

## 2 July 2013 Trawsnewid Llandrindod Transition Comments on posters/slides of draft Economic Regeneration Plan

### Introduction

- representing the views of the Llandrindod transition town group TLT, core group members:  
Sally – cafe proprietor – former maths teacher and small holder  
Alan – small holder – retired planner – trustee of local community land trust Ashfield  
Ali – permaculture design student – former sustainable transport officer – Ashfield trustee  
Di – chartered statistician, Powys County council demographer, TLT secretary

### KEY

A] TLT could actively contribute  
B] TLT would endorse  
C] TLT would not support  
D] TLT would also add

### Slide 1 LLANDRINDOD WELLS REGENERATION PLAN

economic sustainability	<p>A] <b>a major transition theme</b> - plugging the leaky bucket – keep money in the economy – relocalisation</p> <p><b>Inspiring Examples</b> RECONOMY project ITHACA hours Tooting Trash Catchers carnival BRISTOL pound</p> <p><b>local beginnings:</b> the credit union (now open to businesses), LETS scheme, time bank, freegle, local loyalty card, links to WI high streets project “Llandrindod People are helping each other”</p>
-------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### SLIDE 2 CONSULTATION FEEDBACK

Priorities	<p>B] <b>agree with all of these</b></p> <p>D] would add <b>community well-being, sustainability, decarbonising the local economy, local food production, renewable energy , affordable low energy housing and transport</b></p>
Key Issues	<p>B] <b>Agree</b> with all of these except...</p> <p>C] '<b>dominance of charity shops</b>' - can be a <b>strength</b> not a weakness- well designed charity shops can be a draw to shoppers and fit into the up-cycling / shabby chic/ individualistic/ 'I made it' / appeal of the local shopping experience, also help many struggling households in the age of austerity</p> <p>D] would add '<b>current absolute dependence on fossil fuelled transport</b>' – a threat as oil prices rise, inexorably post peak oil – to tourism, freight, retail, service delivery, and food supplies</p>

Slide 3 OUR VISION

....An active, vibrant and agile community.....	A] <b>agree and hope to contribute</b> to the action , vibrancy and agility (we would call the latter resilience) B] would <b>add 'sustainable, resilient, self-reliant, thriving and prosperous community ' a wonderful place to live, all through the year'</b>
Our aim .....	A] <b>agree and hope to contribute</b> might change 'appeals to its local community' to ' <b>enables its local community to prosper'</b>

Slide 4 TOWN CENTRE FIRST (Sally)

Town Centre First group	A] <b>support concept and eager to be part of the group</b>
Town champion	B] <b>Agree just what is needed.</b> The role of coordination within the town and between organisations, businesses, sectors is vital to the success of the project
Pop-up opportunities	A] support the concept and want to take part - <b>key part of many transition town projects</b> D] would add this is not just for business start-ups but also for <b>students, young entrepreneurs, cooperatives, social enterprises and community groups</b>
Develop town personality	A] <b>agree and central to transition town role -</b> viz. Celebrating Local events (alley bash, Mayfair) green map ; audit of Llandrindod's hidden treasures D] want to build on the potential for becoming <b>a sustainable &amp; healthy living hub, centre of expertise on biodiversity,</b> local economy and shopping renowned for creative up-cycling design and manufacture, repair workshops, craft makers, makers cooperatives, repair classes, eco buildings, energy and materials reclamation / salvage, <b>inspiring examples</b> RESTART and repair cafes Incredible Edible Todmorden Transition Town Totnes Totally Locally Calderdale <a href="http://www.totally-locally.co.uk/">http://www.totally-locally.co.uk/</a>

Slide 5 TOWN CENTRE FIRST contd.

<p>Shop frontage improvements</p>	<p>B] <b>agree</b> , but suggest  D] should extend to <b>all premises in the town</b> – no matter which street or era, all premises i/c hostelrys and garages have the Llandrindod look and sparkle</p>
<p>Marketing and reuse of large key note buildings and vacant sites</p>	<p>B] agree and would add the <b>Pavilion and the Albert Hall</b></p>
<p>Explore temporary uses for buildings</p>	<p>B] agree , very good idea We would extend the suggestions to include the following (permanent uses if prove successful)  D]a community owned and run <b>art gallery combined with a public library</b> in the top floor of the <b>Auto-palace</b> to benefit from the excellent natural light  D] <b>a local indoor market</b>, open Monday to Saturday , in <b>Pritchard’s</b> for local food producers, young entrepreneurs, crafts, makers, workshops, recyclers, fundraisers junk stalls, entertainers and buskers  D] a <b>community college</b>, run as a cooperative, with start-up office spaces upstairs, in <b>Coleg Powys</b> – for evening classes, WEA, U3A, community film shows, intergenerational skills exchange, cookery v social networking, repair cafes....  D]<b>all large roofed buildings in town</b> should be used for <b>solar heat and power generation</b>, especially those with flat or south facing roofs; Pritchard’s , auto palace, Holy trinity Church, HMOs – roof space could be rented to a Llandrindod town energy company, not-for-profit social enterprise, owners get electricity, company get feed-in-tariffs, profits into community development fund see also Infrastructure  See Llangattock and Talybont examples in BBNP</p>
<p>Use of lighting to animate buildings at night</p>	<p>C] not unless it is solar powered and LED  D] we would prioritise solar powered sympathetic <b>lighting to make the town pleasant to use in the evenings by pedestrian and cyclists</b>– eg on the footpaths and on sculptures, around the parks, meeting places, around venues for entertainment eg the band stand, amphitheatre, all passages and alleys, and any new events stages (a theatre bowl), skateboarding arena, green gym)</p>

## 6 DESTINATION MARKETING

<p>Vision and identity -... Place branding exercise</p>	<p>A] <b>agree place branding very important</b> and we are already working on the 'celebrating local' tagline - we are keen to develop a comprehensive eco-town brand - sustainability, resilience, localisation D] must add <b>sustainability</b> to what the town is famous for – leading the way as the county town of Powys – no long term future for the economy or the community without embedding this at the heart of the action plan</p>
<p>Promotional material</p>	<p>B] good ideas here D] also add materials on themes of - upcycling/ makers and menders/ designers/ RESTART/ sustainable life-styles - wildlife , biodiversity, nature, water, fossils and geology</p>
<p>Public art</p>	<p>C] prob not another 'iconic' piece of art – we already have so many especially the 'fabulous water beast' designed locally and made by scores of local residents – should be making an exhibition about it , photos of the individual engravings, the makers stories, a telescope to view it better from the edge of the lake, D] suggest instead murals decorating every alleyway in town, cf the Green Man alleyway (fair-trade group) with its free fruit garden (TLT) sponsored by businesses, designed by community groups and schools</p>

### Slide 7 DESTINATION MARKETING contd.

<p>The lake and lakeside common / nature reserve</p>	<p>B] <b>agree</b> with all of these suggestions except, perhaps, the temporary events stage – not clear where an audience would be accommodated – a concert and theatre stage / bowl would be very beneficial to Temple Green however D] would add <b>skateboarding arena</b> – often requested and attractive to young visitors D] would also create '<b>blossom trails</b>' from fruit trees, cherries or damsons around the lake and common, plus apples , nut trees and forest garden style decorative edible plantings in all available corners, eg area between amphitheatre and county hall Inspiring example 'Seattle city forest garden' project Many in UK from Federation of City Farms and Community Gardens (FCFCG) D] would add Centre Parcs style <b>wild life/Nature Centre</b> perhaps in the lakeside pavilion –</p>
<p>Temple green</p>	<p>A] agree very important to the town centre , would like to suggest a <b>permaculture design</b> group set up – community participation, with a local pd professional to lead D] Add water fountain(s), fruit trees around the edge as part of the 'town orchard', level the ground, more benches, good lighting, permanent electricity supplies, bike rails. D] Would add a new <b>events stage</b> here rather than lakeside – a theatre bowl? for the town centre evening events</p>

Rock Park	<p>A] agree with all these suggestions and very keen to help promote the rock park – already linking up with Friends of Rock Park to support their work, permaculture design interest</p> <p>D] suggest creating a <b>forest garden / town orchard fringe</b> to the Rock park eg on the edges of the adjacent playing field - adding edible hedgerow plants, heritage varieties of orchard fruits and nut trees to the arboretum as and when natural gaps arise</p> <p>D] suggest investing in the pump and springs to make more of the <b>mineral waters available for drinking</b></p> <p>D] suggest creating a series of beautiful <b>eco buildings / shelters and stages for retreat / meditation/ wildlife observation</b></p> <p>D] suggest <b>state of the art composting toilets</b></p>
Outdoor Bowling Club	<p>] agree, and would add</p> <p>D] <b>indoor bowls, pavilion, green gym, tennis courts , dance centre</b>– making them all part of the <b>active park</b> experience</p>

#### Slide 8 EVENTS LED TOURISM

Established events ...Create events database	<p>B] agree, and should be open-source, accessible, locally designed</p> <p>D] essential to expand this to make a <b>comprehensive events listing</b> include regular activities, clubs , classes – Broad Sheep style – opportunity for local business ?– Dod Diary folded, but Community Focus has just started</p>
Established events	<p>D] must not overlook the theatrical scene - LW theatre club (Music hall and pantomime in the Albert hall) and Mid Powys Youth theatre based at Theatr Powys</p> <p>D] town has a loose structure of community events through most of the year– May Fair, Hope House Fun day, Bracken House fete, Carnival, Victorian week, harvest festivals, apple day, Christmas fair,</p>

#### Slide 9 INFRASTRUCTURE AND FACILITIES

Sense of arrival	<p>A] agree very important and would like to help....</p> <p>D] Would like to plant <b>fruit tree avenues</b> on all approaches into town – especially damsons and cherries for their blossom plus <b>solar powered water fountains</b> (eg on north roundabout) and <b>ornamental edible plantings</b> on all available verges. Hedgerows – part of the 'town orchard'</p>
Carriage way treatment	<p>B] very much favour <b>redesign for pedestrians and cyclists</b></p> <p>D] suggest consideration given to large <b>pedestrianised town centre</b> zone- including Middleton street, all the town alley ways and temple green with car parking around the edges</p>

Green spaces and links	A] agree but we want to expand this, to make the whole town easy to get around for residents on foot, bike, trike, wheel chair or electric buggies - we would like to <b>carry out an audit and map the existing bike and foot routes</b> – between each of the essential nodes (housing estates, shops, schools, GP, train station, etc.) to establish which links are missing, unsafe or unlit– to inform establishment of <b>whole town zero carbon routes network.</b>
------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

[Slide 10 INFRASTRUCTURE AND FACILITIES](#) continued

Public transport information	B] Agree, but want to emphasise that <b>timetables must be in print and at the bus stops. A quick win.</b> Currently have bus stops with no time tables and even bus stops with no signs. Our audit could encompass this
Low carbon transport opportunities	A] agree and want to help, see above – we want to see the town a safe place to get about on foot and by bikes, trikes , cargo bikes, rickshaws, wheel chairs, and electric buggies D] suggest town hire <b>pay and go scheme for trikes as well as bikes</b> – Boris bike style (trikes appeal to older people and infirm and can carry shopping) D] suggest <b>electrification</b> of all taxi cabs, electric town hopper service from car parks to shops (possible converted milk floats in heritage livery, like Polperro tram company), electrification of trains and buses, parking concessions for private electric vehicles, and BBNP eco buggy scheme D] suggest <b>horse-drawn transport events</b>
Superfast broadband	B] agree very important to business and local enterprise especially for access to markets D] also important for <b>telemedicine facilities</b> (remote consultations with specialists and diagnostics) based at the hospital - reduces carbon footprint and enables better health services

[Slide 11 VISUALISING BUSINESS SUCCESS](#)

<b>Other areas for action.... business rate relief</b>	B] <b>agree needed</b> – but will need to find other income streams to pay for local services and community developments if not through taxation – eg town energy company, local lottery, community interest companies, energy & materials reclamation from waste
<b>Visualising success ... sustainable economic growth</b>	C] <b>not an option</b> in the 21 <sup>st</sup> c – suggest 'sustainable prosperity' and 'resilient local economy'
<b>Next Steps – 2 talking to other town organisations ... actions delivered jointly.</b>	A] <b>the transition modus operandi</b>

Finally

The basic infrastructure to enable our town to thrive in the 21<sup>st</sup> century include not just transport and communications but also

#### ENERGY

We would like to help establish a Town Energy company (for energy conservation promotion, and community owned renewables) – with the aim of being a not for profit community enterprise creating an income stream for town and community developments

#### FOOD

We would like to create a Town orchard association, and to promote local food supply chains, local market gardens, etc.

HOUSING; we would like town to become centre of excellence in retrofitting Victorian and Edwardian houses, and in sustainable living for flat dwellers

All of the above contribute to the prosperity and well-being of the community and encourage long term stable businesses to emerge in the green economy, which in turn will make the town an attractive holiday, conference and educational destination

Thank you

Trawsnewid Llandrindod Transition

[www.transitionllandrindod.org.uk](http://www.transitionllandrindod.org.uk)

[secretary@transitionllandrindod.org.uk](mailto:secretary@transitionllandrindod.org.uk)