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

Powys

Tyfu
Canolbarth Cymru
Growing
Mid Wales

"This project is funded by the UK Government through the UK Shared Prosperity Fund, supported by Powys County Council".

**Community
Conversations**

HAY-ON-WYE AREA

VOICES OF HAY-ON-WYE: SHAPING OUR COMMUNITY TOGETHER

WHAT MATTERS TO HAY-ON-WYE (THE CURRENT LANDSCAPE)

**68% VALUE
ACCESS TO NATURE**

Natural beauty and a strong sense of community are the area's top-rated strengths.

**75 LOCAL VOICES
SURVEYED**

Residents identified GP services and dentists as the town's most vital local assets.

Community Strength	Survey Responses
Access to Nature	51
Sense of Community	46
Local Events/Activities	38

**69% CITE
TRANSPORT ISSUES**

While residents love the community spirit, nearly seven in ten cited poor public transport as a major dislike.

BUILDING THE FUTURE (PRIORITIES & ACTIONS)

TACKLING THE 'YOUTH EXODUS'

Priorities include local apprenticeships and mentorship to provide better education and employment opportunities.

SOLVING THE COMMUNICATION GAP

Relocating and installing central community noticeboards to ensure everyone can find local activity information.

IMPROVING TRANSPORT & ACCESS

Living close to the England-Wales border adds to these challenges.

What matters most to people in Hay-on-Wye?

Hay-on-Wye and the surrounding areas are places with a strong sense of community. People value access to nature, local events and activities, and the connections they have with others.

At the same time, local people are concerned about the future. Public transport, access to services, affordable housing and opportunities for young people were among the issues raised.

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

75 people from across the Hay-on-Wye 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

Other concerns were climate change, housing shortages, young people leaving the area and sustaining local projects and services

The biggest concerns were:

- Poor public transport
- Access to health and care services
- Affordable housing
- The rising cost of living
- Opportunities for young people
- The future of local services and community spaces

Focus groups were held at:

Hay Community Fair | 12 November 2025 | Bowling Club | 22 attendees
Bowling Club | 19 January 2026 | 10 participants

Four priorities for the future

1 Better communication and information

One of the clearest messages was that there is a lot happening locally - but people do not always know about it. Information about events, groups and services can be difficult to find. People also highlighted the importance of making sure information reaches those who are not online.

A local councillor who attended the meeting contacted the Town Council, which subsequently installed a noticeboard on the Market Hall for council business, including minutes and agendas



Community opportunities

Communities could:

- improve and make better use of local noticeboards
- create shared places to promote events and activities
- coordinate information across local organisations
- make sure printed information is available as well as digital information
- work together to keep local information up to date

2 Creating opportunities for young people

People were concerned about young people leaving the area because of limited opportunities for education, employment and affordable living.

There was strong interest in helping young people build skills and see a future for themselves locally

People highlighted the need for:

- Apprenticeships and mentoring
- Digital learning opportunities
- Rural skills
- Local education and employment opportunities
- Affordable housing and transport



Community opportunities

Communities could:

- create local apprenticeships and mentoring opportunities
- connect young people with local employers and organisations
- support youth-led activities and projects
- develop opportunities linked to rural skills and local industries
- involve young people in shaping future plans

3 Making better use of community buildings and spaces

Local buildings and spaces matter to people.

Village halls, pubs and cafés, local shops, parks and green spaces were all identified as important parts of community life. People also raised concerns about the future of some local facilities.

Community opportunities



Communities could:

- work together rather than compete where possible
- share information about available rooms and spaces
- explore ways to coordinate bookings and activities
- protect and promote valued community facilities
- share resources, skills and funding opportunities

Community organisations can find themselves competing with one another for funding, bookings and support

4 Improving access to services and transport

Public transport was the strongest concern in the survey.

People also identified health services, dentists, pharmacies and community transport as essential to everyday life.

People raised concerns about:

- Gaps in bus services and timetables
- Limited information about transport
- Difficult journeys to health appointments
- A patchwork of different transport options
- Access to emergency and health services
- The challenges of living close to the England-Wales border

The issue is not just whether a service exists. For many people, the challenge is being able to get there



Community opportunities

Communities could:

- improve local information about transport options
- promote community transport and shared travel initiatives
- identify gaps and barriers using local evidence
- bring organisations and transport providers together
- continue to raise local concerns about access to essential services

What happened next?

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

Hay Library led the project to install new noticeboards at the library, providing information on opening hours and upcoming events.

Looking ahead

The Community Conversations showed that Hay-on-Wye and the surrounding areas have many strengths.

People care about their community. They value local connections, the natural environment and the places and activities that bring people together.

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, Hay-on-Wye 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