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PAVO

Powys Association of Voluntary Organisations
Cymdeithas Mudiadau Gwirfoddol Powys

"Ariennir y prosiect hwn gan Lywodraeth y DU drwy Gronfa Ffyniant Gylfredin y DU, a gefnogir gan Gyngor Sir Powys".

Powys

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Tyfu
Canolbarth Cymru
Growing
Mid Wales

**Community
Conversations**

BRECON AREA

VOICES OF BRECON: SHAPING OUR COMMUNITY TOGETHER COMMUNITY PRIORITIES & FUTURE ACTIONS

WHAT MATTERS TO BRECON (THE CURRENT LANDSCAPE)

77%
of residents value
access to nature



Nature and community are identified as
the greatest strengths of the local area.

INSIGHTS FROM 193 LOCAL VOICES

Feedback was gathered from
nearly 300 local survey
respondents and event attendees.

COMMUNITY LOVES

- ✓ Access to Nature (148)
- ✓ Community Spirit (136)
- ✓ Local Events (104)

COMMUNITY CONCERNS

- ✗ Public Transport Links (101)
- ✗ Local Shops & Amenities (58)
- ✗ Local services (56)

BUILDING THE FUTURE (PRIORITIES & ACTIONS)

THE COMMUNITY FLAG PROJECT

An art project fostering identity
and cohesion through
community-designed flags and
workshops.



YOUTH-CENTRIC FOCUS

Creating safe spaces for young
people to connect and build trust.



IMPROVING AND STREAMLINING COMMUNICATION



Bridging the divide between digital platforms
and paper-based information.

Gemini Notebook

What matters most to people in Brecon?

Brecon is a place that people are proud to call home. Residents value its beautiful natural surroundings, strong community spirit and the wide range of local events and activities.

However, many people are increasingly concerned about the future of local services, affordable housing and the ability of communities to remain connected.

This report brings together what local people told us through the Shaping the Future of Powys Communities survey, community events and follow-up focus groups. It highlights the priorities identified by local people and opportunities for communities, organisations and partners to work together.

At a glance

193 people from across the Brecon area shared their views in a Powys-wide survey

People told us they love:

- Access to nature
- A strong sense of community
- Local events and activities

The biggest concerns were:

- Poor public transport
- Loss of local shops and services
- Access to health and care services
- Affordable housing
- Rising costs of living

Although many people remain positive about the future, there is also growing concern that important community services and facilities could be lost over the coming years.

Focus groups were held at:

Brecon Community Fair | 13 November 2025 | Brynich Barn | 49 attendees
Y Gaer | 22 January 2026 | 29 participants

Five priorities for the future

1 Keeping essential services local

People want to see health services, transport and everyday amenities remain accessible.

Residents were particularly concerned about:

- GP and dental services
- Hospital access
- Public transport
- Banks, shops and post offices
- Community facilities



Everything seems to be moving further away from local communities

For many people, the issue is not simply whether services exist, but whether they can realistically get to them by public transport.



Community opportunities

Communities could:

- strengthen local transport initiatives
- improve information about available services
- work together to protect valued community facilities
- collectively influence decisions affecting local services

2 Making housing work for local people

Housing emerged as one of the strongest concerns. Young people and families are finding it increasingly difficult to remain in the area

People described:

- increasing rents
- a shortage of affordable homes
- growing impact of holiday accommodation on housing availability

Many participants also recognised that housing is closely linked to employment, transport and community wellbeing



Community opportunities

Communities could:

- gather local evidence on housing need
- support affordable housing initiatives
- work with partners to influence future housing development

3 Supporting young people

One of the strongest messages from the community was the importance of investing in young people.

Rather than creating entirely new services, people wanted organisations to work together to improve what already exists.

Participants also highlighted the importance of involving young people in community life rather than expecting them simply to join existing groups

Young people said they wanted:

- safe places to meet
- affordable activities
- better information about what's available
- opportunities to shape their community

Community opportunities



Communities could:

- develop youth-led projects
- create welcoming community spaces
- improve partnership working between organisations
- involve young people in local decision making

4 Better communication

Many people said opportunities already exist - but people often don't know about them. Information is spread across multiple websites, Facebook pages and newsletters, making it difficult for residents to find what they need.

People also stressed that not everyone uses digital technology, meaning printed information remains important



Community opportunities

Communities could:

- create shared community calendars
- coordinate promotion across organisations
- continue using both digital and printed communications
- reduce duplication by sharing information

5 Stronger community organisations

Local organisations are doing more than ever, but many rely on volunteers and short-term funding.

Many felt that communities already have the ideas and commitment- they simply need sustainable investment to turn them into lasting change

People highlighted:

- volunteer fatigue
- increasing demand
- limited core funding
- the need for training and support

Community opportunities



Communities could:

- develop local leadership
- work collaboratively on funding applications
- share skills and resources across organisations

What happened next?

Following the Community Conversations, local people chose to focus on **young people and community cohesion**. A small financial resource was made available through PAVO, funded by the UK Government's Social Prosperity Fund.

Working together, local organisations developed a creative community project bringing people together through art and identity to design flags representing the diverse local community.

Looking ahead

The Community Conversations showed that Brecon and the surrounding areas have many strengths. People care deeply about where they live and want to play an active role in shaping its future.

The priorities identified through this work provide a clear starting point for community organisations, town and community councils, volunteers and public services to work together. By building on local strengths and addressing shared challenges collectively, Brecon can continue to develop as a connected, resilient and thriving community.

This project was funded by the UK government through the UK Shared Prosperity Fund.

Find out more about the project and read the full report: pavo.org.uk/news/community-conversations-what-you-told-us/

If you'd like more detailed information about the contents of this report, please get in touch at info@pavo.org.uk