

Introduction

This is an abbreviated version of the Town Plan for Hay on Wye containing a description of issues and the plans to address them.

The plan has been developed through a range of consultation activities involving a variety of stakeholders including residents, businesses, community organisations and other interested parties such as Powys County Council (PCC) and Brecon Beacons National Park Authority (BBNPA).

1. Town Plan Purpose

There are two (2) main reasons for having a town plan

- It provides a clear direction for the work of the Town Council and their partners over the next 5-10 years to ensure that we are meeting resident's needs.
- As it has been adopted by the BBNPA it is now a key document in the planning process known as Supplementary Planning Guidance. This means that any planning application submitted within Hay, will be considered against the relevant areas of the Town Plan. Only proposals that are compliant with the Town Plan will be granted planning permission

Additionally, having a Town Plan in place also opens up opportunities to gain funding to help with any of the projects contained in the plan.

The plan is divided into five (5) sections but many of the actions overlap.

The sections are:

- Community Facilities, Local Public Services, Older Citizens and Youth
- Employment, Regeneration and Retail
- Environment and Tourism
- Parking, Public Transport, Roads
- Housing

The Vision for Hay on Wye

This is the long term vision for the town (10 years) based in part on research carried out by BBNPA prior to the publication of their Local Development Plan

Hay-on-Wye will be recognised on an international level as a centre for literature, culture and the arts. The town centre will be maintained as a vibrant area, with high quality new development complementing the historic nature of the town's architecture. The mix of housing options within the town will have diversified ensuring that all those who have a genuine need to live in the area can afford to do so.

Sustainable tourism will grow in stature and the town will develop a strong night time economy to help grow and support this function, capitalising on local food production and hospitality. Innovative sustainable tourism development will have lessened the pressure on the existing housing stock to provide for holiday lets.

Low impact development options will support the influx of visitors who come to the festivals and events within the town. Retail provision within the town will continue to offer specialism's focusing on local crafts and culture. Local people will be able to have their daily needs including leisure & recreation fulfilled within the town and sustainable forms of access into the town centre will have increased.

Section 1 Community Facilities
 Local Public Services
 Older Citizens
 Youth

2. Community Facilities

The Existing Problem

There is no community centre facility within Hay, a number of smaller buildings such as the Parish Hall and Masonic Hall are used for community activity but larg events usually take place in the local Primary School.

The Town Council is based within the PCC owned building near the Clock Tower on Broad Street. Discussions are underway for the transfer of this building to the Town Council. There are playing fields on Brecon/Forest Road together with a Pavilion building. The two football pitches accessed from Forest Road are owned by the Hay and District Sports & Community Association Limited (HADSCAL).

The remainder of the area comprising an additional football pitch, tennis courts, cricket pitch, bowls green and children's play area is set to be transferred into Town Council ownership soon.

How are we going to address the issues?

- Ensure the provision of a community hub "centre of the community" for the town providing a variety of facilities to suit a range of ages and interests

- Safeguard the Library facilities and ensure any potential new location is accessible and central
- Identify and safeguard buildings or other assets suitable for community use.

3. Local Public Services

The Existing Problem

PCC in common with many other local authorities, has stated that it is unable to continue providing the full range of non- statutory services. The county council is going through the process of transferring the responsibility for delivery of these services to community/town councils or other community groups who are willing to take them on.

Hay Town Council has completed the transfer of the public conveniences and is in discussion with PCC to transfer the Sports Pavilion and Playing Fields and the Council Offices Building

It is likely that delivery of other services may also be affected in future if the Town Council or other groups are unable or unwilling to take on responsibility for them.

How are we going to address the issues?

- Complete and learn from the process for the transfer of the Public Conveniences
- Continue the dialogue with PCC in relation to the transfer of assets specifically the Sports Pavilion & Playing fields/play area, council buildings in the first instance.
- Discuss and negotiate with PCC over the transfer of further assets/services ensuring that those most valued by residents continue to be delivered in some form.
- Ensure ongoing cemetery/burial options remain available within the town
- Ensure that suitable resources (financial and human) are in place to ensure effective delivery of services.

4. Older Citizens

The Existing Position

The demographic of Hay shows that 26.7% of residents are in the over 65 age range. This is above the UK national average of 18%.

This percentage is likely to increase over the coming years based on information published by the ONS. The peaks in the numbers of births after both world wars and the longer baby boom during the 1960s is contributing to the continuing increase in the percentage of older people in the general population.

The cohort of people born just after World War II, are now aged in their late 60s and the 1960s 'baby boomers' are currently aged around 50. As these birth cohorts age further they will contribute to the continuing ageing of the UK population and to that of Hay.

As mentioned in a previous section Hay has no dedicated community centre but this does not mean a lack of activities, although many are taking place outside the actual Hay boundary e.g. Cusop Parish Hall, Glasbury Village Hall.

There are some activities in place specifically aimed at older citizens, for example the U3A (University of the Third Age, specifically aimed at retired and semi retired individuals). However, many activities whilst not specifically targeting an older age group may well attract retired/semi retired people because of the times at which they are held.

People are staying active for longer and life expectancy generally is increasing. Our overriding consideration would be keep older citizens in the community and engaged with it. However, at some point for a number of people poor health, reduced mobility and the loss of a partner do present themselves.

This does pose a number of issues around access to services, appropriate housing and keeping older people engaged and involved in the community so that others can benefit from their life experience.

How are we going to address the issues?

- Ensure that information on activities available for over 18s is easily available in one place.
- Enable older residents to access and attend events and social activities more readily
- Provide Community facilities (including a library services) that are central, easily accessible and suitable for a variety of uses.
- Ensure communication from Hay Town Council is accessible and not reliant on technology
- Make efforts to improve co-ordination between & support from medical centre and social services.

5. Youth in Hay

5.1.Existing Position

- 5.1.1. There is no dedicated space in Hay for younger people (teenagers) to meet on a regular basis.
- 5.1.2. Since the closure and demolition of the old Community Centre the Youth Club catering for 11-16 years olds meets in the bungalow within Hay Primary School grounds. The club meets on Monday and Thursday most weeks apart from school holidays.
- 5.1.3. There is nowhere in Hay where teenagers can meet in the evenings and on weekends. The lack of evening activities for youngsters has also been identified by visitors to Hay (see tourism section).
- 5.1.4. The local YFC for 10 -26 year olds is based in Llanigon although a number of young Hay residents do attend this.
- 5.1.5. There are junior football and cricket clubs based clubs based in Hay and tennis coaching available on weekends (?). The nearest rugby club is based at Talgarth. There is a small swimming pool within the grounds of Hay Primary School, this was saved from closure by a group of parents and is run by volunteers.
- 5.1.6. The nearest Scout group is 'Glasbury and Tregoyd Scouts' who also meet in the Talgarth area.
- 5.1.7. Junior and senior drama clubs have been running for a number of years and meet on Saturdays in Cusop village hall.
- 5.1.8. Although there are a variety of activities the meeting places are somewhat scattered and not centrally located so require parents or carers to transport children to the activities.
- 5.1.9. There are two play areas within Hay one owned by the Town Council and the other by PCC although it is proposed that this be transferred to the Town Council.

5.2.What you told us about Youth facilities

- 5.2.1. This section did not receive a particularly high response rate but this may be due to the demographic of the survey respondents.
- 5.2.2. However, the majority of you did agree that a Youth Café should be developed as part of a new community centre and that there should be more structured activities available outside of school for young adults.

- 5.2.3. Several people suggested the empty café in the Craft Centre as a possible venue for a youth café.
- 5.2.4. Encouragingly there were a number of people (33) who would be prepared to help with youth activities.
- 5.2.5. We asked where facilities for the youth of Hay should be located and there were a few suggestions including:
 - The site at Forest Road where a community facility had been planned.
 - Using existing buildings such as Church Halls
 - Old Community Centre site
- 5.2.6. Very few people (3) favoured using the school as a venue for youth activities.

5.3. What does this mean for the future?

- 5.3.1. The issue of a community facility was mentioned in several sections of the survey and in particular its importance to the young people of Hay.
- 5.3.2. Without a centrally located meeting/activity venue for youngsters more pressure (time and financial) is put on parents to 'taxi' their children to various activities outside of Hay.
- 5.3.3. The idea of a dedicated 'youth café' seemed popular and could be an attractive option for visitors too.

5.4. How are we going to address the issues?

- Ensure that information on activities available for the under 18 age groups is easily available in one place.
- Support the set up of a dedicated space for younger people to meet and socialize
- Provide a community facility with a range of accessible activities suitable for younger age groups
- Encourage the development of a wider range of affordable outdoor/sports activities and facilities.

TERM	AIM	ACTION	WHO	WHEN
Short term	Y1	Undertake an audit of activities, publish on council website (could just be links to organizations) (OC1 cross ref:)	HTC, Volunteers	Within 12 months

	Y2	Ask this age group what facilities they want/need in Hay.	HTC, Youth Club, School, YFC	
	Y3	Approach local companies offering outdoor activities to negotiate regular and reduced rate sessions for local residents	HTC,	
Medium term	Y4	a) CIC/social enterprise initiated by the council to set up a youth café b) Identify a building c) Source funding & other resources	HTC Interested parties	Within 3 years
	Y5	Identify, resource and plan for community facility (CF5 cross ref:)	HTC, CIC community	Within 2 years
	Y6	Encourage sports development via HADSCAL/sports clubs to offer wider range where viable	HTC, HADSCAL, Sports Clubs	Within 3 years
	Y7	Investigate the feasibility of providing a skate park/dirt bike track and consider how the play area could be adapted with facilities for older children.	HTC, PCC, Community	Within 2 years
Longer term	Y8	Delivery of new community facilities (CF6 cross ref:) possibly including Y7 if feasible.	HTC, CIC,	Within 5 years
	Y9	Explore possibility of running youth café as business & providing a 'training' opportunity for teenagers.	HTC, interested parties	

6. Employment

6.1. The Existing Position

- 6.1.1. Statistics from the ONS show that in 2011 of those people resident in Hay that were in employment 71% were working full time, 29% part time and 22% were self-employed.
- 6.1.2. Slightly later figures from 2012-13 show that around 9% of residents were claiming either unemployment or disability related benefits.
- 6.1.3. Hay is reliant on tourists for its economic prosperity and thus much of the employment is centred on the retail or tourism sectors. In 2011 according to the ONS 31% of people employed in Hay were working in the 'wholesale and retail trade' with a further 10.7% employed in hotels and restaurants. This has the knock on effect of many jobs being seasonal and/or paying at or just above the minimum wage.
- 6.1.4. The largest employer in town recruits a relatively small percentage of its staff from Hay.
- 6.1.5. The majority of businesses in Hay are independent and employ small numbers of people. Even larger companies that are part of a wider 'chain' employ relatively low numbers of staff and therefore offer limited promotion/progression opportunities.

6.2. What you told us about Employment Opportunities.

- 6.2.1. Of the 138 responses received 36% of you were employed in the area with more than half split between being retired, commuting to work outside the area, being self employed/business owner, or working from home.
- 6.2.2. A majority felt that the town was not as economically vibrant as ten years ago and concerns were noted in relation to the availability of suitable employment opportunities within the town particularly for younger people. Many of you expressed concern that family members would be unlikely to find appropriate employment in the town. A number of comments were received in relation to the seasonal nature of many jobs and the fact that these jobs were at the minimum wage.
- 6.2.3. A number of you commented that you felt you had to "commute to work elsewhere if you want to afford to live in Hay".

- 6.2.4. We asked how you felt the employment issues could be addressed and over 80% of you agreed that incentives for start up businesses would be a good idea. A similar number agreed that a strategy should be developed to attract new businesses to locate in Hay.
- 6.2.5. Just over 60% of you felt that the existing sites at Wye Valley Business Park and Greenfield Industrial Estate should be expanded. A similar number felt that a new site, for a new employment estate should be defined within Hay.
- 6.2.6. Improvements to the technology/communications infrastructure to enable more home/remote working were also suggested.
- 6.2.7. There was less support for incentives to encourage existing businesses or for encouraging larger employers to relocate to Hay.

6.3.What does that mean for the future?

6.3.1. The town’s reliance on tourism as a source of income poses a number of issues in relation to attracting other employers/encouraging start up businesses:

- The industry sector must not detract or adversely impact on the town as a tourist destination
- The employment opportunities offered must be year round and pay a reasonable wage
- The business must be sustainable
- The skills required must be available locally
- The technology infrastructure must be available

10.3.2 Hay is unique town and we would not wish to detract from that. Therefore, the emphasis should be on attracting non traditional industry or businesses and those that are sustainable with minimal impact on the townscape and environment such as technology and home based business.

6.4.How are we going to address the issues

- Encourage/support the development of new sustainable businesses that are not reliant on tourism or offer a year round tourist experience
- Ensure that the technology infrastructure is available to enable business expansion/ development
- Provide support to existing businesses to encourage expansion/sustainability
- Promote opportunities/initiatives to businesses to encourage them to provide access to additional employment opportunities

TERM	AIM	ACTION	WHO	WHEN
Short term	Emp1	Support the principle of economic development within the Town	BBNPA, HTC	Ongoing

		whilst resisting development which would results in its loss		
	Emp2	Work with the existing business community to create a mentoring scheme for start up/new businesses in their first three years	HTC, PCC, CoC, BBNPA	Within 12 months
	Emp3	Communicate details of initiatives to local businesses that enable them to offer additional employment opportunities.	HTC, PCC, CoC	Ongoing
Medium term	Emp4	a) Ensure that technology infrastructure upgrades are fully supported and where necessary lobby relevant organizations to make it happen. b) Update businesses on any available funding to assist with technology upgrading.	PCC, BBNPA, HTC	Ongoing
	Emp5	Review employment need within the town and allocate additional land to meet the identified need including provision for non B class uses	BBNPA, PCC& other statutory bodies with support from residents	2017
Longer term	Emp6	Develop Hay 'Business Hub' to provide office space/resources and guidance to Hay businesses	HTC, PCC, CoC	2018

7. Regeneration

7.1. The existing position

- 7.1.1. Hay has been largely dependent on 'books' as an identity for many years. With the technology advances in recent years there has been an increase in the number of people who access books online and there is some concern that the town needs to consider ways in which it can diversify whilst continuing to attract visitors to the town.
- 7.1.2. While Hay is generally a very pretty little town with a central conservation area there are means by which it could be made even more appealing and attractive.

7.1.3. The economic health of Hay is perceived as being dependent on income from visitors although this was not reflected in the survey responses with relatively few respondents (31) indicating that their income was derived from tourists.

7.2. What you told us about the issue of regeneration

7.2.1. Out of 178 responses there were two significant but almost conflicting responses; while well over half of the responses indicated that Hay was a town to which one would feel proud to welcome visitors and that it was a vibrant town, a significant number felt that it relied too much on festivals.

7.2.2. It is recognised that Hay Festival brings a lot to the town but 98% of you feel that Hay is about so much more than the festivals.

7.2.3. There was a general feeling that the visual impact of the town could be improved by the increased use of floral displays, a more determined approach to tackling dog fouling and improved signage.

7.2.4. A small number of responses suggested ways in which new employers and businesses could be attracted to the town.

7.2.5. There were very limited responses to indicate a willingness to become involved in efforts to regenerate the town, which may reflect the demographic of the survey respondents.

7.3. What does that mean for the future?

7.3.1. Throughout the survey responses (not confined to this section) it is apparent that there are two schools of thought. Those who believe Hay's attraction is in its uniqueness and therefore wish to maintain the status quo, and those who believe that the town must diversify and change in order to survive.

7.3.2. The challenge for the town in drawing up this Town Plan and associated actions is to find a balance between the two viewpoints by identifying areas for change that do not detract from the uniqueness of the town but do add value and improve the experience of both living in and visiting Hay.

7.3.3. These days when so many people research and book holidays, days out and activities on line there is a need to ensure that Hay has an appropriate web presence which reflects the full range of attractions and activities available within the town and in the surrounding area.

7.4. How are we going to address the issues?

- Improve and enhance the appearance and welcoming nature of the town
- Increase the online presence of the town
- Promote the countryside, river area and the castle as attractions

- Work to attract new businesses & provide greater support especially to young local people
- Encourage greater economic sustainability beyond the festival period.

TERM	AIM	ACTION	WHO	WHEN
Short term	R1	Take action to address dog fouling including a) Working with voluntary groups, b) Approach businesses for sponsorship of bags and bins c) Education & awareness initiatives, d) Consider introduction of local byelaws	HTC, Community groups	Within 12 months - ongoing
	R2	Take advantage of funding opportunities via PCC to improve signage in the town	HTC PCC	Prior to March 2016
	R3	Work with relevant partners to develop a town-wide landscape strategy to include the following: Identify areas that would benefit from improved signage / explanation boards Introduce floral displays /greenery to identified areas Introduce additional seating at suitable points including one or two Book benches	HTC, Warren Trust, Castle Trust, Cheese Market CIC, Community Woodland Group, CoC, CPAT (Clwyd Powys Archaeological Trust,) NRW	Development of strategy within 12 months
Medium term	R4	Delivery of actions in Landscape Strategy	Landscape strategy partners	Within 3 years
	R6	Improve the online presence on Hay ensuring full range of attractions/activities promoted ¹ Take advantage of schemes such as the National Park Ambassadors and make use of tourism focussed staff in relevant authorities. Investigate funding opportunities to assist	TIC, Local businesses, BBNPA, Visit Wales, CoC, PCC	
Longer term	R7	Identify partners to support new business start ups	CoC, HTC PCC	2018/19 for business hub

¹ Link to Tourism T9

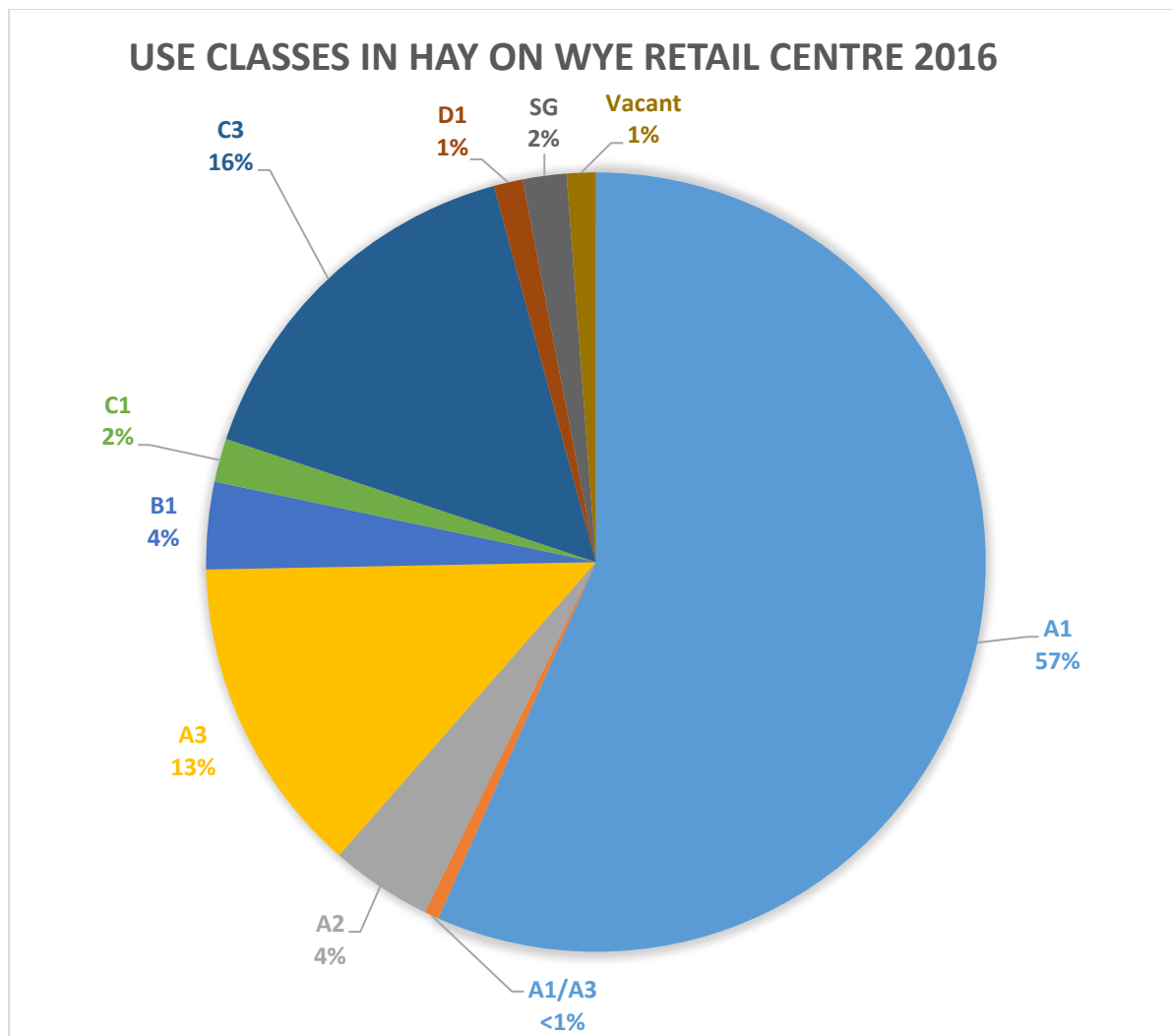
		Set up a "business hub" meeting space for use by local businesses (Emp6 cross ref:) Organise a support network for new businesses Provide information on funding		and ongoing for other actions
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8. Retail Opportunities in Hay

8.1.Existing Position

- 8.1.1. Research undertaken by BBNPA shows that Hay Town Centre (the area coloured blue on the Proposals Map at appendix 1 of this document)has a high level of retail outlets, which is a sign of a vibrant town centre.
- 8.1.2. The majority of retail outlets in Hay are independent, often family owned businesses. There are some national retailers but these are small scale such as Spar and Londis.
- 8.1.3. Although the chart below shows the breakdown of business type it and vacancy rates it does not reflect the number of shops/units that are about to close down.

Hay Retail Centre Uses 2015/16					
Use	2016 Count	2016% of uses	2015 Count	2015% of use	Percentage change
A1 - Shop	94	57%	93	56%	1% increase
A1/A3 – mix shop/cafe	1	<1%	0	0%	100% increase
A2 – Professional Office (eg EstateAgent)	7	4%	7	4%	No change
A3- Café/Pub/Restaurant	22	13%	19	11 %	16% increase
B1 - Office	6	4%	6	4%	No change
C1 - Hotel	3	2%	3	2%	No change
C3 – Dwelling (ie House/flats)	26	16%	28	17%	7% decrease
D1 – Community Use (eg church)	2	1%	3	2%	33% decrease
SG – Sui Generis (Beauty Parlour)	3	2%	3	2%	No change
Vacant	2	1%	3	2%	33% decrease



8.2. What you told us about retail opportunities in Hay

- 8.2.1. Responses to this section were somewhat mixed. Two thirds of respondents (150) felt that the shops met their everyday needs whilst more than half (121) felt that a wider range of shops to meet day to day needs was required.
- 8.2.2. More than half of you felt that the town centre was not thriving and around 44% met most of their shopping needs outside of Hay. Clothes and food were identified as the main items bought "out of town" with cost and lack of choice cited as the reasons.
- 8.2.3. A number of you (131) felt that the town should look to diversify the uses of empty shops with accommodation and a youth café mentioned as some options.
- 8.2.4. The views on a supermarket were split between "definitely not" and "desperately needed".

- 8.2.5. The cost of food at existing shops and lack of transport to allow travel further afield or inability to order online were cited in support. Similar numbers opposed to the idea commented that they were able to travel or use on line ordering and were worried about the effect on the uniqueness of Hay.
- 8.2.6. Another area highlighted was the lack of places to eat in the evenings (outside of pubs) with many of the cafes/restaurants keeping "business hours". This was seen as catering to visitor need rather than locals. Although visitors have also commented (Tourism section) on the lack of suitable family orientated places to eat in the evenings.
- 8.2.7. A number of you agreed that a wider variety of stalls at the weekly market would be useful and several of you expressed a desire for the market to stay open for longer in the summer months.
- 8.2.8. The other area mentioned was the cost of rent and rates for retail premises; these were felt to be onerous and unlikely to encourage new business.

8.3. What does that mean for the future

- 8.3.1. This is again one of those areas where a balance needs to be achieved between shops catering for everyday needs (of both visitors and residents) and the unique independent shops so attractive to the tourist trade.

8.4. How are we going to address the issues?

- Ensure a balance of retail outlets that meet both resident and visitor needs (in relation to choice, cost and accessibility)
- Promote the sustainability of retail outlets to provide a healthy and vibrant town centre area and business district

TERM	AIM	ACTION	WHO	WHEN
Short term	RO1	Ensure that future planning applications for change of use maintain a balanced mix of retail outlets	HTC (with input from CoC) BBNPA & other planning authorities	Ongoing
Medium term	RO2	Support an increase in the number & variety of market stalls and look at extending summer opening hours	CoC/ Hay Markets HTC	Within 2 years
	RO3	Introduce a once per month "local" market (farmers market style) with a mix of residents /allotment owners	HTC CoC Community group	

		& local small scale producers.		
	RO4	Provide support for businesses including help with business rates	PCC, BBNPA HTC/CoC(lobbying)	
Longer term	RO5	Provide facilities for residents to order shopping online/phone from local shops and/or a larger supermarket & have deliveries to a central point	Community group supported by HTC	Within 4 years

9. Environment

9.1. The Existing Position

- 9.1.1. The rich natural environment of Hay includes areas with Site of Special Scientific Interest (SSSI) and Special Area of Conservation (SAC) status along the river Wye. There is also a substantial amount of open countryside within the town boundary.
- 9.1.2. The Dulas Brook which forms the natural border between Powys (Wales) and Herefordshire (England) is a Geological Review Site and as it feeds into the River Wye must also be managed in a way that helps conserve its wildlife and geological features. Guidance in relation to this can be found by following this link: <https://naturalresources.wales/conservation-biodiversity-and-wildlife/find-protected-areas-of-land-and-seas/sites-of-special-scientific-interest-sssis/?lang=en>
- 9.1.3. The Warren, a riverside meadow, is a substantial green space asset for people and wildlife, and is a designated SSSI. There is public access by Rights of Way to areas of woodland, waterside and open grassland, giving varied opportunities for easy access to the health and wellbeing benefits of the natural environment. The riverside Bailey Walk and Railway Line footpath provide accessible riverside routes. The Black Mountains form a stunning backdrop to the town.

9.2. What you told us about environmental issues

- 9.2.1. Residents identified a high quality natural environment, which contributes to quality of life (175 of 176 responses). The built environment is also valued by the majority of respondents (102 of 176)
- 9.2.2. Just over one third of survey respondents identified a need for more environmental management. At least 35 residents responding are willing to contribute to voluntary and community initiatives to care for the natural environment and access to it.
- 9.2.3. Dog fouling is specific concern- particularly in the town centre and roads leading to it, and at the Warren and along Gypsy castle

9.2.4. Energy efficiency is of interest- 16 out of 176 expressed an interest in being part of a community energy efficiency initiative- and others expressed an interest in energy generation and ensuring sustainability.

9.3. What does this mean for the future?

13.3.1. The recent referendum decision for Britain to leave the EU may have an impact longer term on environmental and planning legislation, much of which arises from EU strategy and directives such as the Habitats Directive and the Sustainable Development Strategy. The impact of this remains to be seen although it is hoped that a degree of the protective legislation will remain in force.

13.3.2 The Paris Agreement on climate change is yet to be ratified by the UK but the issue of climate change and sustainable fuels is coming onto the radar for many people. The use of sustainable fuels and more economic use of fuel will be a contributing factor towards the achievement of the goals set out in the Paris Agreement.

13.3.3 The Wellbeing of Future Generations Act (Wales) although not solely concerned with environmental issues does set out some requirements for public bodies such as the National Park Authority and Powys County Council. It is important that the Town Council and residents both contribute to and benefit from the provisions of the Act.

13.3.4 The following statement is taken from the 'Prosperous Wales' goal ' An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change). And as part of the 'resilient Wales' goal - A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

13.3.5 Although there is no specific responsibility placed on Hay Town Council under this act the tenets of the act will impact at a regional and national level and need to be considered.

9.4. How are we going to address the issues?

- Support environmental and access management by voluntary and community groups
- Take action to address the dog fouling problem in key locations
- Support the maintenance of a high quality built environment

- Deliver natural environment management and support a high quality natural environment
- Manage and enhance access to the natural environment to support wellbeing
- Support the exploration of community energy efficiency initiatives

TERM	AIM	ACTION	WHO	WHEN
Short term	E1	Take action to address dog fouling (cross ref: actions in R1:)	HTC,community group	Ongoing
	E2	Continue to support voluntary environmental action groups such as the Community Woodland Group	HTC, BBNPA	
	E3	Involve stakeholders in discussion of potential expansion of voluntary environmental action	HTC BBNPA	Within 12 months
	E4	Involve stakeholders in discussion of community energy efficiency actions and group purchasing of energy	Transition Hay, HTC, Green Valleys CIC	
Medium Term	E5	Consider energy efficient options for public buildings when the opportunity arises.	HTC	2 years and ongoing
	E6	Approach PCC and ask for <ul style="list-style-type: none"> - LED street lights - Lights to be turned off at some point during the night (identify areas in consultation with residents) 	HTC, PCC	Within 2 years
	E7	Support the maintenance of a high quality townscape through LDP policy and Development Control decisions	BBNPA, CPAT, PCC	Ongoing

	E8	Support the maintenance of a high quality natural environment through LDP policy and Development Control decisions	BBNPA	
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10. Tourism

10.1. The Existing Position

- 10.1.1. Hay is a tourist town; tourism accounts for a substantial proportion of Hay's economy and employment and in many ways dictates the ebb and flow of life within the Town.
- 10.1.2. Data gathered in 2010 by the National Park demonstrated that the majority of visitors were on a short break, whereas only 25% were on day breaks. The majority of visitors were of the older generation, with relatively high spend potential.
- 10.1.3. At that time, walking accounted for the most popular activity for visitors with a much lesser amount engaging in Canoeing; Cycling and Creative Arts.
- 10.1.4. Visitors were asked what, if any, areas of dissatisfaction they had and these included
- Directions to and within Hay were poor, and street and footpath signage not very good
 - Public toilets in poor conditions and not well maintained
 - General dissatisfaction with food outlets with a demand for low cost as well as higher quality and evening alternative to pubs.
 - No evening entertainment, especially for children
 - Little public seating
 - Sat Nav difficulties.
- 10.1.5. Although there are obvious benefits to the Town brought about by its appeal to tourists, we know from the Vibrancy survey that many residents also feel that tourists bring with them increased problems with traffic, congestion and parking issues to the town. These issues are brought into sharp relief at the time of the Literary Festival, when the town sees a massive influx of visitors and the town's supporting infrastructure is tested to its limit.
- 10.1.6. Although the Hay Festival is the one event that has the biggest tourist appeal, the other attraction of being the 'Town of Books,' is being eroded as more and more bookshops within the town close in the face of competition from online retailers. The town is now becoming a market place for the sales of arts and crafts products; vintage; antiques and women's wear..

10.1.7. Work undertaken by Hay Tourism Partnership identified other issues with tourism provision within the town including:-

- Insufficient public transport access from key urban areas
- No single tourism website for Hay
- No online accommodation reservation service offered
- Lack of community hall
- Additional support needed for the Tourist Information Bureau

10.2. What you told us about tourism

10.2.1. 81% of respondents felt tourism was an important issue for the Town Plan to address. Of these respondents over 75% felt that it should actively be encouraged to grow. This repeats some of the findings of the vibrancy testing which showed that almost all respondents felt that Tourism should be actively encouraged, whereas only 11% felt that there were too many tourists in the Town.

10.2.2. Views were split over whether Hay should diversify away from the 'book town' identity, with 45% stating that they felt that the town should retain its 'book town' identity, slightly less at 39% felt the town should diversify, with 16% thinking that there was scope to retain the current identity whilst looking for additional areas to attract visitors.

10.2.3. We also asked residents if they felt that there are areas of town that could be better promoted. Lots of suggestions were provided, but the most popular suggestions were:-

- Castle
- Warren
- River
- Walks in and around Town.

10.2.4. It was suggested that the best way to promote these areas was through

- Better advertising of areas to tourists
- Better Signage
- Improve river paths.

10.2.5. We also wanted to know more about some of the problems that tourism brings with it and what can be done to address the issues.

10.2.6. The biggest issue raised surrounded parking during the festival with only 16% of residents feeling that parking was managed well during these events. Most people felt that there were improvements that could be made; in fact 30% of respondents felt that parking problems during these events caused undue disruption to their daily lives.

10.3. What does this mean for the future?

10.3.1. The town faces a decision as how best to deal with its changing identity to ensure sustainability of tourism within the area. It is important that the tourist appeal of Hay continues to grow and thrive. However, if Hay just relies on the 'book town' identity and the literary festival, it will be selling itself short. Hay has a number of cultural and environmental assets, (such as the Castle and the countryside around Hay), which could be better promoted to tourists to provide a different side to Hay to potential visitors. It is very important that encouraging and sustaining a vibrant tourism industry does not have an adverse effect on the people who live and work within this special town.

10.4. How are we going to address the issues?

- Work with all tourism operators within the town to ensure Hay maintains its tourism appeal
- Identify and promote Hay's 'hidden gems'
- Ensure that everything we do to promote tourism also takes the needs of the community into consideration

TERM	AIM	ACTION	WHO	WHEN
Short term	T1	Recruit additional volunteers for the Tourist Information Centre, with the aim of diversifying the age group involved. Investigate 'training' volunteer opportunities for teenagers.	TIC	Within 12 months
	T2	Improve signage within Town	PCC, HTC	
	T3	Provide additional interpretation signage at the River	HTC, NRW	
	T4	Establish a 'Hidden Gems' Working Group (HGWG) project to identify new areas of Hay to promote	HTC, BBNPA TIC, History Group	
	T5	Establish Festival Operator Group (FOG) to include representatives from relevant organisations, police and HTC.	HTC	
	T6	Create central information point within Hay for events information.	HTC, TIC Community group	
Medium term	T7	'Hidden Gems' working group to publish project timetable	HTC, BBNPA HGWG, TIC	

	T8	Festival Operator Group to publish 'Code of Conduct' to ensure all future festivals within the Town respect the needs of the community	FOG	Within 18 months
	T9	Review Website with aim of reproducing the visitor guide as an interactive document online	HTC TIB	
	T10	Undertake feasibility study to create appropriate park and ride facility within Hay to serve all festivals	FOG	Within 2 years
	T11	Improve 'policing' of nuisance parking during festival times.	FOG, HTC PCC, Police	
Long term	T12	Undertake a wide ranging consultation in relation to the potential pedestrianisation of areas of the town centre	HTC, PCC, BBNPA, residents, businesses	Within 3 years

11. Parking

11.1. The existing position

- 11.1.1. The street pattern of the central conservation area of Hay is virtually identical to what would have been two hundred years ago. It follows therefore that that this particular area of the town was never really designed for motor vehicles. Many of the areas around the central streets are designated for resident parking only or have parking restrictions in place that allow for one hour parking only.
- 11.1.2. Some residents in areas of Hay have no designated parking space with their residence and rely on using car parks (paying for an annual permit) or taking potluck on nearby streets, although the introduction of the residents parking scheme has improved this somewhat.
- 11.1.3. There are two pay and display car parks in Hay. The main long stay car park on Oxford Road and a smaller short stay one in Market Square both of which are owned and operated by Powys County Council.
- 11.1.4. There are other areas used for car parking at Wyeford Road near the river (The Gliss) and the market car park is used extensively on days when the market is not in operation. A car park at the playing fields, designed for users of the facilities there, is often used by other members of the public.
- 11.1.5. A number of temporary car parks and a park and ride system are put into operation during the Hay Festival period.

11.2. What you told us about parking in Hay

- 11.2.1. This section of the survey received responses from 192 individuals.
- 11.2.2. Around 22% of you said that you had problems finding a parking space outside your home on a daily basis, with a similar proportion saying that they had this problem during the tourist season.
- 11.2.3. A higher percentage (35%) stated that people visiting them often had problems finding parking spaces near their home.
- 11.2.4. Almost two thirds (60%) of felt that there were insufficient parking facilities in the town. The changes you most wanted to see were:
- Park and Ride scheme
 - Priority given to residents parking
 - More car parking spaces (long and short term) in different areas of town

11.2.5. 45% of you felt that on street parking restrictions were appropriate and around 35% disagreed. The changes that you wanted to see were resident's only parking, an increase from one to two hours for short-term parking and permits for people living or working in town.

11.2.6. Concerns were raised in relation to:

- Visitors parking in "residents only" areas particularly during the Festival period.
- People working in Hay using the 'free' car parks thus stopping facility users from parking e.g. at the playing fields.
- Parking restrictions being enforced arbitrarily e.g. booking someone for being a couple of minutes over time in pay and display car park but not booking someone on double yellow lines.

11.3. What that means for the future of Hay

11.3.1. To some extent, because of the layout, very little can be done to increase parking in the centre of the town. However, if as suggested previously we are aiming to increase tourism activity we must focus on sustainability and part of that process is about ensuring that the negative impact on residents is minimised.

11.3.2. Ensuring adequate parking and retaining the essential footfall to local businesses needs careful consideration and consultation.

11.3.3. Parking considerations must be an integral part of the planning process for future developments within the town whether business or residential.

11.4. How are we going to address the issues?

- Minimize the impact of festivals/tourism on resident's ability to park.
- Ensure adequate parking available for residents wishing to shop and work locally

TERM	AIM	ACTION	WHO	WHEN
Short term	P1	Review the residents parking scheme introduced in 2015 and consider whether this could/should be extended to other areas of town	HTC, PCC	Before end 2016
1.	P2	Consider the introduction of charging systems at current free car parks or make them resident permit holder only AND/OR Introduce and enforce parking restrictions at Sports Fields and The Gliss.	HTC,	

	P3	Work with Festival Operators Group to investigate park and ride options whilst maintaining a footfall through/close to the town centre (T10 cross ref:)	HTC, FOG	
	P4	Investigate feasibility of providing two car park spaces with electric car charging points	HTC, PCC	2-3 years

12. Travel

12.1. The existing position

12.1.1. Within Hay, as with many rural areas within Wales, car ownership is seen as a necessary part of life. According to the last census returns, only 21% of residents within Hay do not have access to a car. In fact car ownership levels have increased by 5% since the 2001 census.

12.1.2. We know that road transportation is one of the largest contributors to global green- house gasses. There are many schemes in operation within the area to reduce use of private cars by tourists in order to make tourism more sustainable.

12.1.3. However, currently, little is being done to address car usage at the local level by residents of Hay.

12.1.4. Accessing employment is seen as the biggest reason for car ownership despite only 37% of residents driving to work. The majority of residents (56%) either work from home or work within 2 km of their home, and are able to walk or bike to work. There is therefore potential to do more in this area to encourage people to leave their car at home on either a daily, weekly, or monthly basis. However, the success of such a project would be reliant on there being real viable alternatives operating within the area.

12.1.5. The results of the previous Vibrancy survey very clearly demonstrated that there is a perception problem within the community with regards to the viability of public transport. Most respondents stated that public transport was inadequate to meet needs. Interestingly, this is set against the fact that Hay is currently served by three bus services.

- The Monday- Saturday 39 Hereford – Hay – Brecon Service operated by Stagecoach
- The X15 twice weekly service from Hereford to Builth operated by Roy Browns Coaches

- The Sunday and Bank Holiday 39A 'Hay Ho bus' service between Hereford and Hay operated by Yeoman's Canyon Travel

12.1.6. Interestingly the 39 Hereford service is one of only 2 commercially viable routes within Powys, and doesn't rely on PCC subsidy for operation. This is a real positive in the face of the proposed cuts to public transport subsidy that PCC have tabled, and suggests that for the time being the service will be protected. This is not the same picture for the X15 service to Builth, which is one of the 10 services facing closure.

12.1.7. For many, however, taking the bus is not a choice but a necessity. Although Hay is relatively well served by public transport, it is clear it cannot serve all the needs of the community. The community transport initiative 'Hay Dial-a-Ride' provides a lifeline to all those members of the community who don't have access to other forms of transport. The charity was established in 1994 and provides door-to-door community transport service in and around Hay-on-Wye. They operate a mini-bus service within a 9 mile radius of the town and a Community Car Service with a larger area of operation, e.g. Hereford Hospital

12.2. What you told us about travel

12.2.1. 75% of respondents to the residents' survey felt that travel issues were important to them. Of these 46% stated that they used the local buses service. However the frequency of bus usage amongst respondents paints a different picture. Only 1 respondent said that they used the bus 5 days a week. The majority of respondents stated that they either rarely used the service (42%) or once or twice a month (35%). Of those people using the bus the majority of them 51% use the bus to go shopping and only 2% use the bus for work. Other reasons cited for using the bus include: -

- Going to hospital (12%)
- -Going to the train station (13%)
- -Days out (5%)

12.2.2. Interestingly 62% of respondents felt that the current 39 bus service is sufficient to meet their needs. When we asked you what improvements should be made the following suggestions were made

- More frequent services
- Later evening services
- Bus times to tie into to train times

12.2.3. We also wanted to know how important community transport facilities like Dial-a-ride are within the community. Only 16% of respondents said that they used the service but 83% stated they felt it fulfils a need that public transport doesn't and 70% feel it should be accessible to more people.

12.2.4. Finally we asked residents if they struggle to get to the places they need to get to; 67% of people answered this question 24% of people agreed, suggesting that for some of the community transport is a very real problem within their lives.

12.3. What does that mean for the future?

12.3.1. The above paints a very interesting picture of the travel needs within the town, with three really clear messages coming forward

- Hay as a community is reliant on the private car, despite having a relatively good bus service
- The bus service at present is sustainable; however its operation is dependent on its continued use.
- A small proportion of the community does not have access to appropriate forms of transport to meet their day- to-day needs.

12.3.2. It is clear moving forward that efforts need to be taken to promote the use of public transport in an effort to address the high level of car usage within the town.

12.3.3. Increasing public transport usage will improve the Towns carbon emissions, lowering the carbon footprint of Hay Community and secure the sustainability of the bus service into the future. Commitments to improve the sustainability of transport within the town, could tie in with tourism initiatives currently in place and provide a further angle to attract visitors.

12.3.4. It is also really clear how important community transport is, and, with the aging population of Hay, such initiatives will become more and more important and all efforts should be made to keep this service running. However, at present the 'Dial-a-ride' service is seen primarily as a service for those with no other option, there is potential for this scheme to be extended, or a similar scheme started that provides real alternative for some private car journeys, especially if it could negate the need for second car ownership

12.4. How are we going to address the issues?

- Promote use of public transport
- Work with community travel providers to expand services
- Establish a community car share/car club if viable

TERM	AIM	ACTION	WHO	WHEN
Short term	TR1	Create a sustainable transport working group (STWG) to promote use of sustainable transport methods over private car.	HTC, BBNPA PCC Transition Towns	Within 12 months

	TR2	Discuss feasibility of extending 'Dial-a-ride scheme	HTC DAR	
	TR3	Meet with bus operators in the town to present findings of the residents survey with aim of increasing trips numbers.	HTC	
Medium term	TR4	Launch extended Community Travel Scheme	HTC DAR	Within 3 years
	TR5	Launch 'One-day-bus-day' initiative to encourage residents of Hay to use the leave the car at home for one day a week and use public transport.	STWG	
	TR6	Investigate viability of a community car share scheme/car club and set up a pilot scheme	HTC Community group Transition Towns	
	TR7	Investigate opportunities for encouraging healthier & more environmentally friendly travel options such as cycling and walking. Link to "no car" day initiative.	HTC, PCC, Transition network	

13. Roads

13.1. The existing position

13.1.1. England border, at a point where three old counties meet – Herefordshire to the east, Brecknockshire to the west and Radnorshire to the north, the latter two being part of the county of Powys. Although, as its name suggests, it is adjacent to the River Wye, it is the Dulas Brook, directly to the eastern side of the town that forms the border between Powys, in Wales, and Herefordshire, in England.

13.1.2. Hay has road links in all directions:

- From the south west, the B4350 connects to Brecon, via Talgarth and Bronllys;
- From the north the B4350 links to Clifford and then east, via the A438 to Hereford;
- From the west the B4351 links, via Bridge Street and Hay bridge, to Clyro, linking to the A438; and

- To the east there are connections to Cusop and via the B4348 to Hardwicke, and on to Hereford via the villages of Dorstone and Peterchurch

13.1.3. Many of the roads passing through Hay are relatively narrow and several through the centre of town are necessarily one-way.

13.2. What you told us about the roads in Hay

13.2.1. A total of 203 individuals responded to this section of the survey. Almost 60% of you felt that roads were a major issue for the town.

13.2.2. Over half (54%) felt that additional pedestrian crossings were required in the town with the majority of people identifying the area around the Blue Boar/Jones Hardware /Red Indigo restaurant as a priority site and also in the area of the playing fields/cemetery on Brecon Road.

13.2.3. Although the majority of respondents felt that additional traffic calming and/or speed restrictions were not needed a significant number disagreed. 42% felt that further speed restrictions were needed with Gypsy Castle, Newport Street and the town centre identified as the areas.

13.2.4. 38% of you identified the need for traffic calming measures in the same areas.

13.2.5. The one -way system was felt to be satisfactory with 74% of you feeling that no changes were necessary.

13.2.6. We also asked about the pavements around Hay and over 50% stated that they were too narrow. Other issues mentioned included retailers cluttering pavements with displays/baskets, dog fouling and poor maintenance.

13.3. How are we going to address the issues?

- Work with the relevant agencies to consider a number of alternatives to alleviate evidenced traffic issues in Hay on Wye

TERM	AIM	ACTION	WHO	WHEN
Short term	Rd1	Ask PCC (Highways) to conduct a feasibility study into provision of traffic calming measures and pedestrian crossings at specified points	HTC	Within 12 months
	Rd2	Greater enforcement of parking restrictions particularly on double yellow lines where parking creates a hazard.	PCC	

	Rd3	Investigate possibility of introducing advance warnings of 30mph start point on a number of approach roads to the town	PCC, HCC, (HTC/Cusop Parish Council to approach)	
Medium term	Rd4	Consider introduction of a 20mph zone through town centre	PCC	Within 3 years
	Rd5	Explore alternatives to alleviate traffic 'pinch points' on Gypsy Castle/church area	PCC	

14. Housing

14.1. The existing position

14.1.1. In 2001 there were 816 dwellings within the Town Council area, by the 2011 census this had risen to 942 a rise of 126 dwellings, or a growth of approximately 15%. Based on Welsh Government projections a minimum 6% increase of dwellings is needed across Powys by 2021 to house the growing population. If we apply that factor to Hay, we would need at least 57 dwellings by 2022, however based on past trends within Hay, and taking into consideration the Hay's Strategic Settlement Status this figure is more likely to be double that, somewhere around an additional 113 homes.

14.1.2. Through the Local Development Plan, land has been identified for approximately 80 new dwellings within Hay, 24 of which are to be local needs affordable homes. This accounts for more than Welsh Government's 2011 projected increases, but less than past trends. It is therefore very likely that the area will have a shortfall in land available to meet the demand for homes. This is in part due to the hidden demands for additional dwellings as follows.

- Demand for second/holiday homes - In 2001 there were 86 dwellings without permanent household residents (either empty or utilised as holiday homes). Now the number of such dwellings has increased to 114 houses. That means that 12% of the available dwellings in the Town are not being used for housing (the National empty dwelling rate is 6%). Moreover, this represents a 30% increase in the number of dwellings with no usual permanent residents in the last 10 years.

- Decrease in household size - The number of people living in each dwelling has been steadily falling across Wales for a number of years, In Hay 40% of the occupied dwellings are made up of 1 person households, this is 10% above the average Wales and Powys levels.

- Hidden housing need made up from non-dependent children still living with parents because they cannot afford to get on the property ladder. At the last census 38 households had one or more dependent children still living with them.

14.1.3. Powys County Council own and manage the following social rented homes in Hay:

- 4 x 1 bed flats
- 7 x 2 bed houses
- 43 x 3 bed houses
- 6 x 4 bed houses
- 10 x 1 bedroom bungalows designated for older people

- 32 x sheltered flats for older people.
- 14.1.4. In addition Wales & West Housing Association own and manage the following social rented housing stock in Hay:
- 12 x 1 bed flats
 - 15 x 2 bed house,
 - 9 x 3 bed houses.
- 14.1.5. As at the start of the week commencing 25.04.16 the Common Housing Register showed the following level of demand for social rented housing in Hay:
- 1 bed flat - 16 applicants.
 - 2 bed house - 16 applicants.
 - 3 bed house - 11 applicants.
 - 4 bed house - 2 applicants
 - Older persons housing – 20 applicants
- 14.1.6. There is therefore a need for at least 45 affordable homes within Hay that is homes for rent to people who cannot afford to pay rent in full themselves. PCC also estimate that a number of intermediate houses are needed, for people who need some assistance to pay their rent, or qualify for a shared ownership scheme. There is also an assumed need for low cost open market housing, which you might traditionally refer to as a starter home for people in employment but not earning enough to access the existing property market in Hay.

14.2. What you told us about housing

- 14.2.1. At the stakeholder event it was very clear that housing was a significant issue for the town, specifically the issue of lack of affordable housing within Hay. When we asked residents about Housing, 90% of respondents felt it was an issue that directly affected them. Of these respondents 60% of residents thought that there was enough land identified to meet housing need within the Town, although 40% stated that more land was required to meet future needs. Most respondents overwhelmingly felt that biggest need within the town was for affordable homes (31%) low cost homes for sale (32%) and starter homes (26%). Very few respondents felt there was a need for larger homes although about 10% suggested that there was a need for family homes and sheltered accommodation.
- 14.2.2. When it came to where the housing should be provided, the majority of respondents felt that affordable housing should be provided on the existing land identified for housing, and form an integrated part of a wider housing development. A further 25% of residents thought that empty properties should be utilised for affordable housing. Other ideas suggested by respondents included providing for affordable housing on brown-field sites.

14.3. What does this mean for the future?

14.3.1. There will be a population growth in Hay over the lifetime of this plan that requires the development of new dwellings. Although the LDP has gone part the way to address this problem, there remains a shortfall, and that shortfall is more pronounced when it comes to the provision of affordable housing. If we fail to meet the need for affordable housing, we will continue to see young people leaving Hay because they cannot afford to stay in the area. The only people that will be able to buy the new houses that will be built will be older people retiring here, or those people looking for holiday homes in the area. The community is keen to support the development of affordable housing, and housing to support those that need help with their housing needs, but less keen to release land to do so, unless it makes beneficial re-use of empty properties or even previously developed land

14.4. How are we going to address the issues?

- Support the delivery of 40 affordable homes to meet the needs of Hay community
- Define an empty homes strategy to turn empty properties into homes
- Work with the relevant partners to ensure that housing allocations meet the needs of the community

TERM	AIM	ACTION	BY WHOM	BY WHEN
Short term	H1	Object to any planning application that doesn't provide 30% of the development as affordable housing unless independently verified that such a level would be unviable.	HTC, PCC BBNPA	Ongoing
	H2	Reconvene affordable housing working group to identify a PDL (brownfield) site for affordable and/or possible co-operative housing scheme	HTC, BBNPA PCC	Within 6 months
	H3	Undertake an Empty Homes Audit within Hay, including determining 'living above a shop' opportunities.	HTC PCC and BBNPA	Within 6 months
	H4	Develop Empty Homes Strategy for Hay	HTC, PCC BBNPA	Within 12 months
	H5	Ensure that all future housing schemes within Hay provide balanced housing options in accordance with housing need as defined by the Housing Authority.	BBNPA, PCC	From adoption of Plan

	H6	Encourage owners of empty properties to access funding to be used to fund improvements aimed at creating affordable housing, which would be let for an agreed period at LHA rent levels	BBNPA PCC	Within 12 months
	H7	Ensure that 50% of all new housing on allocated sites within Hay is restricted to occupancy by people who intend to use the house as their permanent residence	BBNPA	From adoption of plan as SPG
	H8	Ensure that all mix of dwelling types on allocated sites within Hay is supported by appropriate housing need assessment.	BBNPA	From adoption of plan as SPG
Medium term	H9	Allocate the AH working group identified site as 100% Affordable Housing within the LDP review	BBNPA	By 2018
	H10	Implement Empty Homes Strategy for Hay working with landowners to encourage the re-use of empty properties, utilising PCC loan scheme and NPA grant.	HTC, PCC	By 2017

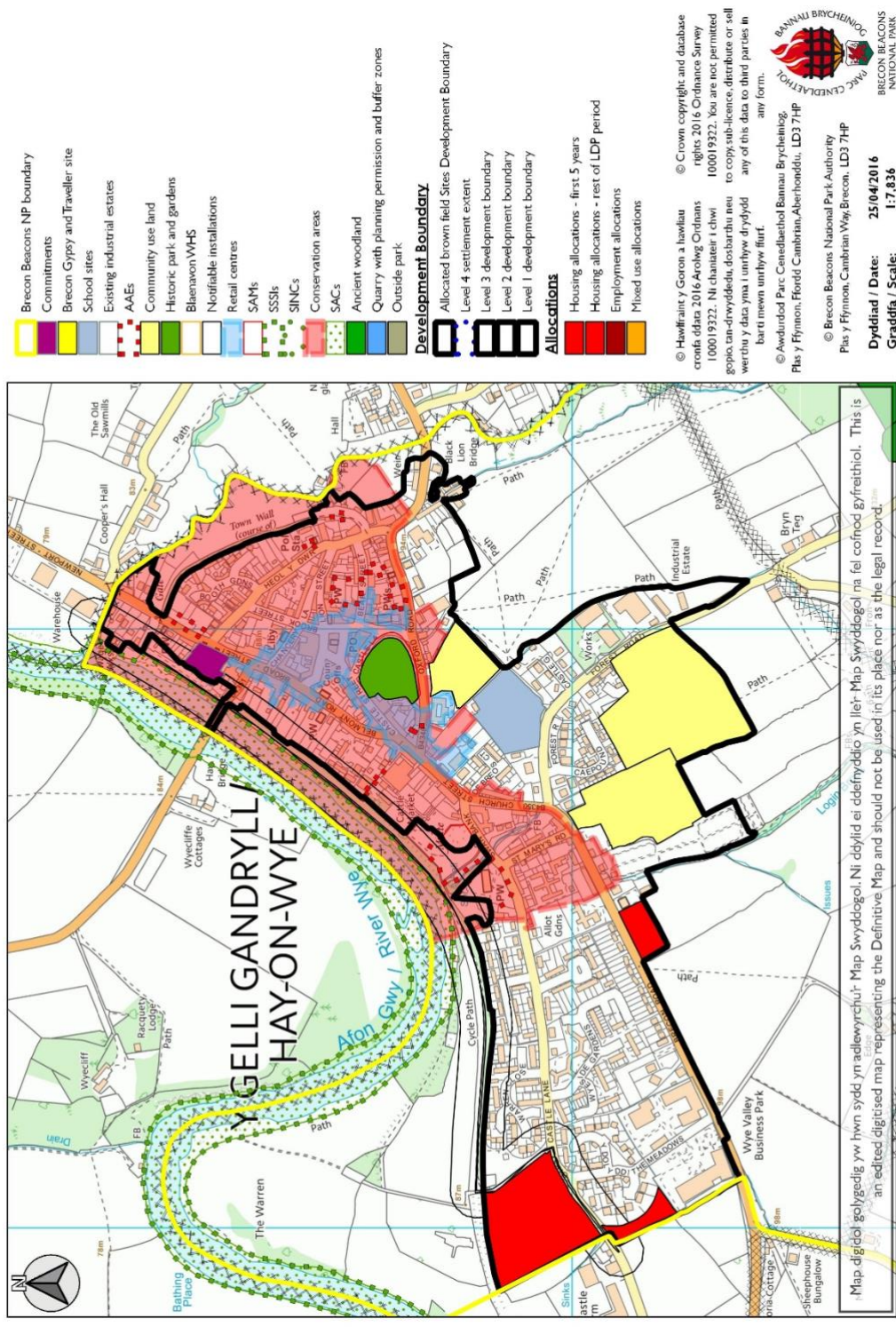
15. Delivering the Action Plan for Hay

- 19.1 It is important to note that the Town Plan once adopted is not simply a project for the current Town Council to deliver. It is a plan that has been developed with and for the residents of Hay and it will provide a blueprint for the development of the town over at least the next five (5) years if not longer. Subsequent Town councils will also use it to guide their work and it will be reviewed regularly to ensure that it remains appropriate.
- 19.2 The Town Council will retain a monitoring and co-ordinating role but the delivery of the plan will be reliant on a number of stakeholders getting involved in developing and agreeing objectives and taking responsibility for their delivery.
- 19.3 A number of interested stakeholders have already come forward to offer their assistance by sitting on the Town Plan Steering Group and contributing to the plan delivery.
- 19.4 The Town Council is interested to hear from anyone who feels that they are able to contribute to the delivery of the plan.

General Actions to support the delivery of the plan

Reference	Actions
GA1	Set up a database to record name and contact details for residents wishing to volunteer their services including what activities they are interested in supporting
GA2	Appoint interested parties to join the Town Plan Working Group
GA3	Ensure regular communication on the progress of the various elements of the plan utilizing a variety of media

Appendix 1



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BANNAU BRICHEINIOG
PARC CENEDLAETHOL
BRECON BEACONS
NATIONAL PARK

Appendix 2

Local Development Plan – Settlement Overview

Hay-on-Wye	Location & Population	Hay-on-Wye lies at the north eastern tip of the National Park, on the boundary between England and Wales. The population is approximately 1500 making Hay-on-Wye our smallest Key Settlement by population. The community comprises little more than the town itself, bounded by the River Wye to the north and the English border to the east.
	Townscape	Hay-on-Wye is an Historic Market town dating back to the Norman period. The Settlement lies within the Middle Wye Historic Landscape as defined by the Register of Historic Landscapes; key landscape features traces of medieval field system lying to the south and west of the existing Settlement. The town itself contains significant buildings from the 13 th Century to the 19 th century, demonstrative of the town's history, from Norman beginnings, through medieval market town to present day service centre. There are many other notable historic buildings including St John's chapel, the Cheese Market and the Butter Market, and many listed buildings, some dating back to the 16 th Century, in a maze of narrow streets. The architectural significance of many of the town's buildings has led to the area being designated as a conservation area.
	Culture	Hay-on-Wye is synonymous with books and literature. The annual Hay Festival has grown in stature and scale in recent years becoming the international Hay Festival of Literature and the Arts, attracting a worldwide audience and giving Hay-on-Wye a strong cultural identity. The success of the literature festival has engendered a diverse and artisan spirit within Hay-on-Wye which has led to other events and festivals, such as the Hay-on-Wye food and drink festival and 'How the Light Shines in Festival of Music and Philosophy'. These all combine to make Hay-on-Wye a popular destination for tourists and visitors who come to experience the unique character of the town, with the many second hand and specialist book dealers, and independent retailers which showcase local arts and crafts.

	Economy	<p>Hay-on-Wye is a traditional Market Town. The weekly Thursday market centering on the Memorial Square and the Butter Market showcases much local food produce and strongly contributes to the overall vitality and strength of the town. As well as books, Hay-on-Wye is fast becoming known for the quality of the hospitality provision, capitalising on the quality of the local produce, with award winning restaurants and gastro-pubs offering a range of different styles of cuisines. The area is a key tourist destination within the National Park and a strong and vibrant town centre, providing a range of employment options.</p>
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Wye Issues and Objectives

No	Objective	LDP Strategic Objective	Issue
1	Strengthening Sustainable Communities	Sustainable Communities: Housing: Affordable Housing	A key issue for Hay-on-Wye relates to the desirability of the location. House prices are at a premium and development options are constrained. The desirability for tourism and the pressure to provide accommodation for the many visitors to the annual literature festival place a premium on house prices in the area: second home and holiday home ownership is almost double the Powys Average. House prices are higher within Hay than the Powys average by approximately £50,000, and over £100,000 more than the Key Settlement of Talgarth. Proximity to Hereford and the west Country also makes Hay-on-Wye a prime location for commuters. The LDP must seek to ensure that a range of house types and tenure options are provided in future housing developments in keeping with the prevailing demographic needs of the immediate population. Life Time Homes Standards should be applied to ensure that new building stock is flexible enough to cater for the changing needs of Hay-on-Wye's diverse community.
2	Respecting Hay-on-Wye's unique identity	Cultural Heritage: Landscape; Built Environment	The town is becoming considerably constrained within its current boundaries. The topography of the Settlement within the Historic Landscape prevents southern expansion. The challenge is to ensure that future development occurs in a manner which enables growth to maintain the strength of the town whilst respecting the imaginative and historically significant townscape, and its setting within the landscape.
3	Strengthening Hay-on Wye's cultural capital	Cultural Heritage	The town has a strong cultural presence which draws many visitors to the area. The character of the retail offer reflects the strong allegiance the town has with literature and the arts. This is integral to Hay-on-Wye's unique sense of place and must be carefully protected as the town develops into the future
4	Avoiding areas of Flood risk	Flooding	Development options within Hay-on-Wye are constrained by areas of flood risk.

