

# Llandrindod Wells Town Champion

6 Month Progress Report for the  
Welsh Government



Llywodraeth Cymru  
Welsh Government

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## Llandrindod Wells Town Champion - 6 Month Progress Report for the Welsh Government

Jude Boutle the Llandrindod Wells Town Champion started in post on 5<sup>th</sup> January 2015. This report explains the progress made during the first six months against the six priorities set by the Business Group.

**Priority 1** Ensure that Llandrindod Wells is seen as a **vibrant destination for visitors** – through supporting the co-ordination of town events and event venues, supporting the creation of new events, the revival of previously held events and promoting these events through Visit Wales tourism channels.

The Town Champion has been attending the **Visit Wales** Mid and North Powys Destination Network (MNPDN) meetings. Llandrindod did lack a represented network of tourism industries to share and receive information but the Town Champion is now working with the Town Council to build upon attendance and representation at the meetings. Engagement with the network by the Town Champion has also influenced the next bid to the Regional Engagement Fund to audit the cycling offer in the region with a view to linking this with the National Cycle Museum in the town.

The Town Champion contributed two short articles on her work to the MNPDN newsletter which is widely circulated amongst tourism trades.

Working with the **National Cycle Museum** to submit an expression of interest to the Leader programme in Powys (revenue) and the Rural Communities Development Fund at the Welsh Government (capital) to develop the National Collection into a more vibrant, modern, visible destination which is linked to the wider cycling offer in the area.

Support has been given to two **existing events** and one organisation that would like to bring back International events that used to be held in the town. Organisations were referred to Business Wales and / or Visit Wales for advice.

Support has been given to one **new event** running for the first time this year (the Cyclefest Llandrindod). The event was referred to Visit Wales to assist with the marketing and promotion to a wider audience.

Expertise of an established event (Wales 2 day Enduro) has been shared with this new event.

Talks are at an advanced stage to create a **new three day sporting challenge** for Llandrindod via Activity Wales Events (*e.g. Long Course Weekend in Tenby*). A briefing paper was prepared for the company to 'sell the town' as a venue.

An initial discussion has taken place with Menter Brycheiniog Maesyfed regarding the possibility of creating a **Welsh learners festival** in Llandrindod.

**Total referrals to Visit Wales 8**

Making use of the marketing + PR opportunities

**Priority 2** Create a recognisable **identity for Llandrindod Wells** as a centre for activity related to 'motion' (trains, cycling, walking etc.) which can be used in promoting the town to both local people and visitors.

Following an open procurement exercise, the Welsh Government has appointed Heavenly Group to take forward a branding exercise for the town. It is expected that the work will be completed in October 2015.

Stakeholders such as the Town Council have been assured that there will be an opportunity to contribute to the consultation. Over the past few months the Town Champion has worked alongside the Town Council to establish a positive working relationship, generally supporting projects and keeping members informed about her work.

**Priority 3** Support Powys County Council to develop and deliver the **town Wi-Fi project** and promoting business take up of Super Fast broadband when it arrives.

The town Wi-Fi project has been divided into two parts – 1) the **hardware** that provides the Wi-Fi signal and 2) a town **website**, micro site for the Town Council and the **portal page** for the Wi-Fi system.

Both contracts are funded by Powys County Council and after a request by the Town Champion, the County Council agreed to transferred responsibility for the website side of the work to the Town Council. The Town Champion, with support from the ICT Infrastructure team in the Welsh Government, assisted the Council's in writing the work package specifications. Both parts of the project have now been tendered, contracts awarded and the work recently commenced.

The Town Champion will work with both consultancy firms for the lake feasibility proposal and branding exercise to ensure complimentary activity takes place where applicable.

The Town Champion is supporting the installation of the hardware by liaising with business owners who will host the Wi-Fi hardware, and is supporting the website and portal project by supporting the contract delivery for the Town Council.

**Priority 4** Promoting the free **Business Wales services** to the town's new and existing businesses which include business support, mentoring, employment advice, environmental management and international trade advice.

In April the Town Champion <b>wrote to all businesses</b> in Llandrindod Wells with premises (approximately 110 letters) to inform them about Business Wales services and other support such as the Town Centre Loan Scheme delivered by Powys County Council.
Business Wales held a <b>branding workshop</b> (mentioned in the letter to businesses) in April. The event booked up quicker than usual with 16 attendees. It is envisaged that further workshops can be delivered in the town once local demand is known.
Responding to local demand, the Town Champion arranged a <b>Superfast bespoke workshop</b> for Llandrindod in May with the support of Business Wales and the Welsh Government. Around 20 business people attended and evaluations indicated that most people heard about the event via mailing lists and that the event was useful and well received.
The Town Champion is working to match businesses wanting to relocate to the town or to expand their existing businesses with <b>empty premises</b> through a combination of local knowledge and the use of tools such as the Welsh Government's business property data base.
Alongside the Cynefin Places Co-Ordinator, the Town Champion is setting up a group to organise a <b>young traders market</b> in Llandrindod which we hope will be held at the end of Support Your High Street week in September 2015. The Town Champion will also encourage events such as a 'Fiverfest' in the town in the run up to the market.

<b>EXISTING BUSINESSES</b>					
	<b>Jan to June 2013</b>	<b>July to Dec 2013</b>	<b>Jan to June 2014</b>	<b>July to Dec 2014</b>	<b>Jan to June 2015</b>
<b>LD1 area</b>	23	13	15	13	19 **
<b>Llandrindod</b>	13	6	2	3	8 **
The figures marked ** are for the period after the Town Champion was appointed.					

This table shows the referrals month by month:

<b>2015</b>	<b>Jan</b>	<b>Feb</b>	<b>March</b>	<b>April **</b>	<b>May</b>	<b>June</b>
<b>LD1 area</b>	1	5	2	6	2	3
<b>Llandrindod</b>	0	1	1	3	2	1
These figures show activity since the Town Champion was appointed. ** In April the Town Champion wrote to businesses in the town about Business Wales services.						

	Jan to June 2013	July to Dec 2013	Jan to June 2014	July to Dec 2014	Jan to June 2015 **
<b>Llandrindod lifestyle clients</b>	26	27	13	12	7
<b>Llandrindod growth clients</b>	2	3	2	3	5

\*\*Figures for first 6 month of Town Champion post show a fall in the number of 'lifestyle' clients and an increase in growth clients indicating that Business Wales services are reaching a more targeted audience.

**Priority 5** Develop a proposal to **enhance the sense of arrival** by looking at the town's gateways and exploring how visitors are directed into and around the town. Work towards identifying options and exploring funds in order to make changes.

Preliminary meetings have taken place with the Mid and North Trunk Road Agency and Powys Highways department to inform a specification for a future piece of consultancy around gateways, signage and the management of traffic to and in the town.

The Town Champion and the Welsh Government are currently considering the best approach to take this work forward.

**Priority 6** Develop a proposal to **enhance the Lake area** - work towards obtaining investment to develop new attractions, events and facilities which complement existing facilities and fit the theme of 'motion'.

The Town Champion worked with the Welsh Government to procure a consultancy firm to develop a feasibility proposal for the lake park. Chris Jones Regeneration UK Ltd has now been appointed and the Town Champion is working alongside Chris to develop and inform the feasibility proposal; in particular making use of her contacts in the town to arrange meetings and make contacts.

The consultants are due to present their findings to the Business Group in October 2015.

#### **Additional activity**

Contact has been made with the Welsh Government **Youth Entrepreneurship team** who will be bringing the **Big Ideas Wales** roadshow plus a **youth role model** to the Llandrindod Carnival to engage with young people and promote Big Ideas Wales. The Town Champion will continue to identify further opportunities for youth engagement.

## Visibility

On average the Town Champion appears in the local **weekly papers** every four weeks with a positive news story. Subjects to date have covered a logo competition for school pupils for the Cyclefest, opening of the May Fair, the Food and Beer festival, Superfast workshop, meet the Town Champion event and an update on her work (*for example [Champion Jude is aiming to put Llandrindod Wells on map](#)*)

An additional press release is currently being prepared in order to highlight progress made in the first six months of the post. This particular press release will focus on business related actions.

The Llandrindod Wells **Town Champion Facebook page** has 265 likes and is used to publicise the work, share stories relevant to the work and provide a place to test ideas and stimulate support for new initiatives.

Communication support is provided by the Welsh Government Communications Team and all messages are published bilingually with support from Antur Teifi.

[https://www.facebook.com/Llandrindodwellstowncampion/timeline?ref=page\\_internal](https://www.facebook.com/Llandrindodwellstowncampion/timeline?ref=page_internal)

A **meet the Town Champion** event was held in March and provided an opportunity for people to ask about the post and future work being taken forward. Positive contacts were made at the event including connections with volunteers and invitations to be part of existing groups which wanted support.

**Jude Boutle                      Llandrindod Wells Town Champion      July 2015**  
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