The majority of people saw the logic in retaining the zebra crossing outside Webbs if this worked with a pedestrian table and an additional crossing outside Jehu's store. People still see the natural desire line to across the road from the Resource and Information Centre to the Boots the Chemist side but recognise that you can only have so many pedestrian crossings within a specific length of street.

All of the above would need consideration and approval from Powys County Council in relation to changes to the High Street and from Welsh Government's Trunk Road Agency for any improvements on the A40.



What People Said – Priorities

The A40

The quality of the A40 road environment was discussed in relation to level of traffic volume, surface condition, noise, air pollution and poor environmental quality. As a by-pass has been dismissed, attendees at the consultation needed convincing that traffic volume would be reduced through turning the road into a street. Some people do see the merits in creating an active travel route through the town centre but how this can be accommodated when people want on-street parking is seen as a challenge. The junction with Llanbedr Road was indicated as an issue in relation to parked cars causing congestion resulting in difficulties for pedestrians to cross.

Public Transport

Attendees were supportive of the initiative to explore a community transport scheme that connects outlying communities with Crickhowell, and also made suggestions that such a service could support local parcel delivery, prescriptions, local food distribution and other community benefits.

A Place for Young People

Provision for young people was identified by parents and a number of young people including an indoor space as well as outdoor seating within the high street for schoolchildren at lunchtime and age-appropriate equipment in the town's parks.

Flood Risk

Some attendees identified that the Place Plan needs to look at ways to make Crickhowell more resilient with future flood risk in and around Bridge Street and New Road area, as well as further down at the Elvicta Industrial estate. In addition to physical flood prevention measures, the introduction of sustainable urban drainage schemes was discussed through the use of trees and rainwater garden planting.

Llangattock Links

Attendees from Llangattock see the merit in establishing better walking and cycling links, improved public transport and ways to jointly deliver services across the two communities.



What People Said – Priorities

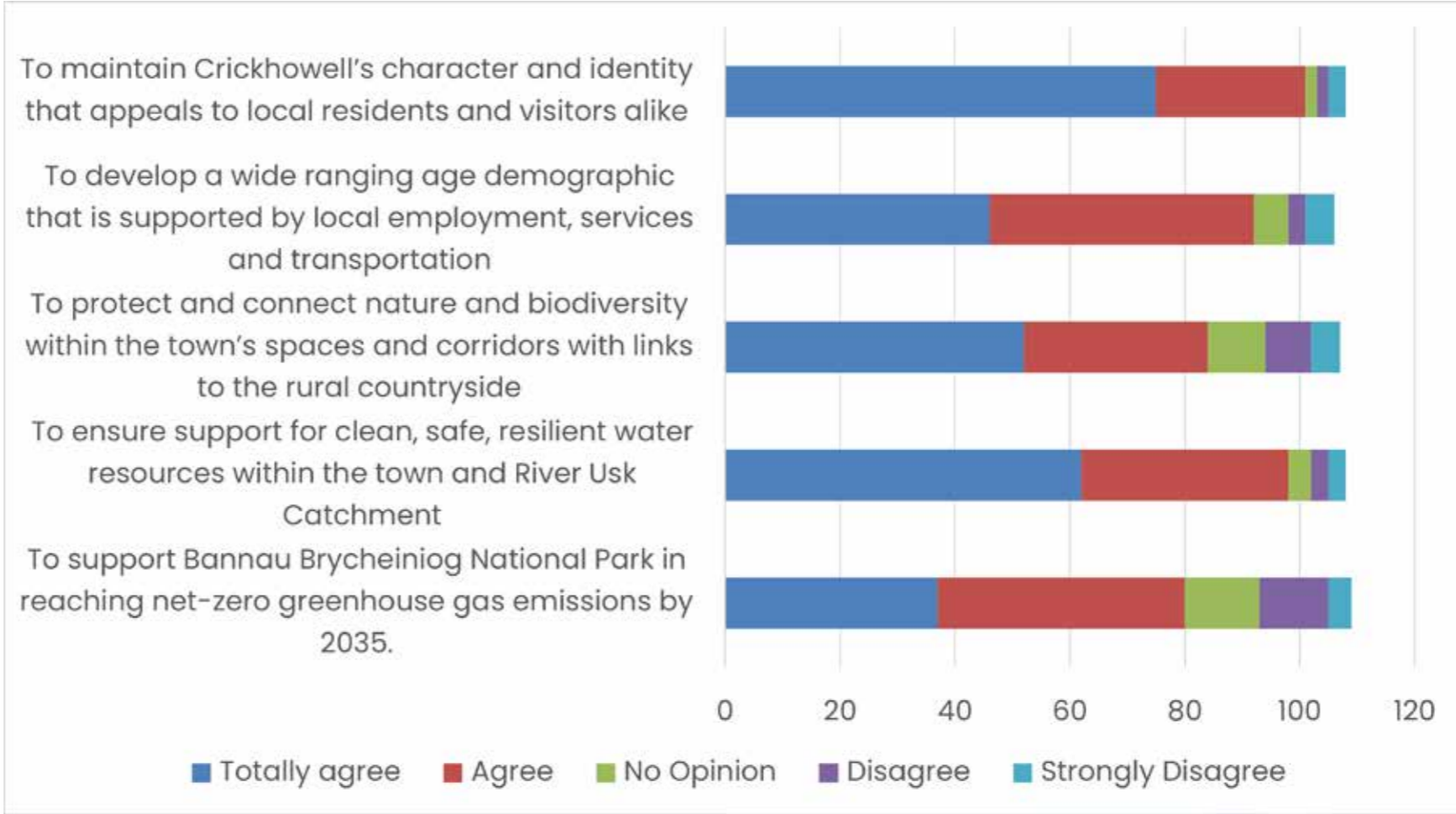
Community Survey

Some of the key messages from the community survey are outlined below and shown in the charts:

To what extent do you agree with our proposed Place Plan Vision for Crickhowell?

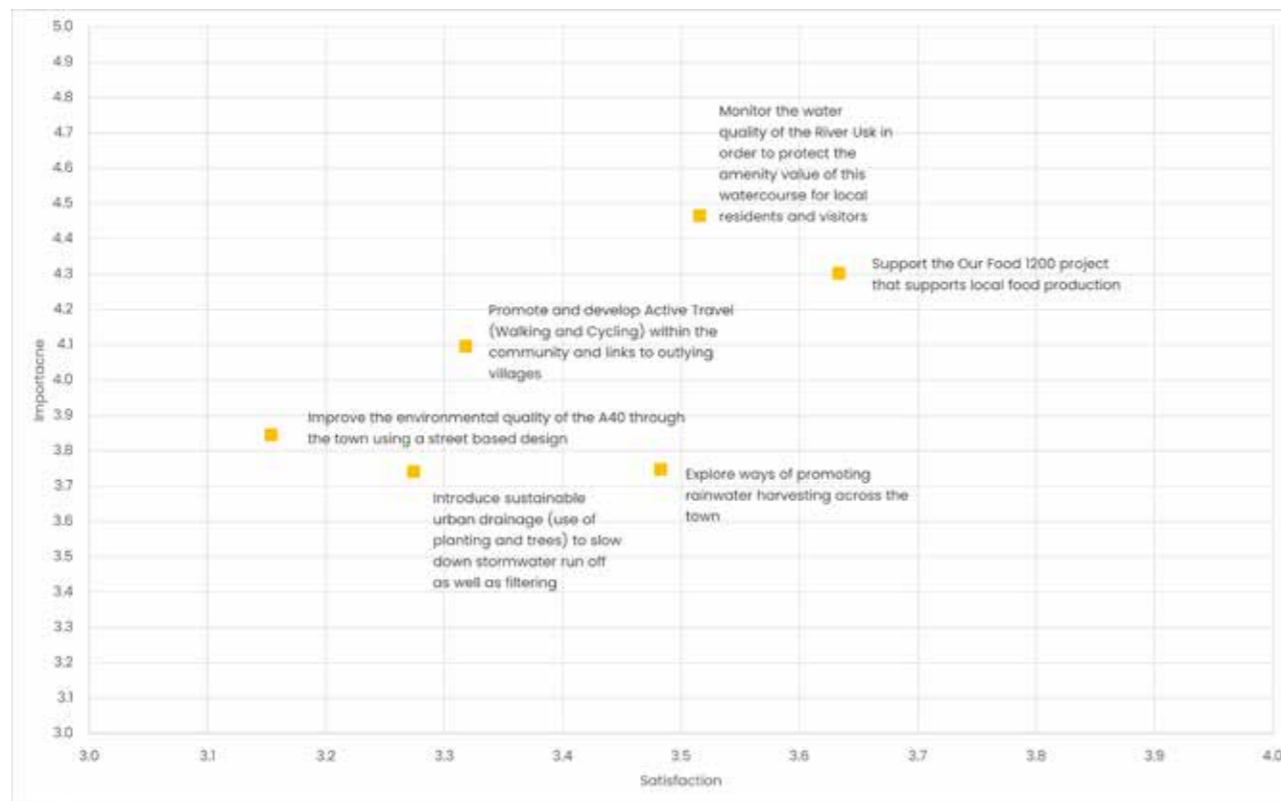
Place Plan Vision

The majority of respondents tend to agree with the Place Plan vision, albeit some people have reservations over whether it can help the National Park Authority Reach their net-zero greenhouse gas emissions target. People score the Vision 3.5/5.



What People Said – Priorities

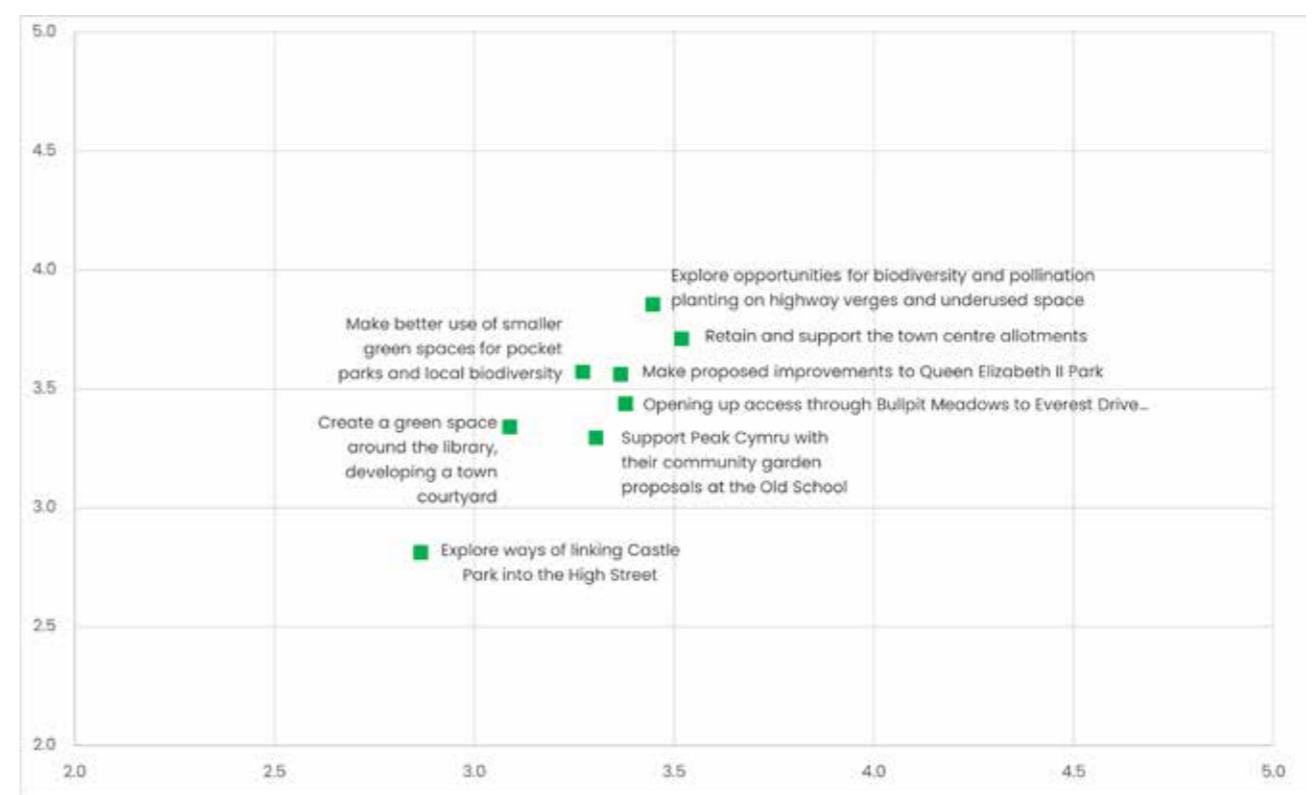
How do you rate the importance and satisfaction for our Climate and Water focused proposals, 5 being high and 1 being low.



Climate and Water

- Monitoring the water quality of the River Usk and supporting the Our Food 1200 project are seen as key priorities
- Open comments include:
 - We need a wider approach to net zero – Crickhowell cant do it on its own
 - We don't need tree planting in the town centre – we have enough around the town
 - We need more detailed proposals
 - We need to encourage less waste and reuse our commodities
 - We need to manage water upstream from the hills

How do you rate the importance and satisfaction for our Nature focused proposals, 5 being high and 1 being low.

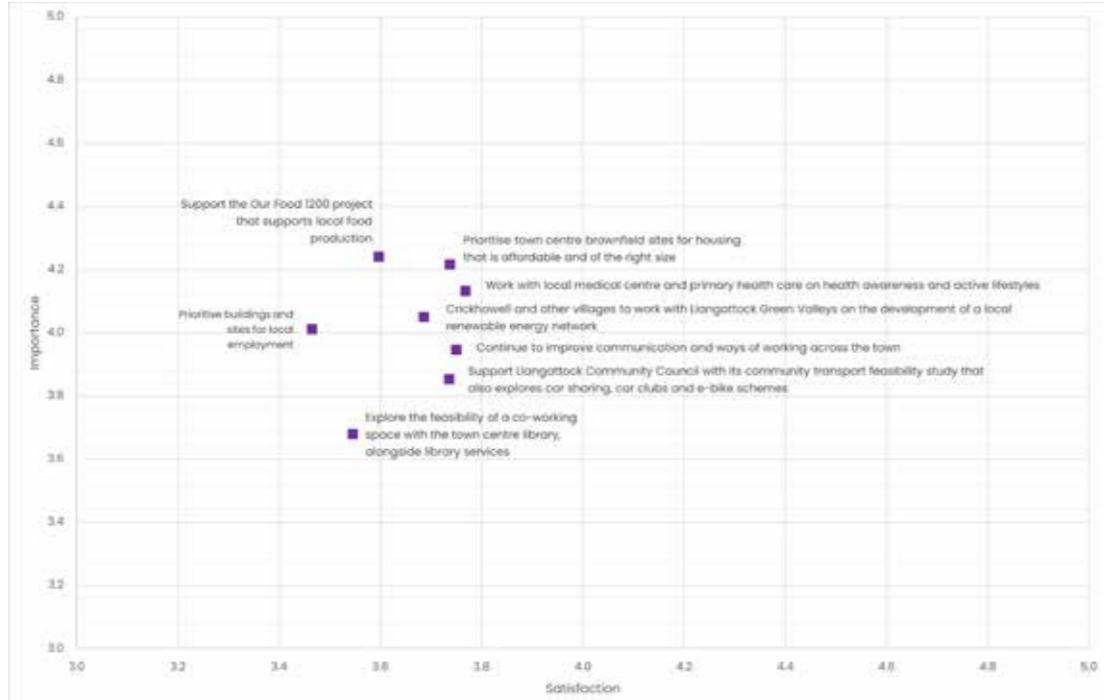


Nature

- Explore opportunities for biodiversity and pollination planting and retaining and supporting the town centre allotments are seen as key priorities followed by improvements to the top Park and making better use of smaller green spaces in the town centre
- Open comments include:
 - Everest Drive already has access points
 - Create better links by the Baptist Chapel down by the bridge
 - Like town courtyard by library
 - Nature isn't going to solve parking issues
 - We'd like a community orchard with benches

What People Said – Priorities

How do you rate the importance and satisfaction for our People focused proposals, 5 being high and 1 being low.



People

- Prioritise town centre brownfield sites for housing that is affordable and of the right size alongside supporting the Our Food 1200 project are seen as important, with local energy and stronger town communication following closely
- Open comments include:
 - Question over resourcing these
 - Reduce second home/holiday let ownership through Council Tax increases
 - Affordable housing is a priority
 - Not convinced about co-working space, people use cafes

How do you rate the importance and satisfaction for our Place focused proposals, 5 being high and 1 being low.

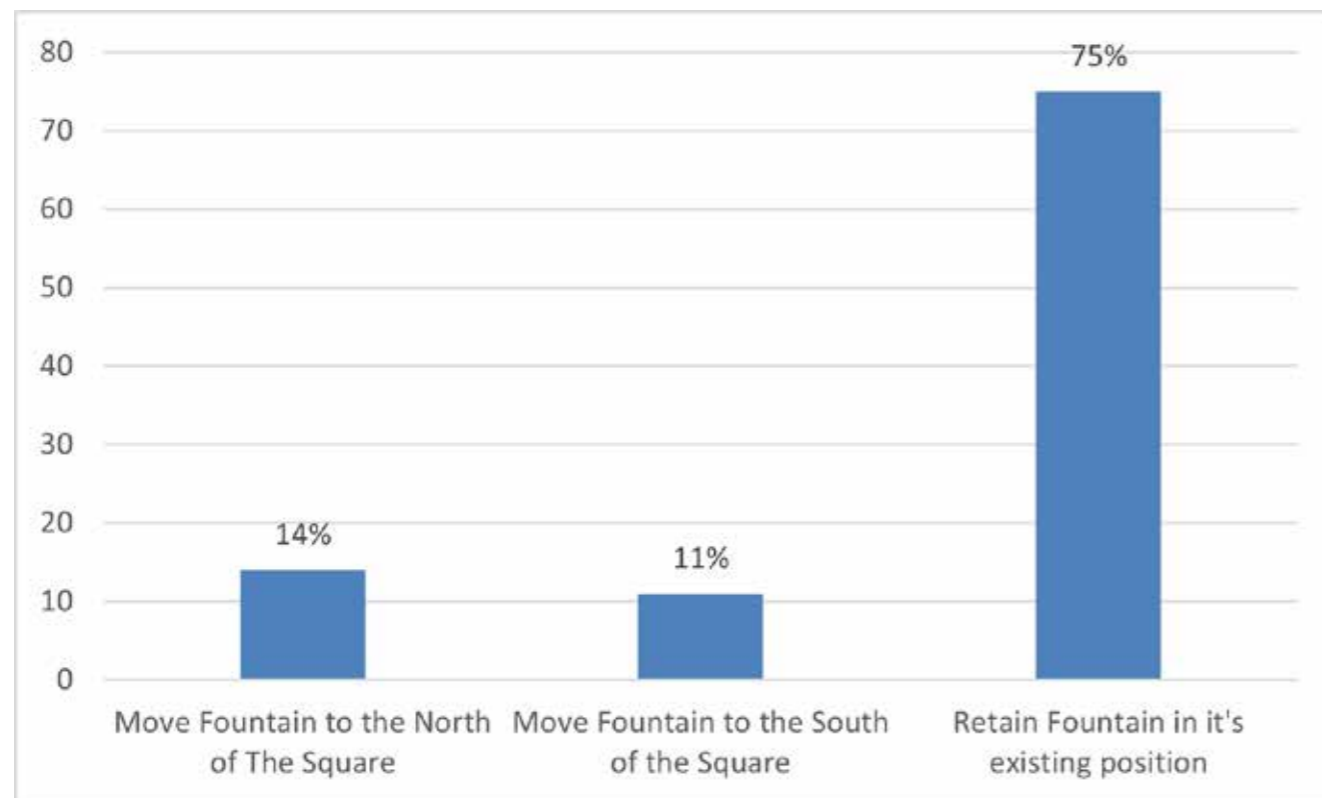


Place

- Support Clarence Hall with investment plan, improving the long stay car park, improve town centre cleanliness and management and consider the future redevelopment of the BT Exchange site are seen a cluster of priorities. The High Street improvements are not far behind as well as the redevelopment of the Police Station if it closes.
- Open comments include:
 - Increase long stay parking for visitors and walkers
 - Don't move the monument – leave the High Street alone
 - Parked cars on Llanbedr Road are the problem
 - Make High Street into evening event space
 - Watch the character of the place
 - Disappointed to read that the car is king, High Street ideas could be more creative

What People Said – Priorities

The proposals for the High Street show a number of options for the position of the Memorial Fountain?



Preferred Option – Retain fountain in it's existing position

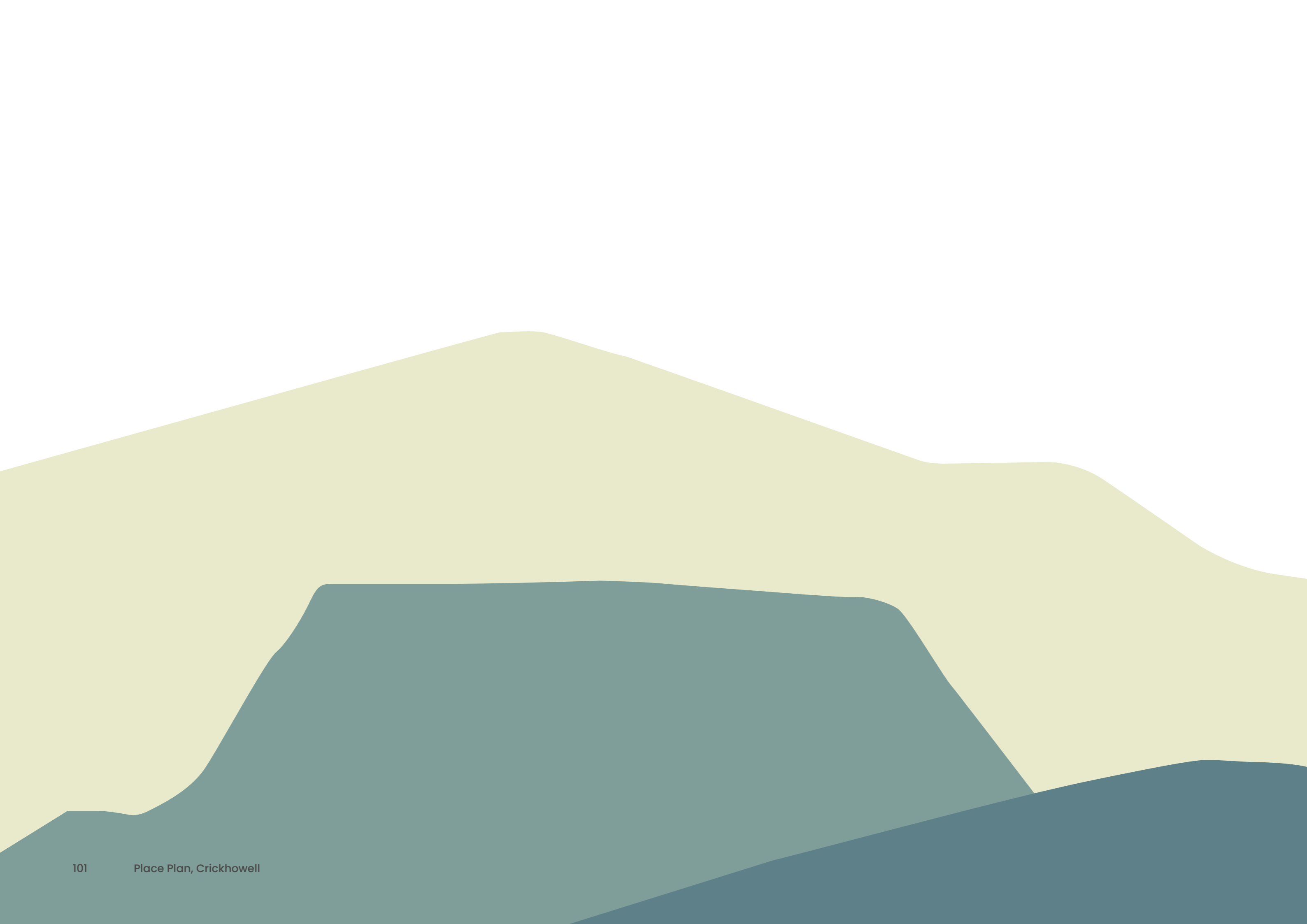


The Memorial Fountain

When asked to consider the options for the position of the Memorial Fountain, which include it remaining in the current location or it being moved to the south and north of the Square, the following preferences have been stated:

- Move Fountain to the North of The Square – 14% (11 no)
- Move Fountain to the South of the Square – 11% (9 no)
- Retain Fountain in it's existing position – 75% (61 no)

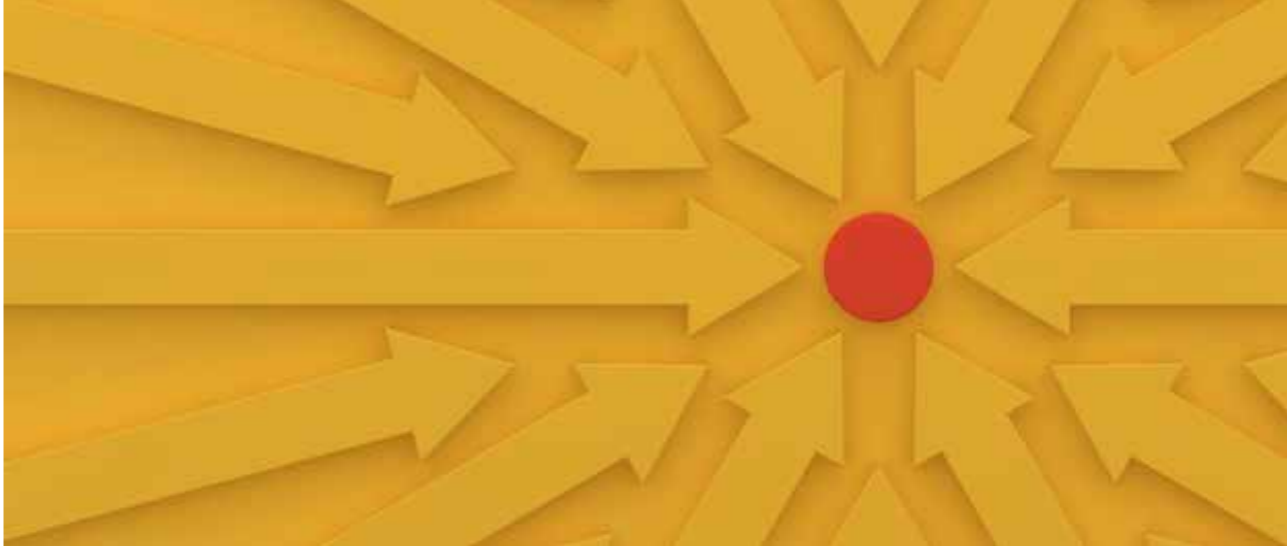
To view detailed comments from the consultation, please visit www.crickhowellplaceplan.org



Visualising Success

Visualising Success

The need to understand what success looks like is important when you are enabling and delivering change within a place like Crickhowell. It helps to understand the outcomes that you are reaching and the process you need to follow to meet these. Visualising success is also good for motivation and rallying around a common purpose, building trust and relationships. It also importantly demonstrates to those organisations that are funding projects, that you are attaining your outputs and outcomes and shows a return on investment. The table below shows those outputs and outcomes that can help contribute to some of the Y Bannau Management goals as well as local targets.



Climate

Bannu Brycheiniog Outputs

- Levels of harmful airborne pollutants in accordance with safe levels for humans /environmental protection
 - Sulphur dioxide – 20µg/m³
 - Nitrous Oxides – 30µg/m³ Ozone – 3000
 - ppb, Ammonia – 1µg/m³ N – 10-20
 - kg/ha/yr acid – 0.35keq/ha/yr

Other Local Outputs

- Increased rates of local recycling
- Increase in walking, cycling and use of non-vehicle modes

Methods of Recording

- Air quality management zone counts
- Powys CC recycling rates disaggregated to community level
- WHCAR studies – modal counts and ATCs in roads

Outcome

- Traffic volume has reduced, improved air quality and positive economic and environmental benefits
- There is a reduction in waste with residents reusing and recycling daily material

Visualising Success

Water

Bannu Brycheiniog Outputs

- Levels of freshwater nutrients against JNCC derived targets
- Overall waterbody status (Water Framework Directive)

Other Local Outputs

- None

Methods of Recording

- Water quality monitoring

Outcome

- Nutrient levels, water flow and ecosystems are restored quality
- People bathe safely in river waters
- People love your rivers
- The town is more resilient to flooding with peoples' quality of life improved

Nature

Bannu Brycheiniog Outputs

- Instances of Invasive Non-Natives recorded within the National Park (no.)
- Area of park by principal land use (ha)
- No of farmland birds (no.)
- Habitat Condition of major habitat types

Other Local Outputs

- No of people accessing open space and engaging with green infrastructure
- No of footpath users

Methods of Recording

- Habitat and biodiversity audits

Outcome

- Threats are reduced, ecosystems rehabilitated and ecosystems restored
- Sustainable Land Use
- Degraded habitat restored
- Land Use Change
- Sustainable Farming
- Nature restoration

Visualising Success

People

Bannu Brycheiniog Outputs

- Fuel poverty (10% or more of income required to be spent on energy)
- Food poverty – food bank usage
- Number of parcels distributed as % of population
- The percentage of children who exhibit healthy lifestyle behaviours
- Salary to house price ratio
- Housing waiting lists
- Change in population distribution
- Homeless rates as percentage of population for the Principal Local Authority areas
- Gap between GB median wage and wages in the Park close significantly to a negligible level.
- Decreasing incidences of flood causing harm to individual and community wellbeing and a trend of reducing peak flows recorded at vulnerable communities
- Diversity and quality of local services and facilities
- Number of traditional community events
- Availability of public transport to meet day to day needs
- Individual perception on ability to influence decisions that affect their lives
- No of social networks - loneliness

Other Local Outputs

- No of people economically active
- No of community groups supported
- Digital following and engagement (website)
- No of people engaged in volunteering
- No of people engaged in play

Methods of Recording

- Stats Wales
- Powys CC housing data
- NRW flooding incidents data
- BBNPA Town Centre Monitoring Data
- Local democracy questionnaires
- Local community audits
- Website analytics
- PAVO volunteering data

Outcome

- Crickhowell is inclusive to all and supports community well-being, networks and people based pathways
- An age balanced community has been brought about by a diversity of housing supply that meets the life cycle of residents
- A place where residents choose to journey by walking, cycling and use of public transport for local trips

Visualising Success

Place

Bannu Brycheiniog Outputs

- Increase in walking, cycling and use of non-vehicle modes
- Use of public transport to access the park and travel during stay
- Levels of harmful airborne pollutants in accordance with safe levels for humans /environmental protection
 - Sulphur dioxide – 20µg/m³
 - Nitrous Oxides – 30µg/m³ Ozone – 3000
 - ppb, Ammonia – 1µg/m³ N – 10-20
 - kg/ha/yr acid – 0.35keq/ha/yr

Other Local Outputs

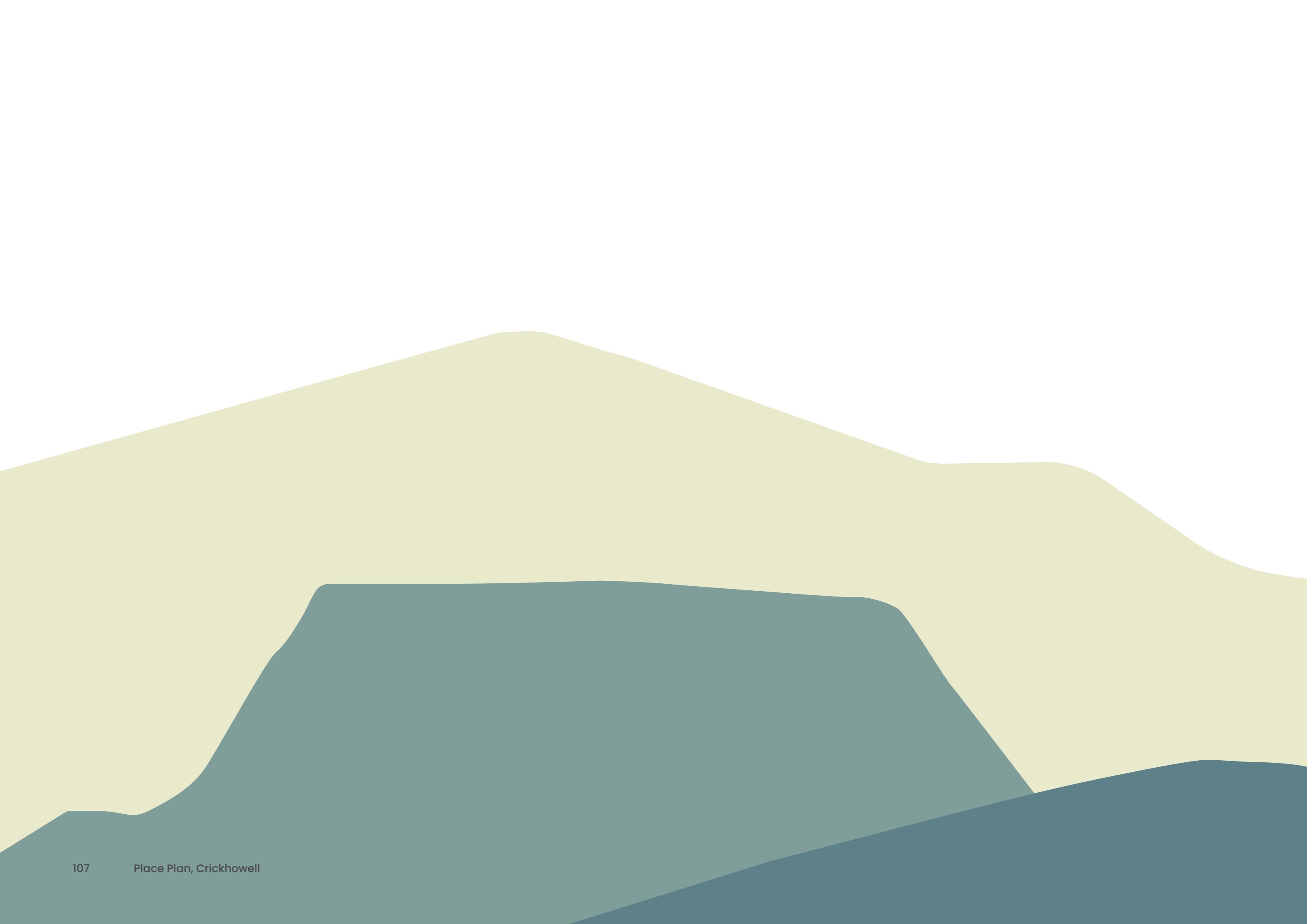
- Increase in local food production, distribution and resultant health benefits
- No of local supply chains supported
- Increase in participation in the arts and cultural activities
- Increase in activity levels in play, informal recreation and exercise with resultant health benefits
- Enhanced conditions of major habitat types with town local biodiversity areas
- No of people accessing social prescribing pathways
- Town centre vitality and viability – diversity of use, footfall, vacancy rates, dwell, local prosperity and well-being
- Increase in local bus patronage within the town and rural area and resultant access to local services

Methods of Recording

- WHCAR studies – modal counts and ATCs in roads
- Bus passenger data
- Air quality management zone counts
- Local supplier data
- Stats Wales data
- Habitat and biodiversity audits
- BBNPA Town Centre Monitoring Data

Outcome

- Increase in civic pride and sense of place is maintained
- Spaces, streets and land that supports climate change agenda and improves quality of life in communities
- Enterprise grows from within the place using local knowledge, environmental assets and partnership working



Ways of Working

Ways of Working

The Well-being of Future Generations Act

The Well-being of Future Generations Act is the fundamental legislation that requires us to carry out sustainable development.

This should ensure that present needs are met without compromising future generations in meeting their own needs. When carrying out sustainable development, you have to publish wellbeing objectives which are designed to maximise the contribution to achieving each of the seven national wellbeing goals and take all reasonable steps to meet the objectives. The seven wellbeing goals are shown in the diagram below while our own well-being goals are incorporated within this plan.

In planning for services and taking action to meet our well-being objectives, you must consider but also demonstrate the following sustainable governance principles in our decision-making have been applied:

- Balancing short term needs with long term needs.
- Using an integrated approach, balancing social, economic and environmental needs.
- Involving others and considering their views.
- Working in collaboration with others.
- Putting resources into preventing problems.

INTEGRATION

The need to bring Crickhowell together in a physical sense is key to its role as a place to live, learn, work as well as visit. This is about integration of sites and buildings through streets that are accessible and appealing.

LONG-TERM

This Vision and Strategy document is about positioning Crickhowell and its community with a number of medium to larger proposals that will require significant development and negotiations before any implementation can start. The document also identifies some quick win type projects that can build confidence before the larger investments take place.



WELL-BEING

Places such as Crickhowell are about a diversity and equality of opportunity. The community needs to be able to access basic services, advice, healthcare as well as providing space to socialise and interact. A number of proposals are about healthy living, community services and being able to access green space.

COLLABORATION

This Vision and Strategy needs to be delivered through collaboration and partnership working that is multi sector and working at both a strategic and local level.

INVOLVEMENT

This document aims to enable change that will require active collaboration and partnership working across sectors and at both strategic and local levels.

Ways of Working

Timetabling Priorities

In order to progress the outcomes from the Place Plan, the Town Council will be drawing up an action plan with priorities, suggested timescales and the partners we will need to work with to achieve these. We also hope that interested individuals will work with us on emerging projects.

Development & Delivery

Delivery of this Place Plan is dependent on a partnership approach where strategic and local organisations bring their own individual objectives into a collective set of proposals that mutually benefit each other and importantly benefits Crickhowell town centre and its outlying communities. The opportunities within this Plan require different mixes of partners, resources and timetable for development and delivery.

The key success factors for delivery within a Place Plan setting includes:

- Understanding individual strengths including knowledge, expertise and physical assets and how these can be aligned.
- Communication and co-ordination at both a strategic and implementation level.
- Working to a common design code that ensures consistency in built environment and public space and meets respective climate change and sustainability targets.
- Connecting the needs of local residents with various pathways to learning, health and well-being, physical activity and employment.



Partnership Working

Partnership working is key to the success of a place like community. It is evident that there is a strong sense of community with already a diversity of groups that are central to Crickhowell life and contributing to the well-being of the place.

To build on these values, the Place Plan needs to embrace a partnership approach that considers local, grass roots community groups as well as the local business sector, so that an equitable public, private, community/voluntary sector alliance is formed. A partnership brings a diversity of experience, knowledge and skills, helps with communication and demonstrates to potential funders that there is a structure in place that is accountable and can enable delivery.

What form the partnership takes needs further discussion between organisations, so that it has an agreed purpose, aims and objectives, the right scale of operation, values and ways of working. Such a partnership would need to be designed so that it:

- Supports, enables and co-delivers place based action in Crickhowell.
- Provides a common space for organisations to share ideas and solutions.
- To promote Crickhowell within and outside of the local community and,
- To make the place better now and for future generations.



Thanks to all the individuals and organisations
who contributed to this Plan

Thank You/Diolch

