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Powys

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Tyfu
Cenolbarth Cymru
Growing
Mid Wales

**Community
Conversations**

RHAYADER AREA

Voices of Rhayader: Shaping our Community Together

What Matters to Rhayader (The Current Landscape)



74% value access to nature and community spirit.

These are the top-rated features residents love about living in the Rhayader area.

Local services are the highest priority.



Residents identified the GP surgery and Pharmacy as the most vital community places.

Public transport and cost of living are the biggest hurdles.



Transport links were the most disliked aspect, followed by concerns over ageing populations.

Community Priorities Comparison

Community Loves ❤️

- Access to Nature (28)
- Sense of Community (28)
- Local Events (24)

Community Concerns 😞

- Public Transport (22)
- Local Services (13)

This infographic outlines the results of a community consultation in Rhayader. It highlights what residents value most—such as nature and community spirit—while identifying key hurdles and the strategic actions planned to improve local services and engagement.

Building the Future (Priorities & Actions)

The 'What's On' Newsletter



This flyer provides essential maps, event calendars, and emergency information.

Improving Town Parking Clarity



New signage at Smithfield clarifies free parking times for locals and visitors.

Establishing a Youth Forum.



A collaboration with the Town Council to give young people's voices a platform.

What matters most to people in Rhayader?

People from Rhayader and the surrounding areas care about the town and the services, organisations and spaces that help keep the community connected.

At the same time, people are concerned about the future. The rising cost of living, access to health services, public transport, housing and opportunities for young people were all identified as important challenges.

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

38 people from across the Rhayader 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
- The rising cost of living
- Access to health and care services
- A lack of affordable housing
- Young people leaving the area because of limited opportunities

There was concern about the future of some services and facilities and about how changes could affect people who rely on them

Focus groups were held at:

Rhayader Community Fair | 18 November 2025 | Leisure Centre | 29 attendees
Leisure Centre | 19 January & 23 February 2026 | 10 participants

Four priorities for the future

1 Better communication and community information

One of the clearest messages from the conversations was that people want better access to local information.

Residents said it can be difficult to find out:

- What is happening locally
- What events and activities are available
- Which organisation is responsible for different services
- Where to go for help and support
- What to do in an emergency

People also felt that information should be clear, easy to understand and available to everyone, including people who are not online

Community opportunities

Communities could:

- create a regular local newsletter or information guide
- share a clear calendar of local events and activities
- promote local organisations and opportunities to get involved
- provide useful contact details and information about local services
- share practical emergency preparedness information
- use both printed and digital communication

2 Supporting young people and their future

People wanted to find better ways of listening to young people and involving them in local decisions

People were concerned about the number of young people leaving the area because of limited opportunities for work, education and development.

A need for more activities and opportunities for children and young people, particularly younger children, was also highlighted



Community opportunities

Communities could:

- create a forum for young people to share their views
- strengthen links between young people and the Town Council
- work with youth groups, sports clubs and other organisations
- involve young people in shaping local activities
- develop more opportunities for children and young people
- support collaboration between organisations working with young people

3 Keeping Rhayader connected and accessible

Public transport was identified as one of the biggest challenges facing the community over the coming years. People were also concerned about community transport, access to services and the practical difficulties faced by people who do not have access to a car.

Parking was another issue raised during the conversations. Residents and visitors need clearer information about where and when parking is available

Community opportunities



Communities could:

- work together to make information about parking clearer
- improve access to information about public and community transport
- identify local transport challenges and share them with decision-makers
- explore practical ways to improve access for people without a car
- work together to improve local connections

4 Building a stronger and more sustainable community

Rhayader has many active organisations and volunteers, but people raised concerns about the pressure facing the voluntary sector.

Local groups are often delivering important services while relying on limited funding and volunteer capacity. There was a strong feeling that good projects should not only be supported to start, but also given the opportunity to continue.

Community opportunities

Communities could:

- bring local organisations together around shared priorities
- share skills, resources and information
- work together on funding opportunities
- support and encourage volunteering
- make better use of community buildings and assets

People also highlighted the importance of organisations working together. Previous local successes have shown that collaboration can make communities stronger and improve the chances of securing funding

What happened next?

Following the Community Conversations, local people decided to focus on **better community communication, emergency preparedness and clearer parking information**. A small financial resource was made available through PAVO, funded by the UK Government's Social Prosperity Fund.

Local people developed a new **'What's On in Rhayader and District'** information resource, available both digitally and in print.

The community also used part of the financial resource for new parking signs at Smithfield, making it easier for local people and visitors to understand when parking is available.

Looking ahead

The Community Conversations showed that Rhayader and the surrounding areas have many strengths. It has a strong sense of community, active organisations, valued local services and a wide range of people who care about the future of the area.

The conversations also showed that there are important challenges ahead. Better communication, support for young people, sustainable community services, transport, housing and access to health care will all require people and organisations to work 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, Rhayader 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