

Powys Town Regeneration Investment Programme



Presteigne Town Investment Plan

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INTRODUCTION

This Presteigne Town Investment Plan is one of ten Town Investment Plans commissioned by Powys County Council to identify and assess, through engagement with relevant stakeholders, a range of potential investments and initiatives to support the economic sustainability of the town.

Purpose of the Investment Plan

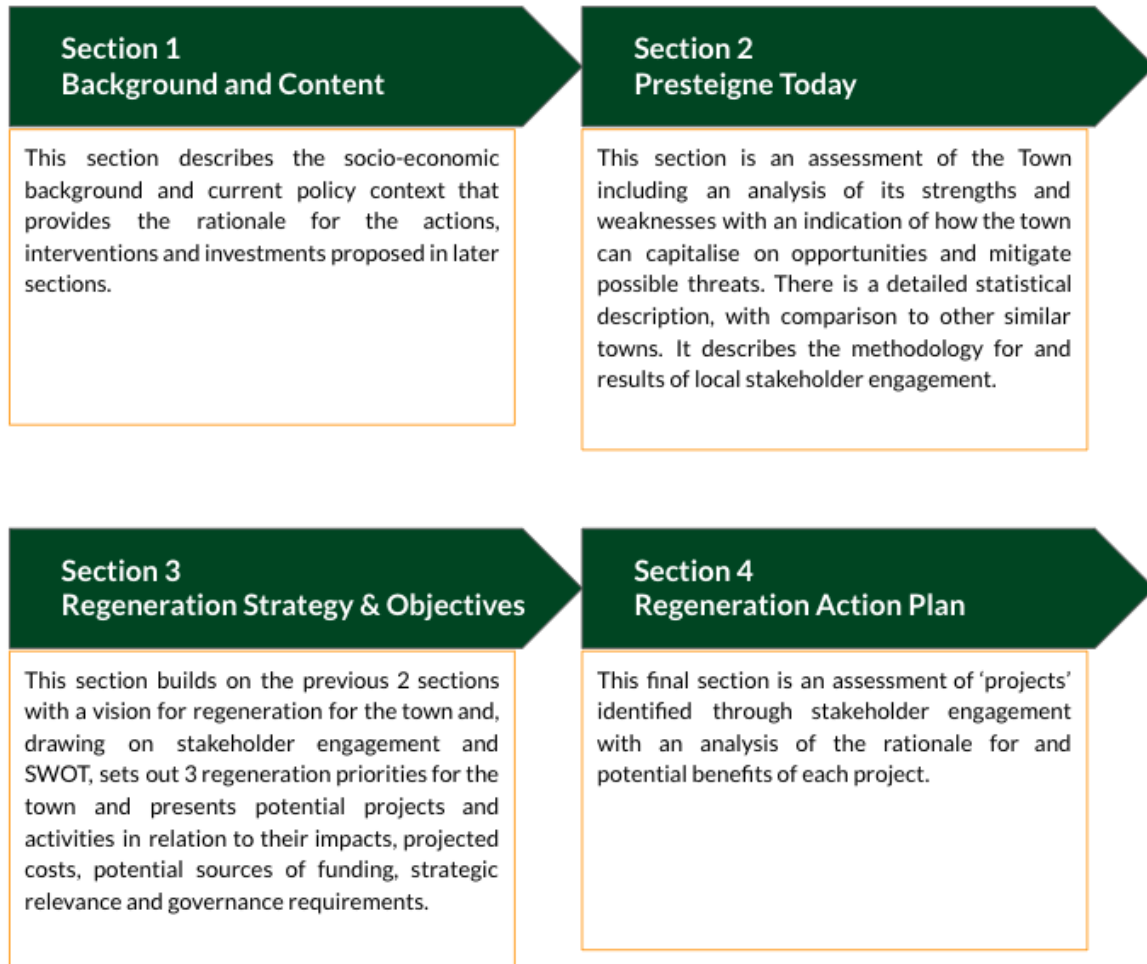
The purpose of this plan is to articulate a vision and priorities for the future of Presteigne to help attract and shape investment and support the vitality of the town and its recovery from the COVID pandemic.

The plan identifies Presteigne's unique challenges and opportunities and provides integrated solutions, while helping to build capacity through collaborative work at a local level.

The overall aim of this regeneration investment plan is to help create the right conditions and opportunities to realise the following:

- develop a shared vision and strategy to give the private, public and community sectors confidence to invest in the town and support its vitality.
- ensure investment and activity is appropriate to the individual character of the town so that it maintains and builds on its assets and strengths.
- that Presteigne's individual characteristics and assets are used effectively to build on the town's potential.
- attract investment to better meet the future retailing, economic, leisure, cultural, housing and service needs of the town and local community.
- to consider good practice lessons from other towns.

How the Plan is Structured



The Investment Plan

In May 2022, the Council commissioned this plan for Presteigne. The Plan analyses the town's key social and economic challenges and opportunities, through a combination of desk research and extensive engagement with a wide range of local stakeholders. For the purpose of this plan, Presteigne should be understood to include the neighbouring village of Norton.

Through this process, a baseline assessment of the issues, a vision for the "Presteigne of tomorrow" and a portfolio of feasible and potentially transformational investment projects has emerged, in line with criteria defined by the Council, namely:

- develop a shared vision and strategy to give the private, public and community sectors confidence to invest in the town and support its vitality.
- ensure investment and activity is appropriate to the individual character of Presteigne so that it maintains and builds on its assets and strengths.
- Presteigne's individual characteristics and assets are used effectively to build on its potential.
- attract investment to better meet the future retailing, economic, leisure, cultural, housing and service the needs of Presteigne and its community.
- consider good practice lessons from other towns.

Further detailed work will be required to evaluate and develop individual project proposals to the point that they will attract investment and unleash the full potential of Presteigne.

SECTION 1: BACKGROUND AND CONTEXT

This Plan is produced against a backdrop of national economic challenges in which small rural towns like Presteigne have experienced disruptions to their normal way of life in recent years and are facing uncertainty around the current energy price crisis, inflationary pressure, cost of living increases and post-COVID impacts, on top of longer-term effects of changing consumer habits and broader societal changes which include an ageing population and changes to working habits. There is a strong desire in Presteigne not only to stimulate the sustainable economic growth of the town but also to address wider social and environmental goals identified in the “Well-being of future Generations (Wales) Act.”

Relevant policy considerations are important as the context for this plan and are listed below:

Powys Context

Powys County Council's Corporate Improvement Plan: “Stronger, Fairer, Greener”¹ sets out the Council's vision for the future of Powys and offers important context within which the Presteigne Town Investment Plan has been developed. Investment over the short, medium and long term will only be realised through strong collaboration across and between the Local Authority, the Town Council, the Welsh Assembly, UK Government and other partners.

In commissioning this Investment Plan, Powys County Council is seeking amongst other things, a clear rationale for investment that demonstrates positive impacts across its key priorities in respect of sustainable economic and community development.

In particular, the purpose of the Presteigne Investment Plan is to identify, in line with the broader Powys development strategy, projects and initiatives that have the potential to:

1. support employment retention and growth;
2. support the Visitor Economy;
3. improve transport and connectivity;
4. support the social economy;
5. contribute to sustainability and the environment.

In preparing this Investment Plan, Rose Regeneration has applied these strategic objectives as the key reference points against which projects are assessed. We have also provided an indicative timescale over which they could be delivered, the key partners required and an indication on possible governance arrangements for both delivery and operation.

¹ Stronger, Fairer, Greener - Powys County Council

A strategy for Climate Change - Net Zero Powys 2021-2030

In September 2020, Powys County Council declared a climate emergency. The Council's Strategy for Climate Change reflects the ambitious nation-wide public sector determination to be net zero in the public sector by 2030.

The Strategy for Climate Change is an overarching framework within which those seeking to effect positive change through local regeneration projects and activities should develop, revise, or otherwise adapt their actions. The proposed priority projects in this Plan will need to demonstrate that they are sustainable and will contribute to the reduction of the county's carbon footprint.

Those developing and taking forward projects will need to demonstrate the extent to which their proposals take into account the five key areas of change within the Council's climate change strategy. These include the following high-level areas against which, over time, projects must be able to demonstrate and deliver measurable outcomes.

1. Buildings
2. Mobility and transport
3. Procurement
4. Land use and Agriculture
5. Council and governance

By way of example, below are some community-centred solutions which support wider social, economic, and environmental equality and are already in place.

- ▶ Affordable warmth including addressing fuel poverty.
- ▶ Zero Interest Loans Fund for energy efficiency and renewable energy.
- ▶ New Ways of Working, including remote working, avoiding travel time and cost.
- ▶ Digital Inclusion so the shift to digital can be inclusive, including rural broadband.
- ▶ Public transport and Active Travel improve mobility, health, and address transport poverty.
- ▶ Public EV Charging Infrastructure facilitate a continuous roll out of charging infrastructure.

Welsh Government Plan for Health & Social Care

In June 2018, the Welsh Government published 'A Healthier Wales'. The ambition of A Healthier Wales is for the health and social care systems to work together, to help people live well in their communities, meet their health and care needs effectively and provide more services closer to or at home, so that people only need to use a hospital for treatment that cannot be provided safely anywhere else. The new integrated model of care and wellbeing sits under the overarching Powys Health and Care Strategy developed jointly by the County Council, Health Board and third sector.

The new model includes and emphasis on health-care in the community, a key part of which will be accessible Health and Wellbeing Hubs based in community assets which will provide a range of Emotional Health and Wellbeing services, a family hub and social activities.

Mid Wales Growth Deal

The **Mid Wales Growth Deal** is a long-term investment package that can provide capital funding to support regionally significant interventions that stimulate growth. Ensuring the success of the Growth Deal will be a collective endeavour across all regional partners, including strong private sector input.

The Growth Deal states:

“We will work in partnership with Powys County Council, the private sector, Welsh Government, UK Government and other partners to develop a Mid Wales Growth Deal to help drive transformational economic growth in the region over the next decade.”

- Economy: We will develop a vibrant economy
- Health and care: We will lead the way in providing effective, integrated health and care in a rural environment
- Learning and skills: We will strengthen learning and skills
- Residents and Communities: We will support our residents and communities

This commitment underpins our understanding and analysis of potential strategic interventions and investment in Presteigne.

Wider Policy Context

An important policy for Presteigne and the whole of Wales is the 2015 **‘Well-Being of Future Generations (Wales) Act’** (WFGA), supported by the creation of an independent Future Generations Commissioner. This legislation seeks to align policy objectives in Wales with a wider set of social and environmental wellbeing goals which move away from an exclusive focus on material economic prosperity.

Recent analysis from the Joseph Rowntree Foundation suggests that levels of poverty remain high in Wales and the levels of in-work poverty remain among the highest across the UK (Matejic, 2020). The pandemic is likely to have worsened the situation, pressing home the priority of providing decent and secure employment and addressing barriers to employment such as affordable childcare.

Transforming Towns Placemaking

The Transforming Towns programme, affords Local Authority partners in Wales the broadest and most flexible package of support aimed at revitalising town centres throughout Wales.

It is the responsibility of regional partners to decide upon the most appropriate mix of interventions and how they are deployed effectively. This support is available in any town centre prioritised by Local Authority partners. Any items to be supported from this framework need to be part of a holistic placemaking plan or masterplan for a town centre and not supported as stand-alone projects. These interventions need to be strategic in nature and the activity needs to be planned.

Furthermore, the projects need to 'knit together' in the context of both Transforming Towns and wider interventions taking place or planned in selected towns including housing, green and digital infrastructure, transport as well as circular economy interventions such as repair and re-use cafés in town centres.

A key consideration for the Welsh Government in this context is that there is a strategic plan in place for a designated town centre. This plan should be developed through bottom up engagement, driven by local communities and based on collaboration between key partners such as BIDs, Town and Community Councils and local third sector organisations.

The Six Principles of Placemaking

The Principles of Placemaking Charter codifies the essential considerations for successful placemaking:

People & Community	The local community is involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as creating, integrating, protecting and/or enhancing a sense of community and to promote equality.
Movement	Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel network and public transport stations and stops are positively integrated.
Public realm	Streets and public spaces are well defined, welcoming, safe and inclusive, with a distinct identity. They are designed to be robust and adaptable, with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

Location	Places should grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment and leisure and other facilities are planned to help reduce the need to travel.
Mix of uses	Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.
Identity	The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location including heritage, culture, language, built and natural physical attributes are identified and responded to.

SECTION 2: PRESTEIGNE TODAY

Having considered the wider policy context and strategic objectives, this section of the Plan now provides:

- ▶ **An assessment of the town's strengths and weaknesses and what could be enhanced through development and investment to support future growth and sustainability.**
- ▶ **What local people and wider stakeholders consider to be opportunities for investment and improvement.**
- ▶ **Socio-economic data and a comparison between other towns in Powys as a means of demonstrating the strategic rationale of proposed interventions (projects).**

Presteigne is a very attractive Welsh border market town, with deep agricultural roots in the historic county of Radnorshire and close geographical and economic links to the English county of Herefordshire.

As part of the stakeholder engagement, Rose Regeneration developed and activated an online survey (Appendix 1) which generated 156 responses. Nearly 90% of survey respondents believe that the town needs inward investment.

Presteigne has a higher proportion of people aged over 65 years old and fewer people aged between 16 and 44 years old than the average in Wales as a whole. There is a higher proportion of retired and single people and fewer married households with children. More people living here were born outside of Wales than average, fewer people identify as having Welsh nationality and the proportion of Welsh speaking residents is relatively low. (<http://www.understandingwelshplaces.wales/en/compare/K05000005>)

Defining Presteigne's Distinctiveness

Outstanding features of the town currently include an eclectic mix of distinctive and imposing vernacular architecture, a traditional High Street lined by successful independent shops and cafes, some important and well-used community assets (Assembly Rooms, Went's Meadow Community Barn etc), a vibrant and culturally diverse festival and events calendar and a widely-recognised and high quality of life (for most residents) and strong community spirit, expressed in various ways, including through a collective commitment to environmental sustainability.

Addressing Housing Constraints

The appeal of Presteigne as a generally safe and harmonious place to live has attracted a significant inflow of retired people in recent decades with the consequence of inflating residential property prices and reducing affordability, particularly for younger families with children (an issue raised repeatedly in one-on-one meetings and in the online survey).

The need for more affordable housing has been a long-running issue in the town. Notwithstanding the adoption of 12 residential or mixed use candidate sites in Powys County Council's 2011-26 Local Development Plan, there is significant evidence to suggest that development has not satisfied the ongoing need for more affordable housing in the town. There are currently 239 people (first and second choice) on the Common Housing Register Waiting List for Presteigne. Work on the Powys Replacement Local Development Plan (RLDP) 2022-2037 is currently progressing and will look at assessing future needs within a statutory framework.

There is currently more demand than supply in Presteigne for both purchase and rental properties and public sector interventions are required to address shortages and stimulate private sector investment.

Stakeholder engagement has revealed unanimous unhappiness that the contaminated Kaye's site still lies dormant after the closure of the Kaye's Foundry with the loss of around 100 jobs in 2011. The site, which remains in private ownership and is located in a central position in the centre of the town, is viewed as a major obstacle to the development of Presteigne.

There is very strong community support for the acquisition and decontamination of the site by a public/private sector partnership, with a consensus in favour of a potentially mixed-use scheme including development of affordable and social housing for existing, younger residents of the town, a nursing home and some community space. Supply of new affordable housing units would address Presteigne's principal demographic challenge and underpin the town's long-term sustainability.

Addressing Demographic Sustainability

Although Presteigne was rated by the Sunday Times as one of the most attractive places to live in Wales in 2018 and still trades in some measure on its historic legacy as the Town of Festivals, the town does not have a recognisable 'place-brand' (as defined in the Welsh Economic Review) underpinning a balanced, long-term development strategy to offset structural demographic challenges and weak public transport provision.

The lack of affordable housing is progressively undermining the long-term sustainability of the John Beddoes Campus. This is an issue which has long been a concern in the town and all stakeholders engaged (including the Head Master) support a complete redevelopment of the John Beddoes Campus as an ideally passivhaus, through-school which could retain the town's school-age demographic and compete within the wider catchment area. This could include a much-needed all-weather community sports facility to support groups which are currently forced to travel to other facilities in Powys in order to train.

The long-term ageing trend of Presteigne has apparently been offset in part by a more recent influx of younger residents - particularly since the outbreak of the COVID pandemic - attracted by easy access to highly

attractive countryside, strong community spirit, high quality of life and generally good broadband provision, enabling them to work from home.

Local Business and Industry

The town is home to a successful business park and industrial estate. Both are fully occupied by a range of successful local SMEs which, for the most part, have grown organically, providing employment to an estimated 100 local people in total. However, like many rural towns in Wales and the wider UK, Presteigne does not have a thriving working age population and the lack of job opportunities in the town was mentioned repeatedly in responses to the online survey. Many working-age residents travel to a range of regional locations outside the town for work.

27% of survey respondents currently work from home. A recent report from The Centre for Towns indicates that, following COVID, “there is big potential for places to market themselves as online working destinations”.

Harnessing Presteigne’s Community Spirit

Despite a number of concerns about Presteigne’s medical health-care provision, the town is well-placed to address the policy objectives of the 2015 ‘Well-Being of Future Generations (Wales) Act’ (WFGA) which proposes a wider set of social and environmental wellbeing goals – moving away from a sole focus on material economic prosperity.

90% of online survey respondents rate Presteigne’s Community Spirit as excellent or good and the town has a number of very active voluntary organisations, ranging from numerous environmental, religious, sport and physical health, mental health/mindfulness/yoga and social care groups, in addition to a diverse cultural calendar. Commitment to the environmental sustainability of the town was a consistent feature of both the online survey and the one-on-one and group meetings.

Addressing Weaknesses in the Retail Offer

One-on-one stakeholder consultation has suggested that a majority of Presteigne residents are in favour of the development of a supermarket in the town and this has been identified as an issue of critical importance by the town’s Ward Councillor.

The online survey also revealed a majority of 77 out of 156 survey respondents in favour of the development of a small supermarket in the town, with 68 opposed (largely because of the potential impact on the independent retailers on the High Street). 90 respondents do the bulk of their shopping outside the town and, in recent years, there has been a significant increase in reliance on online retail deliveries from supermarket multiples in Llandrindod and Leominster.

There are currently no vacant retail units on the High Street but there is significant support for improving the general appearance of the town through shop front improvement grants.

Weak public transportation was raised repeatedly as a concern, particularly by older residents, while views on Presteigne's relative remoteness are more balanced.

There is a strong consensus around the dysfunctionality of Presteigne's current public parking provision, notably the Hereford Street and High Street (or shoppers') car parks (owned by Powys Council) where parking charges have resulted in significant under-utilisation of available space and increasing on-street parking.

Optimising the Value of the Visitor Economy

Although visitor numbers to the Judges' Lodgings (the principal tourist attraction in the centre of the town) have been falling steadily for around 15 years, Presteigne does have significant potential to build on its appeal to tourist visitors, given its location and existing or soon-to-be realised tourism assets such as the Coed Llanandras Woodland Nature Reserve (part of the Welsh National Forest), the Dark Skies initiative and proximity to the Offa's Dyke Path. The annual Music Festival, Carnival and Welsh Vintage Car Trials draw visitors from far afield, with some deciding to relocate permanently to the town as a result, while the Community Barn is a source of universal local pride and an excellent example of community cohesion. A recent investment in better visitor signage speaks to an ambition to strengthen the town's visitor economy.

The town recognises the value of tourism to its economy, while believing that the expansion of visitor accommodation needs to be carefully monitored and managed.

Stakeholder Engagement

Rose Regeneration has sought at all times to align this Investment Plan with the aspirations of the residents of Presteigne and to reflect clearly the collective vision of all stakeholders.

In order to establish a solid base of evidence to identify the main opportunities and challenges facing Presteigne, Rose has undertaken an extensive process of engagement with a range of local stakeholders, including Presteigne & Norton Town Council, the local Ward Councillor, the Mayor, the local business community, the voluntary sector, representatives of John Beddoes Campus and Presteigne Primary School, key community organisations and other individuals in the town.

At the outset of the project, a steering group was established which agreed questions to be included in the online survey and which met to review the progress of the project and to agree the emerging plan. 156 responses to the online survey were received and more than 40 meetings with individuals and groups were held, either face-to-face or online, with key findings detailed at Appendix 1.

This stakeholder engagement process was complemented by a desk-based analysis of Presteigne's main economic, demographic and employment data (main source: ONS), providing the basis for comparison with regional and national indicators and highlighting the rationale for potential interventions. Details of this analysis are outlined below

The Town in Detail

The section below identifies and quantifies some of Presteigne's key socio-economic data in the context of the wider Welsh geography. This data underpins the selection of investment and development projects in the town, as defined by the following criteria.

The aim of this Investment Plan is to identify projects, partnerships and investments in Presteigne that will help to create the conditions necessary to:

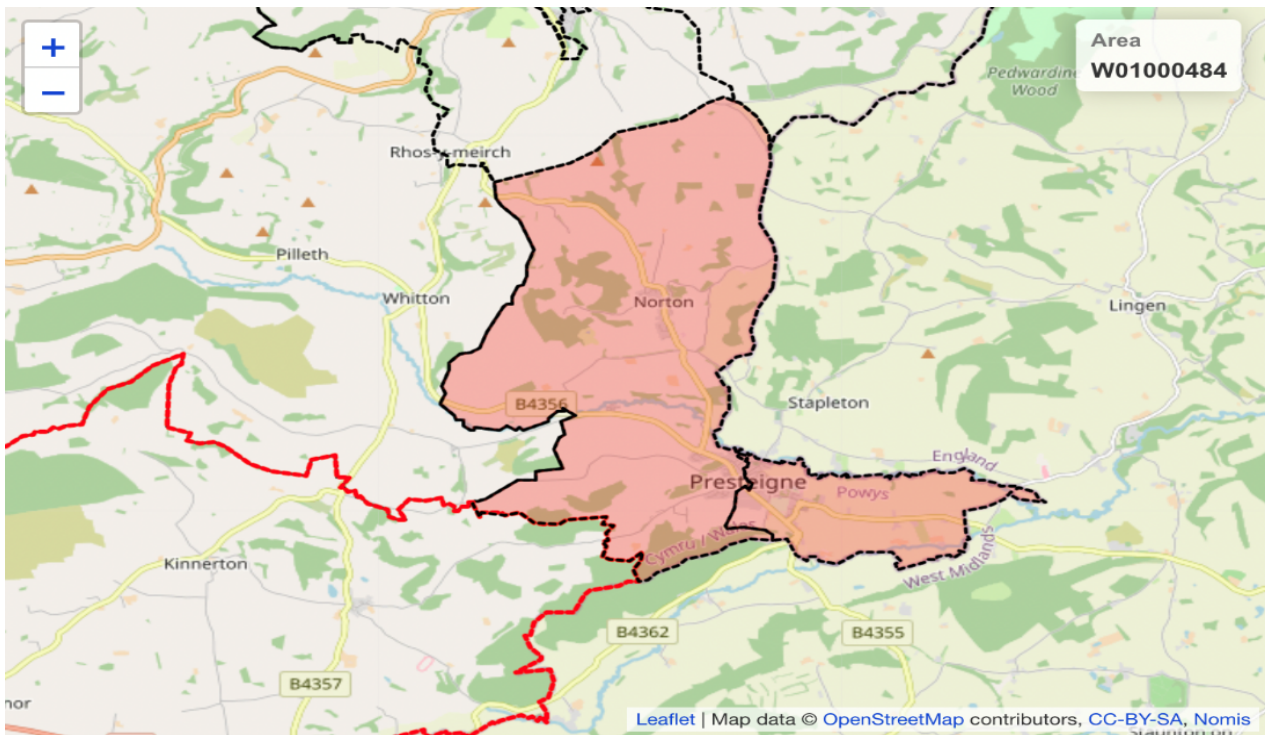
1. create a vibrant, sustainable, commercial and socially relevant town centre that supports the needs and aspirations of its own diverse population
2. attract and meet the needs of visitors and tourists
3. provide the range of services that help to attract investment and encourage the economically active to locate in the area.

Functioning Economic Geography

Presteigne is a small market town very close to the English Border and Herefordshire. The map from NOMIS below shows the extent of its immediate catchment².

This is based on two Lower Layer Super Output Areas (LSOAs) which nationally, there are 1909 LSOAs across the whole of Wales. LSOAs have an average population of 1500 people or 650 households.

² ONS Data at LSOA: POWYS 11B & C



Presteigne: Powys Local Development Plan Area (Crown Copyright)

Data has been considered for the immediate town and surrounding area to provide an understanding of the issues faced using these two LSOA areas as the immediate building blocks. We have also examined the dynamics of the retail core of Presteigne.

The map below, taken from the Powys Local Plan highlights the current extents of the town centre and primary shopping areas as defined in the local plan.



Town Centre Dynamics

The Retail Offer:

We have compared retail uses across the commercial core of the town between 2016 and 2021 using Google Map view and the comparison of uses is set at Appendix 2.

This high level assessment of retail uses suggests a robust and strong independent retail offer with relatively few vacant shops and a good level of continuity amongst most retail businesses.

The town's commercial centre comprises mainly small independent retailers which accounts for 77% of the offer whilst the multiples account for 23% and include prominent brands such as Premier convenience store, Spar convenience store, and Lloyds Bank. The vacancy rate for retail units is around 3.7% which is exceptionally low compared to the Welsh average (16% - source Local Data Company Ltd).

The retail mix is varied but not exceptional and reflects the pattern typical of regional towns in the county. The town centre has one bank, no building societies and a Post office branch located within the Premier convenience store. The town has a significant leisure sector accounting for 24% of the town centre offer.

Economy:

ONS data (Appendix 3:: Jobs) shows a fall in the number of jobs in Presteigne over the period 2015 – 2020 highlighting the importance of skills and pay levels in the town, and the connection to the wider strategy for Wales which seeks to increase representation of higher value and higher skilled employment opportunities for local people as well as encouraging inward migration to redress in part the demographic challenges of an ageing population.

The key economic sectors which are predominant in the area can be seen where levels are above 1 for Location Quotient. The Location Quotient compares the number of people employed in each sector with the Wales average, where the quotient is 1 there are exactly the same proportion of people employed in the sector as across Wales as a whole. Anything larger than 1 indicates a proportion of employees higher than the national picture. In Presteigne agriculture and water supply along with arts, entertainment and recreation have location quotients significantly above the national level.

Location Quotients over 1:

- Agriculture – 3.08
- Water supply – 2.69
- Construction – 1.02
- Wholesale and retail trade; repair of motor vehicles and motorcycles – 1.25
- Professional and scientific activities – 1.22
- Arts, Entertainment and Recreation – 1.91
- Other services – 1.38

Changes in commercial floorspace reflects the fall in employment in Presteigne. Additional employment land is available and developable to accommodate business growth or inward investment but is likely to require public sector funding to bridge the value gap (Appendix 3 – Commercial Floorspace).

People:

Over the period from 2011, the town has seen job density hovering at 35% which is considerably below the national average and shows the low overall stock of jobs in the town. This may also be indicative of the ageing population in the area, which is reducing the overall stock of people aged 16-64 (Appendix 3: Population and job density).

In the latest Index of Multiple Deprivation (IMD) Presteigne generally performs better than many towns in Wales and is relatively self-contained in terms of employment and daily needs. The exception is in terms of access to services which is understandable given its rural location relatively remote from larger settlements where a wider range of public services are more likely to be based (Appendix 3: Indices of Multiple Deprivation Data).

Understanding the Town (Understanding Welsh Places)

The Welsh Government produces a range of useful benchmarking data in terms of understanding the dynamics of all towns in Wales. We have chosen a range of indicators benchmarked against the 5 towns in our study to deepen further our interpretation of the economic characteristics of Presteigne:

- In relation to the Wales and other 4 towns in scope Presteigne performs well in terms of self-employment and has relatively low levels of unemployment albeit in the context of a small overall workforce and stock of jobs (Appendix 4 – Workforce).
- Presteigne has a relatively high proportion of the population with no qualifications and at the other end of the spectrum a moderately high proportion of people with level 4 plus (degree equivalent) qualifications. This suggests a pattern of skills very much on a par with the Welsh average (Appendix 4 – Skills).
- Presteigne has a higher level of private home ownership than some of the towns in our comparator and the national average. It has however a lower proportion of social rented housing than many comparators and Wales as a whole (Appendix 4 – Housing).
- In terms of rurality even though the data is quite old now (2011) it is interesting to see the relative low levels of private car ownership in Presteigne which perhaps reflects its relative remoteness (Appendix 4 – Rurality).
- In terms of self-identification and language, Presteigne has few Welsh speakers and people who self-identify as Welsh (Appendix 4 – Identity).

The Understanding Welsh Places Project also has a useful categorisation of types of towns and these indicate that (Appendix 3 – Categorisations). Presteigne is judged as a relatively independent area which is not heavily reliant on an adjoining settlement for key services, including employment.

- Presteigne – Interdependent

Interdependent places have a medium number of assets in relation to their population; average diversity of jobs; and residents travel a mix of short and long distances to travel to work and services. These places are attractors of people from neighbouring places who come to access some assets and jobs but they are also reliant on neighbouring places for other assets and jobs.

Presteigne – Understanding Local Issues and Opportunities

The benchmarking exercise in the previous sections has provided an understanding of how the town performs on paper. However, stakeholder engagement provides insight into how the town is perceived and how the town functions for them. Using the benchmarking data as a platform for discussion with stakeholders a SWOT analysis of the town has been developed which provides a clearer understanding of local views and issues.

Key to this process has been the development of an understanding of the town's distinctiveness with stakeholders.

What is Presteigne's Distinctiveness?

"Themed distinctiveness is understood as a characteristic that is constructed within local distinctiveness but which becomes a dominant element of local identity."

Outstanding features of Presteigne currently include an eclectic mix of distinctive and imposing vernacular architecture, a traditional High Street lined by successful independent shops and cafes, some important and well-used community assets (Assembly Rooms, Went's Meadow Community Barn etc), a vibrant and culturally diverse festival and events calendar and a widely-recognised and high quality of life (for most residents) and strong community spirit, expressed in various ways including through a collective commitment to environmental sustainability.

Presteigne SWOT Analysis

Presteigne is affected by a number of regeneration challenges which are common throughout the county of Powys and the broader mid-Wales Area. These include:

- Current shortfalls in utility capacity.
- Site/premises, transport and ICT infrastructure issues that are relevant to peripherality and accessibility.
- Skills development constraints, which include transport, childcare and poor ICT infrastructure.

The table below identifies Presteigne's specific strengths, weaknesses, opportunities and challenges, defined as follows:

Strengths	Weaknesses	Opportunities	Threats
Strong sense of place, underpinned by environmental heritage and location.	Limited affordable housing for younger and economically active residents.	Public sector intervention to acquire Kaye's site and facilitate private sector investment in affordable and sheltered housing, a nursing home, retail, community growing space and a community energy hub.	Younger people and economically active move away for employment and housing

Strengths	Weaknesses	Opportunities	Threats
High quality of life and pride of place. “Nothing bad” was the highest-rated survey response of “the worst thing about Presteigne”,	Not shared equally by all residents. Lack of employment opportunities.	Skills development initiatives targeted at younger and economically inactive residents. Attract/support entrepreneurial residents/incomers.	John Beddoes Campus becomes unviable due to demographic transformation into a ‘retirement destination’. East Radnorshire Leisure Centre is closed due to withdrawal of Powys County Council funding.
Very strong community spirit	Weak coordination/limited ‘joined-up thinking’.	Development of more effective co-ordination body	Need to be mindful of the need to continue to integrate existing and new residents to protect against dwindling numbers and thus the inability to hold events etc.
Vibrant events and festivals offer	Reliance on volunteers.	Stronger external marketing to support visitor economy.	Need for strategic succession planning and ongoing volunteer support.
Attractive town centre	Contaminated Kaye’s site is a wasted opportunity to develop affordable and sheltered housing, nursing home and/or retail. Public car parking provision charged for.	Decontamination and development of the Kaye’s site. Shopfront improvement grants for independent retailers in High Street. Replace current parking charges with free car parking.	Kaye’s Site is in private ownership.
Good range of independent shops	Limited offering to service current and expanded tourist footfall. Perception that High Street shops are relatively expensive. Lack of consensus on need for a new supermarket.	New start-ups encouraging local people and inward investors as town exploits tourism potential of existing and planned assets.	Free town centre parking provision limited to 1 hour
Attractive landscape and natural environment	Remoteness and very poor public transport provision.	Possibility to exploit health and well-being potential as well as local volunteering opportunities of green spaces for local population.	Isolation of older residents without access to cars. Poor road conditions, particularly on roads to Kington and Leominster.

Strengths	Weaknesses	Opportunities	Threats
Competitive primary school offer meeting needs of most younger children in Presteigne.	John Beddoes Campus losing pupils to schools outside Presteigne.	Complete refurbishment of John Beddoes Campus, including passivhaus principles to maximise energy efficiency and enhance Presteigne's environmental credentials.	Closure of John Beddoes Campus would cause irreversible demographic vicious circle, calling long-term sustainability of the town into question.
Significant potential to develop a more competitive visitor economy.	Anecdotal data suggest that visitor numbers are falling.	Develop comprehensive, integrated visitor economy strategy focussed on festival calendar/eco-tourism.	Significant opportunity cost if unrealised.
Good range of high-quality holiday lets and growing glamping offer surrounding hinterland.	Lack of attractive accommodation offer in the town itself.	Include accommodation provision in visitor economy strategy.	Significant opportunity cost if unrealised. Losing good quality housing to holiday lets.
Good voluntary social care.	Poor and deteriorating public health services.	Open Day Centre.	Lack of funding.

SECTION 3: REGENERATION STRATEGY – THE PRESTEIGNE OF TOMORROW

Following on from the previous sections

- **A Vision for the regeneration of Presteigne.**
- **Regeneration priorities for Presteigne that demonstrate delivery of both local and national priorities.**
- **Projects in relation to the priority or priorities they best deliver.**
- **A Theory of Change to illustrate the impacts of investments.**
- **An interpretation of the Six Principles of Placemaking against Powys County Council strategic objectives to provide a ‘read-across’ to the three Presteigne Priorities.**
- **A high-level summary of project requirements including an estimate of costs timescales, delivery lead and any governance arrangements and potential next steps in moving forward.**

The priorities for this Presteigne Town Investment Plan are consistent with the wider Powys County Council regeneration objectives for the county as a whole and align with the broader Welsh Assembly and UK Government regeneration aspirations and desired policy outcomes.

The vision for Presteigne in the next 10-20 years is supported by a set of key strategic priorities. These include:

- underpinning our long-term demographic sustainability by developing affordable housing for younger residents, creating a compelling and competitive educational offer and providing diverse career opportunities for our school and college leavers;
- optimising the resilience, dynamism and impact of our cultural and visitor economy;
- ensuring that our retail offer works for all residents;
- harnessing our community spirit to ensure that all residents have access to the
- healthcare provision that they need;
- improving our transport connection links and active travel options, improving condition of roads.

Presteigne Vision

This vision is based on an assessment of the town’s existing strengths and weaknesses, an analysis of local and national data and extensive engagement with stakeholders in the town’s future. It provides an articulation of a realistic vision for the town over the next 10 – 20 years.

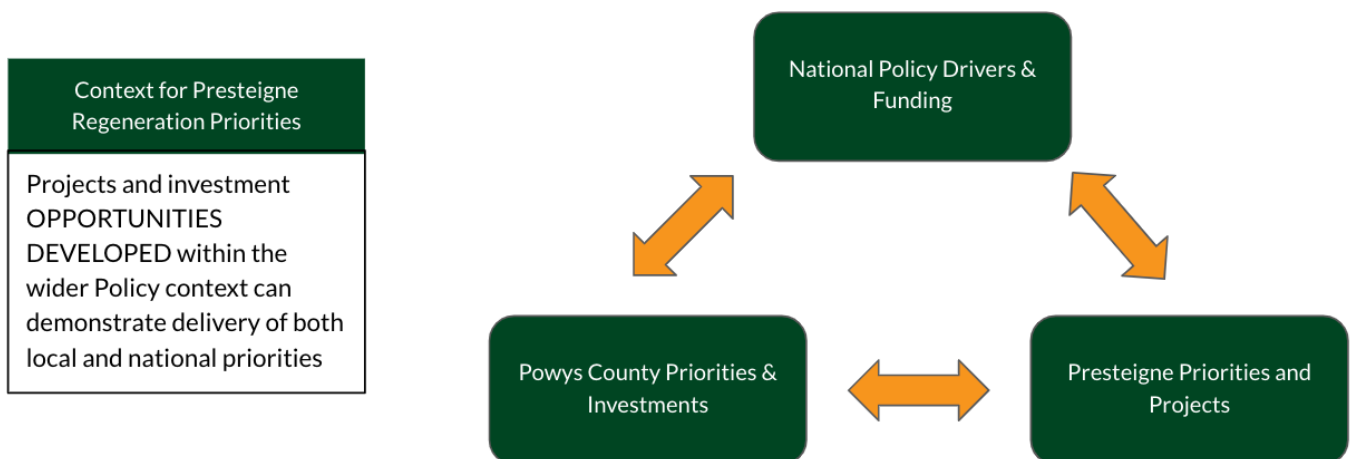
“We will make Presteigne an exceptional place to live, to work, to learn and to visit. We will build on our existing assets to make our town a beacon of environmental and demographic sustainability

and will fully develop our potential to attract inward investment for the benefit of all members of our community.”

The following projects and investment themes emerged through the stakeholder engagement process. These priorities articulate the key objectives for interventions to deliver the maximum impact over the short, medium and long term.

Regeneration Priorities for Presteigne

Priority 1	Underpinning long-term demographic sustainability
Priority 2	Optimising the value of cultural and visitor economy
Priority 3	Ensuring that retail offer works for all residents
Priority 4	All residents have access to the healthcare provision that they need
Priority 5	Improving our transport connection links and active travel options, including improving condition of roads.



The following tables illustrate the ‘golden thread’ for Presteigne’s priorities, the projects that will deliver them, the rationale in the context of local and national priorities and the regeneration benefits that will be delivered as a result of implementation and investment.

Table 1

Presents projects in relation to the priority it best delivers. (Note that projects can deliver 1 or more priorities. We have aligned projects against most relevant priority).

Table 2

Presents a Theory of Change to illustrate the impacts of investments from both the local and national perspective as a basis for prioritisation and to provide a rationale and justification for funding.

Table 3

Table 3 interprets the Six Principles of Placemaking against Powys County Council strategic objectives to provide a 'read-across' to the 3 Presteigne Priorities.

Table 1: Project Alignment with TIP Priorities

Presteigne Priority	Project Initiative	Description
	Kaye's site development	The contaminated site of the old Kaye's Foundry, in the centre of Presteigne, is identified by many stakeholders as a key obstacle to the development and long-term sustainability of the town but it also potentially holds the key to providing more affordable housing for existing, particularly younger, residents who are currently locked out of the housing market. A solution to this long-standing issue would likely involve the development of a public/private sector partnership which could include a new supermarket and some community growing space/community energy hub.
	John Beddoes Campus refurbishment	Pupil numbers and class sizes at the John Beddoes Campus have been falling for some time, despite a generally successful academic record. The local ward Councillor has been lobbying Powys County Council to refurbish the school in order to retain pupils within the town and to attract pupils within the catchment area. This initiative has wide support from stakeholders engaged through the public consultation process, particularly if the development is modeled on the passivhaus principles being developed in other schools in Wales. Not only would a passivhaus school be likely to enhance academic results but it would also underpin an environmentally sustainable 'place brand' for the town, increasing its potential appeal to families considering relocation. The new school would be developed as a community asset, creating a 'joined-up' approach to community cohesion.

Presteigne Priority	Project Initiative	Description
Underpinning long-term demographic sustainability	3G all-weather sports pitch	Presteigne needs investment in an all-weather sports field (ideally adjacent to a refurbished John Beddoes School) to support its numerous sports organisations and groups and to deliver objectives identified in the 'Well-Being of Future Generations (Wales) Act'. To take one example, Presteigne's Ladies Hockey team includes two members who play for Wales but they have to travel to Llandrindod to train. They have recently started a youth team, which has 35 members, but they have nowhere to play in Presteigne.
	East Radnor Leisure Centre	Powys County Council funding currently under threat. Leisure Centre provides vital physical and mental health benefits in Presteigne and is needed urgently to support John Beddoes Campus and wider community.
	Community Growing Spaces	Strong stakeholder support for the development of community growing spaces (e.g. on the John Beddoes Campus site or on a redeveloped Kaye's site) to shorten supply chains, strengthen Presteigne's food economy and address food poverty. Collateral benefit of strengthening town's sustainability credentials.
	Presteigne Youth Centre	Currently applying for a long-term lease in order to attract grant-funding for refurbishment to create a multi-user kitchen/cafe. Urgently needed to strengthen youth support/retention and address demographic challenge.
	Norton Community Hub	Project to develop Community Hub in old Norton church to address isolation - has been in development for last 4-5 years with lease from Church of Wales. Now has planning permission and historic building consent. Aiming to start work in early 2023. Financial challenge - total project cost of £160k to instal new heating and lighting, cafe, kitchen, WC and small meeting room. Remaining funding gap of c. £75k.
	CIC Development	Build on the current Community Interest Company to support better coordination and integration of activities and initiatives, to lead inwards investment initiatives and to strengthen existing governance structures.
	Community Barn Storage facility	The locally crowd-funded Community Barn on Went's Meadow is an outstanding example of Presteigne's strong community spirit. Since completion in 2019, it has become the centre-piece of the annual Carnival and other events, significantly strengthening the town's visitor economy. Town Council is currently seeking grant-funding to build permanent storage facilities for event equipment.

Presteigne Priority	Project Initiative	Description
Optimising cultural and visitor economy	Dark Skies Project	Project in development since 2017 to make Presteigne the first town in Wales a Dark Skies zone and second only in UK after Moffatt in Scotland. Working with Powys Council to replace all street lights with lower emission lighting over a period of up to 10 years, reducing light pollution, supporting insect protection and greatly enhancing 'eco-tourism' visitor credentials. The Town Council will submit the "high hurdle" application in April/May 2023.
	Judges Lodging Flat conversion	Town Council supported project to secure funding of c £220k and planning application to turn the former caretaker's flat into 2 AirBnB flats - would generate £25-30k pa and fund one permanent staff member.
Retail offer that works for all residents	High Street Improvement Grant	Independent shops in Presteigne's High Street are regarded by all stakeholders as a great asset of the town, both as providing a strong retail service to residents and as an attraction to tourist visitors. Grant-funding to improve shop-fronts would enhance the town's visitor economy.
	New small supermarket	Online survey revealed a majority of respondents in favour of the development of a new small supermarket (potentially on the Kayes site), borne out by one-to-one stakeholder engagement and endorsed strongly by Presteigne's County Councillor.
	Hereford and High Street Car Park fees	All stakeholders consulted point to the dysfunctionality of Presteigne's current car parking provision. The current levy at the Hereford Street and High Street (the shoppers car park) car parks (owned by Powys Council) is a strong deterrent to local resident usage, with many arguing for free parking.
Improving transport connections and active travel options	Public Transportation	Very poor connectivity for those residents without cars. Introduce more smaller buses. Bus provision should include Leominster, Ludlow and Llandrindod.
	Pedestrian Routes to Norton and Rockbridge Park	Town Council has been working for some years with PCC to create safe routes to school under a Welsh Government Programme and this has been provided in the town itself. However, it has not yet been possible to secure funding for safe routes to nearby settlements such as Rockbridge Park or the village of Norton.
Access to healthcare	East Radnorshire Care	The organisation is a registered charity providing a range of services to people in the wider community. Currently operating the East Radnor Home Support and looking to funding with Powys County Council to re-open East Radnorshire Day Centre since the withdrawal of funding post-COVID. Looking to diversify into a range of other care services.

Table 2 - Presteigne Projects Theory of Change in National Policy Context

Project/initiative	Intervention theme & link to 6 Principles	Priority for Presteigne	Output	Outcomes	Impact
Kaye's site redevelopment	People & Community Public Realm Mix of Uses Identity	An attractive town relevant to the needs of all residents, visitors and businesses	Mixed use sustainable development	New affordable housing units in the centre of town, aimed specifically at younger families.	Improve resilience and sustainability of Presteigne.
John Beddoes campus	People & Community Mix of Uses Identity	A competitive educational offer which will retain and attract pupils into the town.	Full redevelopment of existing building using passivhaus principle to create a competitive through school.	Retention of school-age pupils in Presteigne. Creation of a Community Asset.	Improve resilience and sustainability of Presteigne.
3G all-weather sports pitch	Town civic amenities	Support existing community sports activities and create new sports development opportunities	A flexible mixed-use community sports facility adjoined to JBS campus	Healthier living and enhanced community cohesion	Improve resilience and sustainability of Presteigne. Healthier and more cohesive community
East Radnor Leisure Centre	Town civic amenities	Support existing community sports activities and create new sports development opportunities	Powys County Council funding currently under threat.	Healthier living and enhanced community cohesion	Improve resilience and sustainability of Presteigne. Healthier and more cohesive community
Community Growing spaces	People & Community Mix of Uses Identity	Strengthen local food supply chain and reduction of food poverty	Designated community growing spaces in the centre of Presteigne.	Healthier living and enhanced community cohesion	Improve resilience and sustainability of Presteigne. Healthier and more cohesive community

Project/initiative	Intervention theme & link to 6 Principles	Priority for Presteigne	Output	Outcomes	Impact
High Street Improvement Grant	Public Realm	Tired public realm	An attractive town relevant to the needs of all residents, visitors and businesses	More footfall and private investment	More demand to visit and invest in the town
New small supermarket	People & Community Mix of Uses	Lack of accessible retail offer for some residents	A town which works for all residents	Retention of retail spend in Presteigne. Job creation	Improve resilience and sustainability of Presteigne.
Hereford & High Street car parks	People & Community Mix of Uses Identity	Affordable public parking provision	A town which works for all residents	Retention of retail spend in Presteigne	Improve resilience and sustainability of Presteigne.
Community Barn storage facility	People & Community Mix of Uses Identity	Development of community festival offer	Building capacity for more festivals and community events	More footfall and private investment	Stronger visitor economy infrastructure
Presteigne Youth Centre	People & Community Mix of Uses	Retaining and supporting younger residents	More attractive and commercially viable facility	Potential to attract more users	Improve resilience and sustainability of Presteigne.
Norton Community Hub	People & Community Mix of Uses	Address lack of community space in Norton	More attractive and commercially viable facility	Potential to attract more users	Improve resilience and sustainability of Presteigne
Dark Skies project	Public Realm Identity	Enhance the distinctive character of Presteigne	Creation of a distinctive USP in Presteigne	More footfall and private investment	Stronger visitor economy infrastructure
Judges Lodging for caretaker's flat conversion	Public Realm Location Identity	Enhance popularity of Judges Lodging as a visitor destination	More attractive and commercially viable facility	More footfall and private investment	Stronger visitor economy infrastructure
Pedestrian routes to Norton and Rockbridge Park	People & Community Movement	Enhance accessibility and connectivity of Norton and Presteigne	A town which works for all residents	Healthier living and enhanced community cohesion	Improve resilience and sustainability of Presteigne
CIC development	Social Economy	Enhance community engagement and collaboration	A town which works for all residents	Enhanced community cohesion	Improve resilience and sustainability of Presteigne

Project/initiative	Intervention theme & link to 6 Principles	Priority for Presteigne	Output	Outcomes	Impact
Public transportation	People & Community Movement	Enhance accessibility and connectivity of all residents	A town which works for all residents	Enhanced community cohesion	Improve resilience and sustainability of Presteigne
East Radnorshire Care	People & Community	Support critical care infrastructure	A town which works for all residents	Enhanced community cohesion	Improve resilience and sustainability of Presteigne

Project Locations

The following plans illustrate the location of the projects identified within the town centre context and the wider locality. Not all projects are located within the town centre defined area but have been prioritized on their ability to impact the town centre.

Figure 1 - Location of Projects: Presteigne Town Centre

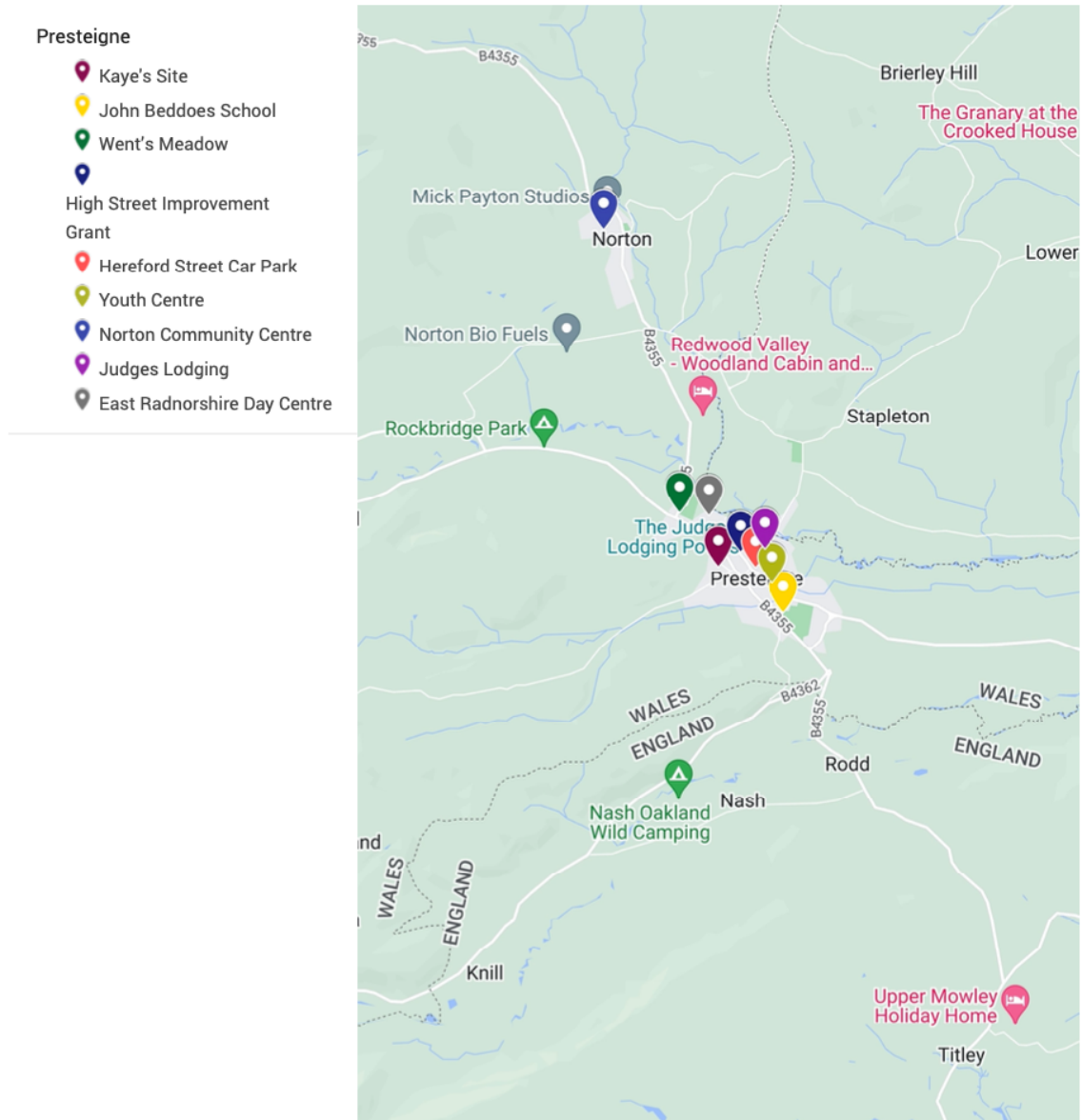


Figure 2 – Location of Projects: outside town centre but serving area

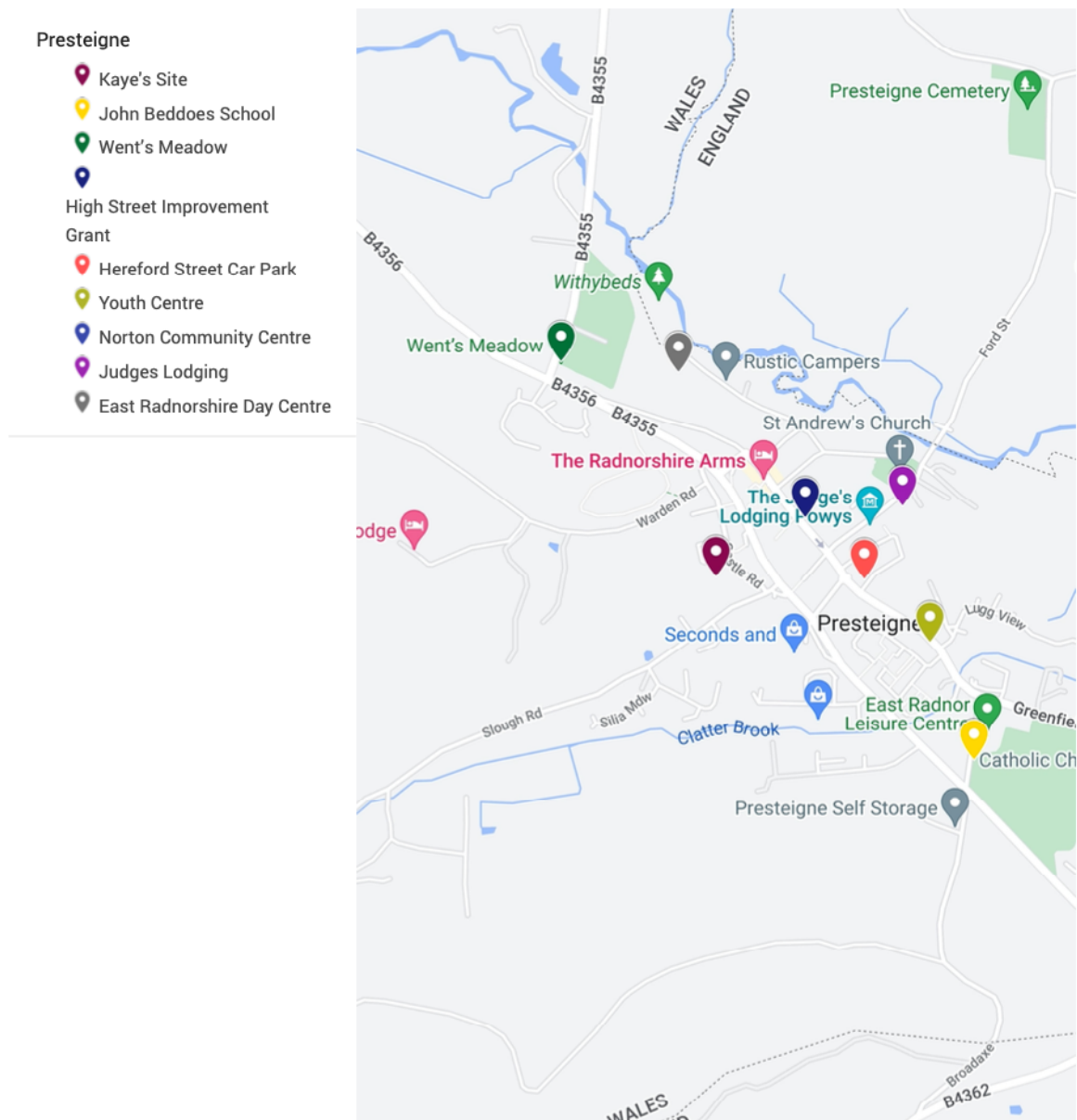


Table 3 - Relationship between the six Principles of Placemaking & PCC Strategic Objectives

We have undertaken an assessment of projects identified through stakeholder engagement and an analysis against the strategic objectives outlined in the introductory section of this plan. Our assessment of the rationale for and potential benefits of each project has been matched to these objectives which we have outlined in table 3 below.

The extent to which these objectives are aligned with the six Principle of Placemaking is as follows:

The 6 Principles of Placemaking	Relationship with Powys County Council Strategic Objectives
People & Community	▶ employment retention and growth ▶ social economy ▶ sustainability and the environment ▶ Transport and connectivity
Movement	▶ Transport and connectivity ▶ sustainability and the environment
Public realm	▶ Visitor Economy ▶ sustainability and the environment ▶ employment retention and growth
Location	▶ employment retention and growth ▶ Visitor Economy
Mix of uses	▶ employment retention and growth ▶ social economy ▶ sustainability and the environment
Identity	▶ Visitor Economy ▶ employment retention and growth ▶ social economy

SECTION 4 REGENERATION ACTION PLAN - FUNDING, DELIVERY AND GOVERNANCE

In Section 3 we describe a vision for regeneration, Presteigne specific priorities and a presentation of projects in terms of their potential impacts relative to local and national policy objectives in a 'Theory of Change' framework.

Building on previous sections, Section 4 now provides a Regeneration Action Plan in the form of a high-level summary of project delivery requirements including an estimate of costs where relevant or available, an assessment of delivery timescales, delivery lead and any governance arrangements and potential next steps in moving forward.

Table 4 provides a high-level summary of project requirements including an estimate of costs where appropriate or available, an assessment of delivery timescales, delivery lead and any governance arrangements and potential next steps in moving forward.

The governance section highlights the key role of local partners, especially Town Councils and others, in the delivery of projects given the limited resources at County level to provide central governance to all towns and projects. Governance structures have been identified where they may already exist, even in embryonic form, with recommendations for local structure & partnerships to be established for delivery.

Project/initiative	Cost £000	Funding sources	Rationale & link to six Principles	Timescale	Delivery Lead & Governance	Next Steps
Kaye's site redevelopment	10-15,000	Private/public	People & Community Public Realm Mix of Uses Identity	2-3 years	Private/public sector partnership	Engage owners
John Beddoes campus	10-15,000	Welsh Govt PCC	People & Community Mix of Uses Identity	2-3 years	Welsh Government/ Powys County Council (PCC)	Continue discussions with PCC
3G all-weather sports pitch	400	PCC	People & Community Mix of Uses Identity	1-2 years	Presteigne & Norton Town Council (PNTC)	Engage PCC
East Radnor Leisure Centre	?	PCC	People & Community Mix of Uses Identity	?	PCC	Engage PCC

Project/initiative	Cost £000	Funding sources	Rationale & link to six Principles	Timescale	Delivery Lead & Governance	Next Steps
Community Growing spaces	?	Welsh Govt PCC	People & Community Mix of Uses Identity	1-2 years	PNTC	Engage PCC
High Street Improvement Grant	100	PCC	People & Community Mix of Uses Identity	1 year	PNTC	Engage PCC
New small supermarket	?	Private Sector	People & Community Mix of Uses	1-2 years	PNTC	Engage Private Sector
Hereford & High Street car parks	?	PCC	People & Community Mix of Uses Identity	1 year	PNTC	Engage PCC
Community Barn storage facility	25	PCC Crowd-funding	People & Community Mix of Uses Identity	1 year	Presteigne Community	Community initiative
Presteigne Youth Centre	?	Grant-funding	People & Community Mix of Uses	1 year	Presteigne Youth Centre	Engage PCC
Norton Community Hub	75	Grant-funding	People & Community Mix of Uses	3 months	Norton Community Group	Engage PCC
Dark Skies project	?	Grant-funding	Public Realm Identity	3 months	PNTC	Submission of final 'high-hurdle' grant application
Judges Lodging for caretaker's flat conversion	220	Grant-funding	Public Realm Location Identity	6 months	Judges Lodging Trust	Submission of grant application
Pedestrian routes to Norton and Rockbridge Park	?	PCC	People & Community Movement	1-2 years	PNTC	Engage PCC
CIC development	0		Social Economy	Immediate	Presteigne CIC	PNTC and others
Public transportation	?	PCC	People & Community Movement		PNTC	Engage PCC

Project/initiative	Cost £000	Funding sources	Rationale & link to six Principles	Timescale	Delivery Lead & Governance	Next Steps
East Radnorshire Care	150	PCC	People & Community	1 year	East Radnorshire Care	Engage PCC

CONCLUSIONS AND NEXT STEPS

This Plan is one of ten Town Investment Plans commissioned by Powys County Council to identify a range of potential investments and initiatives to support the future economic sustainability of Presteigne and the wider county while recognising a wider set of Welsh Government social and environmental wellbeing goals which move away from an exclusive focus on economic growth.

The Plan has been developed jointly with Presteigne's Ward County Councillor, the Town Mayor, the Town Council and other key local stakeholders from the business community and voluntary sector. The aim has been to develop a shared vision and strategy which give the private, public and community sectors confidence to invest in the town and to support its vitality, as well as defining an evidence base which truly reflects the aspirations and requirements of stakeholders in Presteigne's future.

Notwithstanding challenges faced nationally and locally, Presteigne has some distinctive advantages and opportunities which can be developed to sustain its long-term sustainability and resilience, through investment in the projects identified in this Plan.

Taken as a whole, these projects constitute a coherent investment proposition and work programme for the public, private and voluntary sector players who have a stake in the town's future success.

Once the Plan have been formally adopted, Powys County Council will need to work proactively with stakeholders in Presteigne to establish appropriate governance arrangements and to secure the funding from a wide range of potential funding sources, including grant schemes operated by the UK and Welsh Governments, Powys County Council capital and revenue budgets, the wider public sector, Town and Community Council Charitable Trusts, the Heritage Lottery Fund, the private sector, section 106 monies etc.

Some of the projects in the Plan will require revenue funding, as well as capital investment and there may be opportunities to package projects together, to bid for funds in phases on the larger projects and for the towns to collaborate on funding bids and tourism initiatives.

Powys Visitor Economy

The development of these Investment Plans has confirmed our belief that Powys has huge potential to market itself as a world-class tourist destination of choice, both for staycationers and for international visitors.

The range of existing tourism assets in Knighton, Llandrindod, Machynlleth, Presteigne and Welshpool - from the Offa's Dyke National Trail, Powys Castle and Metropole Hotel through to the Dark Skies initiative and Spaceguard Centre, the beautiful UNESCO-designated Dyfi Biosphere reserve and outstanding diversity of

festivals and events - is remarkable by any measure, providing the potential to create a highly competitive visitor offer.

Many of the local stakeholders with whom we have engaged recognise this and are keen to support any initiative which attracts more visitors, and which generates more visitor spend.

Based on our experience in other parts of the UK, we believe that a successful and sustainable visitor economy in Powys will require three things:

1. A recognition that collaboration - between the towns themselves but also with other parts of Wales and with the neighbouring English counties of Shropshire and Herefordshire - is critical.
2. A comprehensive and deliverable investment strategy which identifies key priorities within the wider national and regional context.
3. A comprehensive and sustainable marketing strategy which could potentially be funded through the creation of a Destination Business Improvement District (DBID), similar to that which was recently formed in Herefordshire.

APPENDIX 1

Online Survey responses

Question 1: Your age

0-20	20-40	40-60	60+
5	20	45	86

Question 2: Do you expect to be living in Presteigne in 2030?

Age	0-20	20-40	40-60	60+
Yes	3	11	40	59
No	2	9	5	27

Question 3: if possible, please explain the reasons for your answer to Question 2

Age: 0-20

Yes

It's a nice place to live
 I like living in the area and family are near;
 My family and friends are here, I have a job here and I am happy in this area;
 Due to choice of career and family home;

No

No opportunities

Age: 20-40

Yes

Homeowner, have lived in the area all my life and plan on raising kids here
 Family have lived in Presteigne 90+years;
 My children both go to the secondary school & primary school. My husband also owns a business in the high street;
 I'm not 20 or younger - I did however go to uni and come back to live and work in the area
 Love Presteigne;

No

I'm over 20 but I do plan to move, long term;
There is too much drug issues and not many prospects for the younger generations in Presteigne;

Age: 40-60
Yes

Ideal place to bring up a young family;
The town offers a strong community (with an interesting mix of people) and cultural and entertainment opportunities (from music events at the Assembly Rooms to the annual carnival, panto and annual Presteigne Festival). It also has a thriving high street with independent shops - the street is the beating heart of Presteigne. There is a community orchard and open-air barn which serves as the focus for community events. We love it.

Age: 60+
Yes

I like living in Presteigne;

No

Ambition

Question 4: How long have you lived in Presteigne?

0-5 years	5-20 years	20-40 years	40+ years
22	61	39	35

Question 5: If you have lived in Presteigne for five years or less, please explain what attracted you to live here.

1. Family of my partner, local friends, strong sense of community & community productivity;
2. Found barns to convert in our price range;
3. We lived 35 years in the Radnor Valley and decided to move into town;
4. We like the Marches;
5. The environment and house prices;
6. The cheaper rent than over the bordering towns. we are looking to move out of Presteigne nearer work;
7. Not over developed;
8. Lovely friendly town;
9. Small friendly town with a diverse group of people;
10. Small close community, availability of countryside access, and closer position to main cities and wider England for family links compared to previous house in Llandrindod;
11. The peace and quiet, beautiful views, countryside, lovely little town (Presteigne), with useful shops;
12. Living in the countryside, but close enough to cities;
13. Waiting to move at the moment. Moving for scenery, quieter life and community;
14. The shops, the countryside and the people;
15. Quiet rural area, friendly people, pretty town;
16. Peace and quiet;
17. Proximity to area I knew well;
18. Quiet area, great place to raise children, rural;
19. A quiet town, with good facilities and a lively cultural scene;
20. Complicated, but during house hunt I was introduced to friends who had already moved to the area. Presteigne, with its music, creativity, doesn't take itself too seriously attitude strongly appealed to me as a small community with lots of interesting things happening.
21. All the above - strong independent spirit (thanks to a thriving high street), strong community (people who are willing to step up and stage events and also look after one another), sense of inclusiveness. And very attractive historic centre. The more recent housing (while welcome) does NOT add to the town's attraction.

Question 6: What are the three best things about living in Presteigne?

	Community	People	Environment	Safe/ quiet	Schools	Town Council	Creative/ Cultural Events	Buildings	High Street Shops	Other
1	61	36	31	12	3	1				12
2	18	9	30	9	2		4		26	52
3	7	9	25	21	2	1	10	2	5	
Total	86	51	86	42	7	2	14	2	31	77

Question 7: What are the three worst things about living in Presteigne?

	Public Transport	Nothing Bad	Kaye's Site	Medical Services	Drugs/ Antisocial Behaviour	Lack of Affordable Housing	Lack of Employment Opportunities	Schools	No Supermarket	Incomers
1	41	19	15	12	11	4	3	2	9	9
2	17	29	17	14	14	8	6	8	8	
3	9	45	12	8	6	8	5	6	8	4
Total	67	93	44	34	31	20	14	16	26	13

Question 8: How many times do you go shopping in an average month?

7-15	15-30	Weekly	Fortnightly	Monthly
44	27	40	8	5

Question 9: What is your average weekly spend?

£50 or less	£50-100	£100+
35	87	27

Question 10: In an average month, do you do the bulk of your shopping:

In Presteigne	Outside Presteigne	Online
33	90	33

Question 11: How do you rate opportunities for Leisure and Entertainment in Presteigne?

Good	Average	Poor
43	64	48

Question 12: Are you:

Retired	In full-time employment	In part-time employment	Self-employed	Working from home	Unemployed
56	42	16	23	6	3

Question 13: Do you work in Presteigne?

Yes	Yes work from home	No
30	40	64

Question 14: If your answer to Question 13 is Yes, what is your occupation?

Public Services	Retail	Hospitality	Industry	Tourism	Other
15	2	5	4	1	33

Question 15: if your answer to Question 13 is No, what is the location of your work?

Leominster; Knighton; Hereford; Shobdon; Llanfairwaterdine; Knighton; Worcester; Kington;
Llandrindod; Llanbister; Ludlow; Kingsland; Lloyney

Question 16: If you are self-employed, what are the key benefits and/or challenges of being based in Presteigne?

1. Poor public transport
2. working alone means you need social contact, Presteigne has plenty of that
3. Childcare
4. Key challenges are transport and slow internet. Everything else is great
5. Poor broadband speeds, poor road surfaces
6. The lovely countryside is a bonus, as is the workhouse which is a great place for coffee and getting a bit of work done. would be good to have more like it. the internet isn't great - i have "superfast" broadband and I still can't get a smooth connection to zoom/teams
7. Benefits are the local environment the challenge is have to use a car to visit clients, poor public transport.
8. Good internet makes wfh easy. Distance to airports for international work travel is price paid for rural location.
9. Local base between knighton and kington ,word of mouth
10. What I provide is needed in Presteigne, business is doing really well
11. Travel costs
12. Poor internet, need more speed.
13. Cost of housing
14. Location is a big plus for "Quality of life". Not so much for connecting to wider world. Poor internet, train/bus, car share etc.
15. Finding supplies a good prices (food)
16. Countryside
17. Discoed
18. Quiet, balanced pace of life, local amenities, coffee bars, local walks
19. Lack of meeting places especially in Norton
20. Require good internet
21. Supportive community
22. Benefits are the amount of clients needing services (homecare). Disadvantages are the very poor resources available for my elderly and housebound clients.
23. Having everything I need on my doorstep so can easily combine work schedule with domestic chores. The Presteigne area has attracted a large number of artists of all kinds over the years - some of whom I now work for as a project manager and editor.
24. Being on the border is both benefit and challenge
25. Lack of Super fast broadband, close to transport links

Question 17: Is Broadband provision in Presteigne:

Good	Average	Bad
45	63	33

Question 18: Do you own or rent your home?

Own	Rent	Live with parents
121	14	7

Question 19: As a place to live, do you think Presteigne is:

Affordable	About average	Not affordable
28	73	35

Question 20: Do you support the development of more affordable housing in Presteigne?

Yes	No
119	30

Question 21: If you answered yes to Question 20, what type of housing do you want to see in Presteigne:

Social housing	Self-build plots	Private houses	Other
44	20	39	21

Question 22: Would you describe Presteigne's community spirit as:

Excellent	Good	Average	Poor	Terrible
44	79	20	4	0

Question 23: Do you think of Presteigne as a welcoming place?

Yes	No
136	6

Question 24: Do you think that Presteigne needs inward investment?

Yes	No
117	14

Question 25: Would you like to see a small supermarket in Presteigne?

Yes	No
77	65

Question 26: Please name three things that Presteigne needs in order to develop and grow:

Themes emerging from survey responses and in individual or group meetings included:

1. Regeneration of Kaye's site
2. Redevelopment of John Beddoes School as a through-school
3. Better public transport (smaller more regular buses)
4. More balanced population
5. More attractive town centre
6. More flower baskets in the High Street
7. High Street cafe culture
8. Community growing space
9. Community energy hub
10. Community food hub
11. Better employment opportunities
12. More affordable housing
13. Community energy self-sufficiency
14. New supermarket
15. More things for young people to do
16. More industrial space including home/work units
17. Better access to river
18. Cheaper public parking in town centre
19. New nursing home
20. Better medical services (GP surgery/Dentist)
21. Initiatives to make Presteigne more accessible for deaf and blind people
22. Better promotion of town as a visitor destination
23. More co-ordination of events
24. More food outlets/restaurants
25. Fantastic broadband to encourage tech entrepreneurs to live here
26. Better leisure and sports facilities
27. 3 G pitch
28. Investment in industry
29. More cycle paths/walking lanes
30. Investment in sewage system
31. Collaboration with neighbouring towns
32. More community liaison with Powys Council
33. More creative start-ups

APPENDIX 2

We have compared retail uses across the commercial core of the town between 2009 and 2022 using Google Map view and the comparison of uses is set out below:

Address	2009	Business	2021	Business
	Laundrette	Dry Cleaner	Ceramics	Gifts
Sutton House, High St, Presteigne LD8 2BA	Carini's Butchers	Butchers	Carini's Butchers	Butchers
15 High St, Presteigne LD8 2BA	Slix Hair Studio	Hairdresser	Slix Hair Studio	Hairdresser
	Premier Presteigne	Convenience Store	Premier Presteigne	Convenience Store
	Barty's Delicatessen	Delicatessen	The Salty Dog	Fish monger/Deli/greengrocer
	Presteigne and Norton Community Support	Charity Shop	Presteigne and Norton Community Support	Charity Shop
	Homeware (closed)	Closed	Closed	Closed
	Hairdressers	Hairdressers	Clothes Shop	
	Audrey J Cole	Clothing	Rose Cottage	Florist
	Emily's Restaurant	Restaurant	Wild Tyme	Restaurant
	Kings Head Books	Books	Kings Head Books	Books
	Simply Magical	Magic shop	Halo Hair	Hairdressers
8 High St, Presteigne LD8 2BA	McCartney's	Estate Agents	David Parry and Co	Estate Agents
46	Presteigne Festival Box Office		Cafe	Cafe
	The Hat Shop	Restaurant	Crocketts	Cafe
6 High St, Presteigne LD8 2BA		Books, records, nik naks	Deli Tinto	Deli
	Gift Shop of some sort	Gifts	Presteigne Community Support	Office
4 High St, Presteigne LD8 2BA	Anne's Fruit and Veg Store	Greengrocers	Art Gallery	Bicycle Repair
	Costcutter	Convenience Store	Spar	Convenience Store

Address	2009	Business	2021	Business
	Agricultural and Pharmaceutical Services	Agricultural and Pharmaceutical Services	Presteigne Pharmacy	Pharmacy
	Winnie's	Just Jill	Unknown	Furniture Shop
	Victoria Fish Bar	Fish and Chips	Victoria Fish Bar	Fish and Chips
48 High St, Presteigne LD8 2BE	Presteigne Post Office	Post Office	Lorna's Sandwich Shop	Sandwiches
	The Coffee Shop	Coffee Shop	Coffee Shop	Coffee Shop
	Charity Shop	Charity Shop	Courtyard Antiques	Antiques

This high level assessment of retail uses suggests a robust and strong independent retail offer with relatively few vacant shops and a good level of continuity amongst most retail businesses.

APPENDIX 3

ONS Data- Population and Job Density

‘Relatively strong employment and low unemployment data masks low pay and underemployment. The high self-employment and home working data combined with low incomes is masking rural poverty.’³

ONS data shows a fall in the number of jobs in Presteigne over the Period 2015 – 2020 highlighting the importance of skills and pay levels in the Town, and the connection to the wider strategy for Wales which seeks to increase representation of higher value and higher skilled employment opportunities for local people as well as encouraging inward migration to redress in part the demographic challenges of an ageing population.

Jobs

	Total 2015	Total 2020	Change
Presteigne	515	455	-60
Powys	47955	45135	-2820
Wales	1234500	1260250	25750

Economic Sectors

The key economic sectors which are predominant in the area can be seen where levels are above 1 for Location Quotient. The Location Quotient compares the number of people employed in each sector with the Wales average, where Quotient is 1 there are exactly the same proportion of people employed in the sector as across Wales as a whole. Anything larger than one indicates a proportion of employees higher than the national picture. In Presteigne agriculture and water supply along with arts, entertainment and recreation have location quotients significantly above

Location Quotients over 1:

- Agriculture – 3.08
- Water supply – 2.69
- Construction – 1.02
- Wholesale and retail trade; repair of motor vehicles and motorcycles – 1.25

³ A VISION FOR GROWING MID WALES Strategic Economic Plan & Growth Deal Roadmap May 202

- Professional and scientific activities – 1.22
- Arts, Entertainment and Recreation – 1.91
- Other services – 1.38

Population and Job Density:

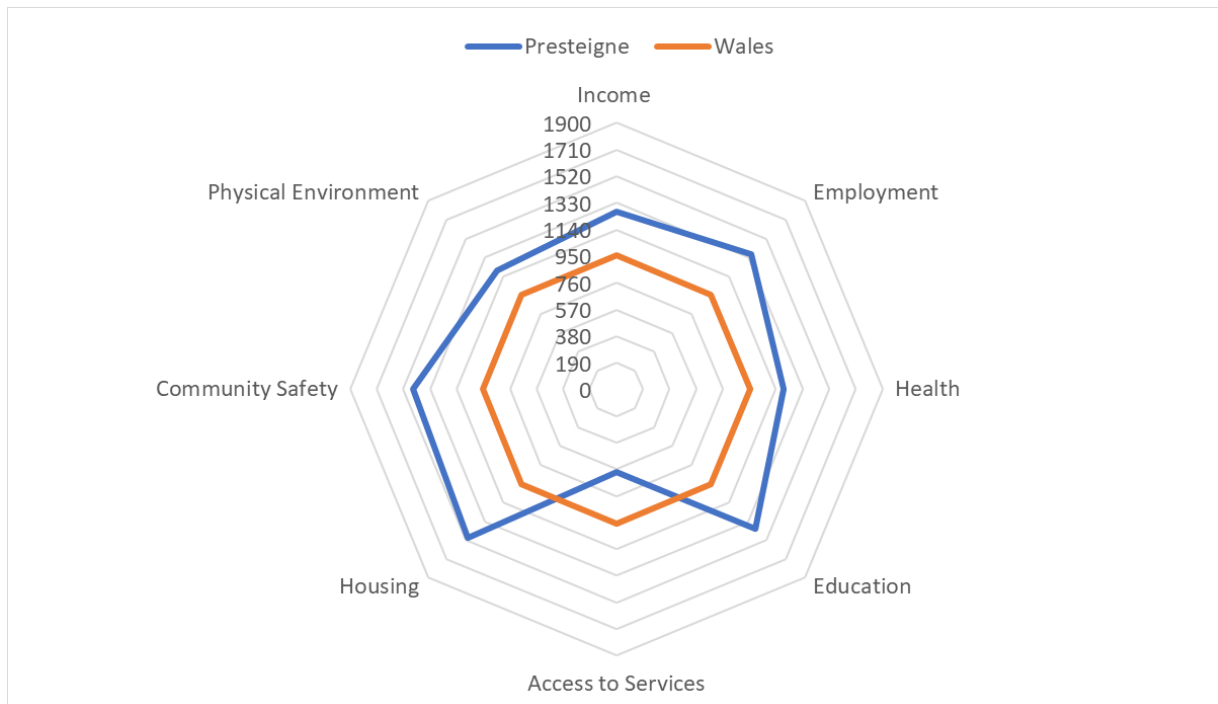
Job density is the stock of local jobs divided by the number of resident of working age (male and female: 16-64). For example, a job density of 1.0 would mean that there is one job for every resident of working age in the population. The above indicates that over the period from 2011, the town has seen job density hovering at 35% which is considerably below the national average and shows the low overall stock of jobs in the town. This may also be indicative of the aging population in the area, which is reducing the overall stock of people aged 16-64.

	2011					2020				
Age	All Ages	0-15	16-64+	65+	Job Density	All Ages	0-15	16-64+	65+	Job Density
Presteigne	2,711	412	1,519	780	0.34	2,584	379	1,313	853	0.35

Indices of Multiple Deprivation Data

The Welsh Index of Multiple Deprivation benchmarks every LSOA in Wales in relation to its relative deprivation. There are 1909 LSOAs in Wales and 1 is the most deprived and 1909 the least deprived. The diagram below and table compare Presteigne with the average for Wales across a range of factors relating to levels of deprivation. This illustrates that Presteigne generally performs better than many towns in Wales and is relatively self-contained in terms of employment and daily needs. The exception is in terms of access to services which is understandable given its rural location relatively remote from larger settlements where a wider range of public services are more likely to be based.

	Income	Employment	Health	Education	Access to Services	Housing	Community Safety	Physical Environment
Presteigne	1268	1360.5	1191.5	1404.5	587.5	1494	1447.5	1198
Wales	955	955	955	955	955	955	955	955



Commercial Floorspace

Changes in commercial floorspace reflects the fall in employment in Presteigne Additional employment land is available and developable to accommodate business growth or inward investment but is likely to require public sector funding to bridge the value gap.

	2001	2011	2019	2020	2021
Presteigne	1000m2	1000m2	1000m2	1000m2	1000m2
Total	26	40	29	29	29

APPENDIX 4

Understanding Towns

The Welsh Government produces a range of useful benchmarking data in terms of understanding the dynamics of all towns in Wales. We have chosen a range of indicators benchmarked against the 5 towns in our study to deepen further our interpretation of the economic characteristics of Presteigne. These are set out below in heat map form where the red indicators suggest a less good and the green indicators a better scale of economic performance.

Workforce

The data in the table below demonstrates that in relation to the Wales and other 4 towns in scope Presteigne performs well in terms of self-employment and has relatively low levels of unemployment albeit in the context of a small overall workforce and stock of jobs.

	Knighton	Machynlleth	Presteigne	Llandrindod Wells	Welshpool	Wales
% employee	49.9	52.5	43	46.5	54.8	49.5
% self employed	15.5	11.7	18.1	9.4	8.9	8.6
% full time	66.5	66	64.8	66.8	71.6	69.8
% part time	33.5	34	35.2	33.2	28.4	30.2
% unemployed	4	3.3	3.5	6.2	3.9	4.3
% inactive	29.1	29.4	33.3	35.8	30.2	34.2
% student	5.4	5.5	5.6	5.6	5.6	9.2
% retired	17.1	15.8	23	20.4	15.4	16.1
% home mum	3.3	3.5	2.4	3.5	3.9	3.8

Skills

The table below demonstrates Presteigne has a relatively high proportion of the population with no qualifications and at the other end of the spectrum a moderately high proportion of people with level 4 plus (degree equivalent) qualifications. This suggests a pattern of skills very much on a par with the Welsh average.

	Knighton	Machynlleth	Presteigne	Llandrindod Wells	Welshpool	Wales
pc_noquals	27.7	27.3	27	25.2	32.8	25.9
pc_qual_lvl1	12.9	13.6	12.3	14.2	13	13.3
pc_qual_lvl2	16.7	16.4	15.8	15.9	16.4	15.7
pc_qual_lvl3	13.2	9.8	11.9	12.6	9.9	12.3
pc_qual_lvl4plus	20.1	25.3	24.3	23.3	17.5	24.5

Housing

The table below shows Presteigne has a higher level of private home ownership than some of the towns in our comparator and the national average. It has however a lower proportion of social rented housing than many comparators and Wales as a whole.

	Knighton	Machynlleth	Presteigne	Llandrindod Wells	Welshpool	Wales
pc_homeowner	66.2	54.4	68.5	59.2	54	67.4
pc_rentedsocial	15.4	27.9	13.9	15.7	24.1	16.5
pc_rentedprivate	15.7	15	15	23.5	18.2	14.1

Rurality

In terms of rurality even though the data is quite old now (2011) it is interesting to see the relative low levels of private car ownership in Presteigne which perhaps reflects its relative remoteness.

	Knighton	Machynlleth	Presteigne	Llandrindod Wells	Welshpool	Wales
pc_cars0	17.2	29.3	14.1	27.8	26.7	22.9
pc_cars1	45.6	48.7	49.3	47.4	45.9	43.0
pc_cars2plus	37.2	22.0	36.6	24.8	27.5	34.1
pc_oa_rural	100.0	100.0	100.0	100.0	100.0	33.2
pc_oa_urban	0.0	0.0	0.0	0.0	0.0	66.8

Identity

The table below demonstrates that, in terms of self-identification and language, Presteigne has a relatively modest stock of Welsh speakers and people who self-identify as Welsh.

	Knighton	Machynlleth	Presteigne	Llandrindod Wells	Welshpool	Wales
pc_iden_british	22.5	15.3	26.2	24.0	19.4	16.0
pc_iden_welsh	28.2	56.9	20.7	37.3	37.2	58.5
pc_born_wales	32.9	65.6	24.9	45.0	43.2	72.8
pc_speakwelsh	8.5	51.6	9.3	12.5	12.2	21.4

Categorisations:

The Understanding Places website also has a categorisation of types of towns and these are set out below. Presteigne is judged as a relatively independent area which is not heavily reliant on an adjoining settlement for key services, including employment. A breakdown of each categorisation, which helps to further interpret the

definition of the town, follows the bullet list below which sets out the categorisation of each benchmark town. We have highlighted in yellow the three categorisations pertinent to our Powys towns in scope.

- Machynlleth – Independent to Interdependent
- Llandrindod Wells – Interdependent to Independent
- Presteigne – Interdependent
- Knighton – Interdependent to Independent
- Welshpool – Independent to Interdependent

Independent places have a high number of assets in relation to their population; a strong diversity of jobs; and residents travel shorter distances to travel to work and services. These places will attract people from neighbouring places to access their assets and jobs.

Independent to Interdependent places have a good number of assets in relation to their population. These places have a good diversity of jobs; and residents, on the whole, travel shorter distances to travel to work and services. These places attract people from neighbouring places to access some of their assets and jobs.

Interdependent to Independent places have a good number of assets in relation to their population. They have some diversity of jobs; and residents largely travel shorter distances to work and services, although some travel longer distances. These places attract people from neighbouring places to access some of their assets and jobs.

Interdependent places have a medium number of assets in relation to their population; average diversity of jobs; and residents travel a mix of short and long distances to travel to work and services. These places are attractors of people from neighbouring places who come to access some assets and jobs but they are also reliant on neighbouring places for other assets and jobs.

Interdependent to Dependent places have a low number of assets in relation to their population. They have some diversity of jobs; and residents travel largely longer distances to work and services, although some travel shorter distances. They are reliant on neighbouring places for some assets and jobs.

Dependent to Interdependent places have a low number of assets in relation to their population. They have a poor diversity of jobs; and residents on the whole travel longer distances to work and services. They are reliant on neighbouring places for some assets and jobs.

Dependent places have a low number of assets in relation to their population; a reliance on one sector for jobs; and residents travel longer distances to work and services. They are reliant on neighbouring places for assets and jobs.

The designation of these towns in this index is an evolving process and provides an overview of the functionality of towns in Wales as a whole, as a means of interpreting the relative position of Presteigne it is interesting to note that in 2020, more towns as indicated in the quotation below were becoming more independent.

The December 2020 update of the inter-relationship model resulted in 70 (36%) places changing classification. Of these, 11 (7%) places became more dependent by one category, 59 (30%) places became less dependent by one category and 123 (63%) places remained in the same category.