



Inbound (Tourism) Development (UK) Ltd

## Talgarth Rural Alliance

# Signage Rationalisation and Identity Development

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# **1 The Commission**

This study has been commissioned by the Brecon Beacons National Park Authority (BBNPA) and Talgarth Rural Alliance under the Rural Alliances programme, which has at its core, the ethos of “local businesses investing in the community and the community investing in local business”.

Under the earlier Collaborate programme, tourism businesses, with support from the BBNPA, came together with the purpose of delivering activities which will contribute to the economic prosperity, sustainability and cultural identity of their area.

One of the first actions of this Cluster was to produce the “Talgarth Sustainable Tourism Action Plan”. This was completed in 2010 and identified priorities for action which included improvements to signage and the development of a stronger identity, in order to heighten Talgarth’s standing as a tourism destination and to derive greater benefit from the tourism economy.

The study area has been defined as the town of Talgarth as delineated by the urban boundary. Consultation has taken place with members of the Talgarth Rural Alliance, BBNPA and Powys County Council officers in order to establish as broad a perspective as possible. Existing research has been interrogated and anecdotal information assessed and analysed.

The purpose of this study is to review the current tourism, highways and pedestrian signage provision - to and within Talgarth, identify shortcomings and suggest solutions to improve the visitor experience, and to develop and identity for the town in consultation with the community.

## **1.1 Value of Tourism**

Tourism is a powerful economic development tool, creating jobs, providing new business opportunities and strengthening local economies. It is a growth area in terms of investment, and has demonstrated its enduring resilience and adaptability during a time of recession.

In addition to economic benefits, tourism adds less tangible, but equally important payoffs. It can improve the quality of life for residents as they take advantage of the services and facilities tourism adds. It promotes community pride, which grows as people work together to develop a thriving tourist industry.

A successful tourism destination is very dependent on a good ‘local image’ as visitors go to places that are attractive and welcoming. Through investment by the local authorities and businesses that make up the tourism sector, the attractiveness of the area and

the services and facilities available to visitors is improved. This, in turn, helps to improve general satisfaction with the local area among residents who also use the public realm and services available, and who draw a sense of pride from the fact that they live in an area that people find attractive and want to visit.

## **1.2 Background to Study Area**

The Brecon Beacons National Park (BBNP) has long been a recognised tourism destination, enjoying a high profile within UK and overseas markets. Its natural environs provide the key draw for visitors and the associated ambience and facilities provide the means of accommodating the needs of visitors.

Talgarth is a small market town on the northern edge of the Brecon Beacons National Park, with some 1,600 residents. Prior to the construction of the Relief Road in 2007 and earlier improvements to the A470 many a traveller would stop in the town to take refreshment. Whilst beneficial to trade this caused problems of congestion, parking and interfered with daily life. The road developments served to relieve the town of ever increasing vehicular traffic, and improve the ambience – providing a better and safer environment for residents and visitors. However, in solving the congestion issue the relief road also had the undesired effect of reducing casual visitors, their spend and any opportunities to convert to staying visitors.

Signage to Talgarth from the new road is felt by members of the community to be inadequate, and was highlighted in the 2010 Sustainable Tourism Action Plan as needing attention. As a result, the town appears to have suffered a loss of confidence with de-generation looming until the successful Village SOS project which provided an injection of new energy and focus as well as much envied national and international television and PR coverage. The resulting facility, combined with new energy and focus, provides an opportunity for Talgarth to consider the future in terms of image and identity, embedding the cultural and environmental elements in a distinctive proposition and a unique sense of place.

According to STEAM (Scarborough Economic Activity Monitor) data, which is based on the available bedstock, occupancy levels, tariffs, attractions and events within the Talgarth area suggests that in 2011, in the region of £4m was spent by visitors to the Talgarth postcode area, an increase of 6% on the previous year. This spending manifests in the categories of accommodation, food & drink, recreation, shopping and transport. Talgarth welcomed almost 39,000 visitors, which increased by 5% on the previous year. By far the majority were day visitors, although in the region of 10,000 visitors either found, or brought their own accommodation with them.

Talgarth benefits from an active, involved community, with numerous interest groups dedicated to providing services, facilities and improving life in the town.

The main objectives of the study are to:

- Direct and attract visitors safely into the town for the purpose of enjoying the area and to support local tourism businesses without inconveniencing the local residents or increasing unnecessary traffic just passing through
- Direct traffic to the correct areas of the town to avoid congestion
- Direct visitors to all the attractions, facilities, walks and activities in the town and surrounding area
- Create a good, first and lasting impression on visitors
- Enhance the visitors experience and increase their knowledge of the area and that of the Brecon Beacons
- Identify and capture the essence of what makes Talgarth special and to reflect that in the signage rationalisation study to convey a strong sense of place and identity

### **1.3 Signage**

#### Purpose of Signage

Clear and effective signage is an essential part of road infrastructure. Road users depend on signing for information and guidance, whilst highways authorities depend on signs for the purposes of traffic regulation, traffic control and road safety. Signage must provide road users with clear messages at the correct time – too soon and it is forgotten, too late and it gives rise to unsafe manoeuvres. The message must be unambiguous and easily and quickly understood.

#### Responsibility for highways signage

Responsibility for management and development of the road network is divided between the Welsh Government, Regional Transport Consortia and local authorities.

Trunk road maintenance and management is the responsibility of the Trunk Road Agencies acting on behalf of the Welsh Government. These Agencies (Regional Transport Consortia) consist of partnerships between local authorities delineated by administrative boundaries. They are responsible for managing the maintenance of motorways and trunk roads in their respective areas.

A trunk road is a major road, usually connection two key locations and is the recommended route for long-distance and freight traffic. A trunk road is always a primary route, although not all primary routes are trunk roads, the difference being that maintenance of trunk roads is paid for by national government bodies rather than the local councils in whose area they lie. These primary routes are identified by their direction signs, which feature white text on a green background with route numbers in yellow.

Local authorities are the Highway Authorities and have responsibility for maintenance and improvement of non-trunk road infrastructure.

The local authorities and the Trunk Road Agencies are responsible for ensuring correct standard of signage on their roads – only they can erect traffic signs or permit their erection through their authorised agents. The entire process is highly regulated – type of sign, materials, size, location, position, typeface, symbols, layout and purpose are all subject to compliance with Traffic Signs Regulations and General Directions (TSRGD) and the Department of Transport’s periodical Advice Notes, or practical implementation in concert with The Traffic Signs Manual.

Local authorities (in this case PCC) administer and regulate local roads in their own areas whilst (in this case) NMWTRU, which reports to the Transport Directorate of the Welsh Assembly, takes responsibility for motorways and trunk roads. Close links are maintained by all with the Department for Transport in the review of standards and policies.

### Tourism Signage

Tourism and general purpose pedestrian signage is regulated in the same manner as road signage, and falls under the rules within the TSRGD.

Signage in all its forms is a fundamental part of tourist infrastructure, be that road signs, pedestrian signs, way markers, place names, entry signs, information boards, even maps. Their purpose is to assist visitors in reaching a destination or facility in a straightforward manner. Never to be regarded as a form of advertising, signage nevertheless provides an awareness of facilities within an area and can act as an inducement to visit.

Tourism signage is permissible under the TSRGD. There are however guidelines as to what constitutes a “tourist attraction” for the purposes of highways signage. Under the TSRGD, “tourist destination” (recent change to embrace both tourist attractions and facilities) means a permanently established excursion destination which

- (a) recognised by the local authority or Visit Wales;
- (b) caters primarily for visitors to the area rather than for local residents;
- (c) open to the public without prior booking during its normal opening hours; and
- (d) does not have retailing or catering as its main purpose.

All of these criteria need to be met in order for a facility to be identified as a ‘tourist destination’ and therefore qualify for white-on-brown (tourism) signage. The final decision, however, rests with the local highways authority, who will take into account various additional measures, such as breakdown of users (local or visitors to area); provision of adequate parking facilities at the site; access arrangements; provision for people with disabilities; road safety etc.

In addition, more practical considerations such as cost of provision and maintenance need to be taken into account. Equally important is the aesthetic – proliferation of signage has a negative impact on the road user and also on the environment.



### Colour Coding

There are limited types of signs so as to ensure familiarity and quick recognition, and their uses are prescribed by regulations which are laid out in the Traffic Signs Regulations and General Directions (TSRGD), which guarantees that the UK has a uniform traffic signing system.

<b>Category</b>	<b>Sign Colours</b>
Primary route (inc trunk roads)	Green Background, yellow route numbers, white legend & borders
Non-primary route (including local route)	White background, black legend and border
Cycle and / or pedestrian route	Blue background, white legend and border
Tourist attraction or route	Brown background, white legend and border

All aspects of highways signage are regulated from the colours used, the size and font of text, iconography, plus the physical aspects such as shape, size, location structures, materials and lighting. In addition, all new directional signage in Wales must be bi-lingual. This adds to the size and cost of installations and limits the amount of information contained due to restriction imposed on size, either by the regulations themselves or by limitations of the environment.

### Directional signs

Roads of national and regional importance are called primary routes. Directional signs on these roads have a green background. All other roads are classified as non-primary routes and signs on or for these roads will have white backgrounds with a black typeface. Tourism signs have brown backgrounds with white lettering or symbols.



Patches and panels are used to identify the status of the road or facility which is being signed, if it is different from that of the main sign. For example – a local road (A4078) signed for Three Cocks from the A479 will be shown as a white patch on a green sign.



.A map-type sign showing the junction layout and is commonly used for complex junctions and roundabouts. The width of the route symbols will vary depending on the type of road indicated – wider for primary routes, narrower for non-primary routes.



Stack-type signs are used for providing directions at a simple junction. They tend to be smaller and often more suitable in urban areas.



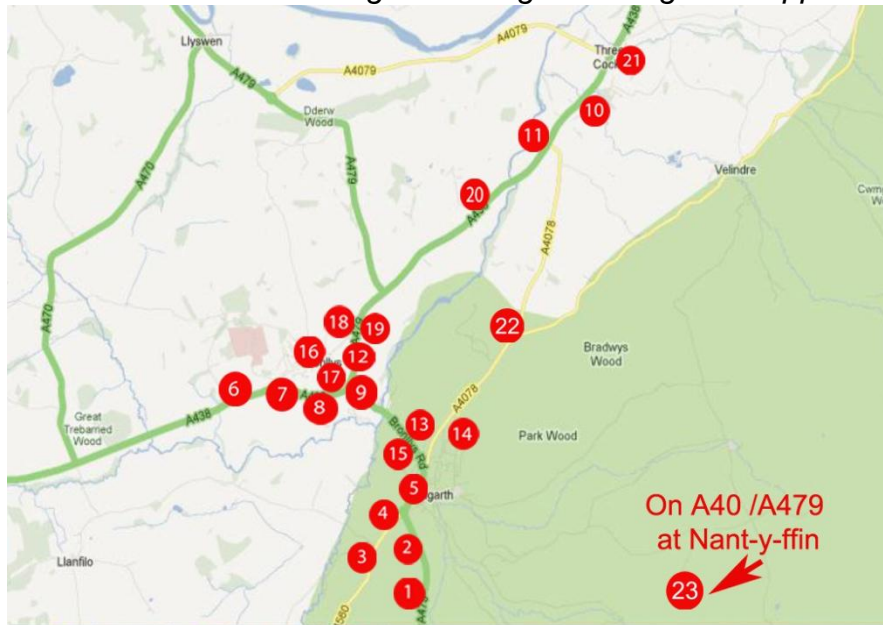
Flag-type signs are located on junctions and pointing along a road, using a chevron.

## 2. The Current Position

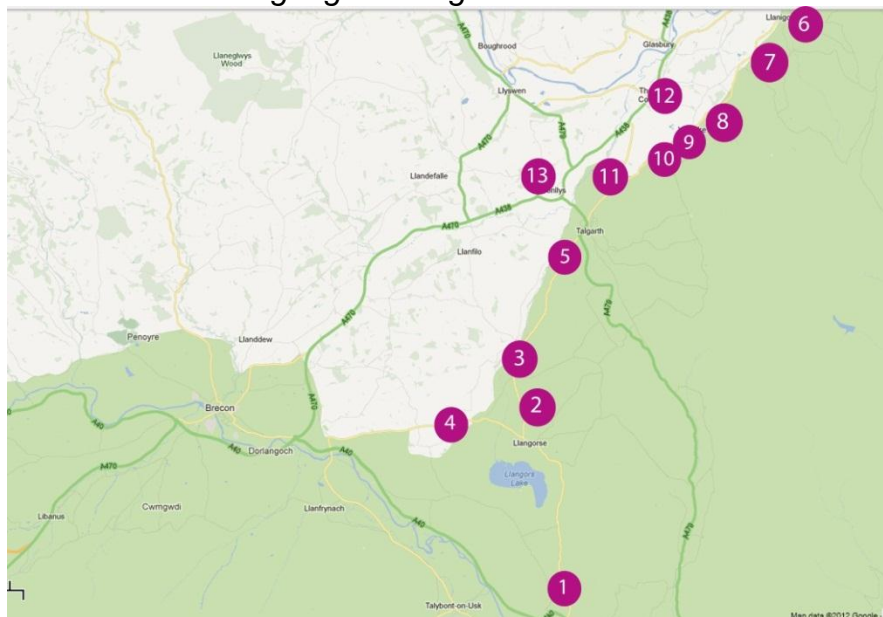
### 2.1 Approaches to Talgarth

There are four main approaches to Talgarth. Approaches from the north and south are along the A479 and from the east and west – the A438. The former is classified as a trunk road and falls within the remit of NMWTRA; the latter is the responsibility of the Highways Authority - PCC. All highways signage, regardless of grade of route, is subject to the same regulations and statutory instruments.

*Locations of directional signs for Talgarth along main approach routes*

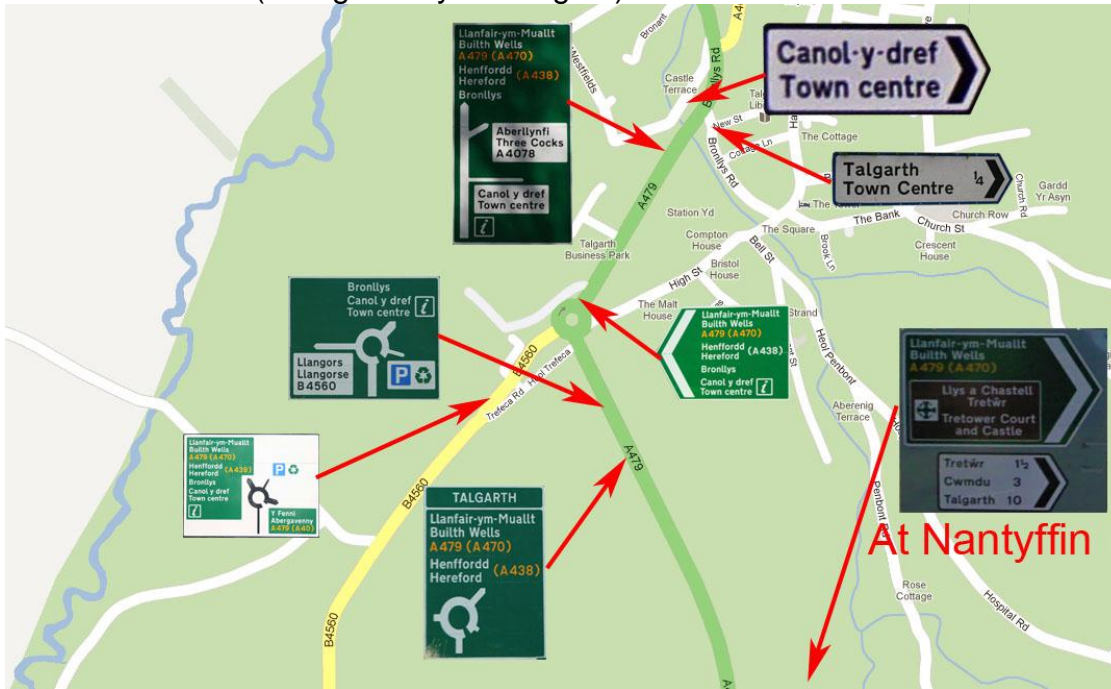


*Location of local signage to Talgarth*






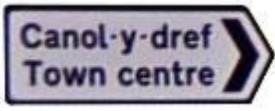

## 2.2 Existing Signage on approaches to Talgarth

### A479 from South (Abergavenny & Llangors)



### Signs in order of approach from Abergavenny direction

	Sign	Details	Comments
23		Sign located on A40 at junction with A479 (Nantyffin)	Use of Grey backing board.
1		Sign on A479 from Abergavenny, located in advance of roundabout at intersection with B4560	Also functions as town entry sign
2		Sign on A479 from Abergavenny before roundabout at intersection with B4560	No gap between Bronllys and Town Centre.





3		Sign on B4560 (non-primary road) from Llangors, located on approach to roundabout on intersection with A479.	White background to sign due to it being located on non-primary route.
4		Sign located on roundabout at A479 junction with B4560 by Rugby Club	TIC indicated in Town Centre
5		Sign located on A479 approaching turning into town centre via Bronllys Road.	TIC indicated in Town Centre
		Sign located on A479 opposite Bronllys Road junction into town centre	Classified as 'local' signs
		Sign located on corner of Bronllys Road	


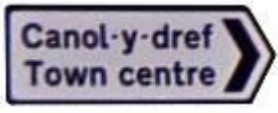



Approach from Brecon area (A470 / A438)



Signs in order of approach from Brecon direction (A470 / A438)

	Sign	Details	Comments
6		Located on approach to roundabout on A438 at the western end of Bronllys.	Talgarth indicated
7		Sign located on A438 roundabout splitter at western end of Bronllys	
8		Located ahead of A438 Bronllys Bypass, travelling from west.	
9		Located on A438 / A479 roundabout splitter, south of Bronllys	

13		On A479 approaching junction with A4078	Damaged Sign Car Park indicated TIC indicated in Town Centre
		Sign located on A479 opposite Bronllys Road junction into town centre	Classified as 'local' signs
		Sign located on corner of Bronllys Road	




## Approach from Hay direction (A438 and A4078)



## Signs in order of approach from Hay direction (A438 and A4078)

	Sign	Details	Comments
21		Sign located on A438 opposite junction with A4079 (Three Cocks)	White Background denotes non-primary road.
10		Advance Directional sign on A438 ahead of the junction with A4078	Traffic directed onto A4078
11		Sign located on A438, opposite junction with A4078.	White background denoting a non-primary road. Double-sided sign



22		Located on A4078 opposite junction with the Felindre road	
14		Advance Directional sign located on A4078 approaching intersection with A479	White Background denotes non-primary road.
15		Sign located on A479 opposite junction with A4078	Car Park Indicated. TIC indicated in Town Centre Blue, green or white destination panels should not be added to flag type signs.
Local signage takes over as shown in sections above			

From Hay, traffic is directed to approach Talgarth along the A4078, leaving the A438 just after Three Cocks.


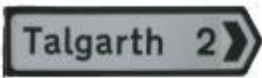
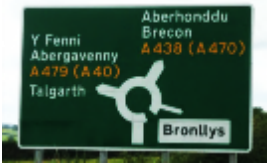
However, there is further signage for Talgarth along the A438 after Bronllys (see next section)



Approach from Builth direction (A479)



There is no signage on the A479 (southbound) before the T-junction with A438. Brecon and Abergavenny are signed to the right and Hereford to the left. However, beyond this junction, Talgarth is signed from both directions.

Signs in order of approach from Builth direction (A479)

	Sign	Details	Comments
20		Turning <b>LEFT</b> at junction with A438, Advance Directional Sign located on A438 heading North east, ahead of junction with A4078	Traffic for Talgarth is sent along A4078 (see section above - From A438 (Hay) via A4078)
11		Sign located on A438, opposite junction with A4078	
12		Turning <b>RIGHT</b> onto A479, Advance Directional Sign located ahead of the roundabout at the intersection with the A438	


9		Sign located on A438 / A479 roundabout splitter	
13		On A479 approaching junction with A4078	<p>Damaged Sign</p> <p>Car Park indicated</p> <p>TIC indicated in Town Centre</p>
Local signage takes over as shown in sections above			

## Approach from Bronllys







## Heading south through Bronllys


	Sign	Details	Comments
16		Sign directs traffic south into Church St from centre.	Local sign visible to traffic heading east to west through Bronllys
17		On Church St, Bronllys, heading south, located on approach to A438 / A479 roundabout	
9		Sign located on A438 / A479 roundabout splitter	

13		On A479 approaching junction with A4078	Car Park Signed  TIC indicated in Town Centre
Local signage takes over as shown in sections above			

### Heading West through Bronllys

	Sign	Details	Comments
7		Sign located on A438 roundabout splitter west of Bronllys.	Sign before roundabout excludes Talgarth. Traffic heading in this direction would already have been directed along Church St (see above)
8		Sign located on A438 Bypass from west.	
9		Sign located on A438 / A479 roundabout splitter	
13		On A479 approaching junction with A4078	Damaged Sign Car Park Signed TIC indicated in Town Centre
Local signage takes over as shown in sections above			

## Heading East through Bronllys

	Sign	Details	Comments
18		Sign located on main road through Bronllys, heading east, approaching junction with A479	White background on sign as located on non-primary road
19		Sign located on A479 opposite main road through Bronllys	
12		Sign located on approach to roundabout on A479 /A438 from north / north-west	
9		Sign located on A438 / A479 roundabout splitter	
13		On A479 approaching junction with A4078	Damaged Sign Car Park Signed TIC indicated in Town Centre
	Local signage takes over as shown in sections above		



## 2.2.1 Observations - Approach Signage

Talgarth is signed along the main approach roads, namely:-  
 A40 / A479 from south (the Crickhowell / Abergavenny road)  
 A438 from east (the Hay road)  
 A438 / A470 from west (the Brecon road)  
 A479 from north (the Builth road);

The majority of the approach signage is located on designated a trunk roads, and falls within the jurisdiction of NMWTRA, as agents for the Welsh Government.



Signage located at the junction of the A479 with A40, uses a grey backing board. It would be within the regulations for the green directional sign to incorporate what is currently on the white flag signface below, albeit on a white patch (which denotes a non-primary destination). Primary destinations of relevance in this area are Builth, Brecon and Abergavenny, and are set by the DfT.



This is also the case with this sign, is located on the A438 opposite the junction with the A4079 at Three Cocks. Under normal circumstances the replacement / renewal of these signs is unlikely to happen without intervention, until they have reached the end of their useful life, become worn or damaged through collision.

There is no further signage along the A479 prior to the ADS approaching the roundabout by the Rugby club. Route confirmation signage would be useful, as the distance is considerable in relation to the type of road. In addition directional (local) signage from Tretower (opposite junction with Tretower Court) would assist vehicular traffic returning to Talgarth.

### Damaged Sign



The sign located on the Bronllys Rd section of the A479, on the approach to the junction with the A4078, heading south, is damaged and in need of replacement

### Bronllys or Talgarth?



The spacing between Bronllys and Town Centre appears too small, which can be misleading, suggesting that Bronllys Town Centre is indicated. Traffic Signs Manual, Chapter 7, section 3, para 28 states that where a single block contains more than one destination and at least one of the destinations is on two lines, a vertical gap, similar to block spacing, is introduced between each destination to avoid any confusion.

## Flag-type sign



This sign is located on the A479 opposite the junction with the A4078. The white patch denoting the car park and recycling facilities does not conform to regulations. Chapter 7, Section 7, Para1 of Traffic Signs Manual states 'The background colour of the sign must be appropriate to the status of the route indicated. Tourist panels and route number patches, *but not blue, green or white destination panels*, may be added to flag type signs.'

Under the current scheme only the car park and Tourist Information Centre are afforded signage. The TIC is located in the main square in the town centre and has no dedicated parking. There is limited short-stay parking around the square.

Signage for both facilities appears on the signs closest to those facilities, from all directions, utilising the relevant symbols.



The TIRC is signed on the directional signage using a white 'i' on the green background. Colour coding of signage is used in order to aid recognition and simplify absorption of information by drivers.



Tourism facilities should be signed in brown on all signage and it is suggested that these are changed, which will increase visibility of the TIC logo.

## Alterations to Existing Signs

Chapter 7 of the Traffic Signs manual, Section 11, para 6 allows for amendments to existing signs and states 'Existing signs sometimes need to be altered to take account of the opening to traffic of a new road, or other changes to the highway network such as reclassification. These alterations can take the form of new or deleted destinations, changes to route numbers etc. To save the cost of providing a completely new replacement sign, it is often possible to modify an existing sign by the application of cover plates.'






## 2.3 Local Directional Signs



### From Bwlch

Local signage providing directional indicators and distance located along road from Bwlch through Llangors and Trefecca and also from Llanfihangel Tal-y-llyn.



From Bwlch in order of approach

	<b>Sign</b>	<b>Location</b>
<b>1</b>		Located at turning into Castle Wood on B4560 (road from Bwlch to Llangors)
<b>2</b>		In Llangors on B4560
<b>3</b>		On junction with B4558 and B4560 north of Llangors


4		On B4558 Between Llangors & Llanvihangel
5		On B4560, approaching roundabout with A479


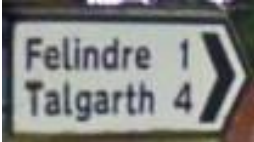

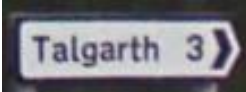
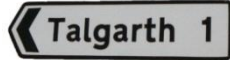


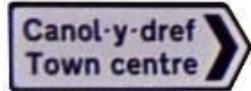
From Llanigon

Local signage providing directional indicators and distance located along road from Llanigon through Ffordlas, Tregoyd and Felindre



From Llanigon in order of approach

	Sign	Location
6		In Llanigon

7		In Ffordd las
8		In Tregoyd
9		Between Tregoyd & Felindre opposite road to Cae-twyn Woods
10		In Felindre
11		Sign located on A4078 opposite junction with the Felindre road
		Advance Directional sign located on A4078 approaching intersection with A479
		Sign located on A479 opposite junction with A4078, indicating town centre, TIC and parking
		Sign located on A479 opposite Bronllys Road junction into town centre

As traffic approaches the primary routes towards Talgarth, signage is provided by the large (green) directional map and flag type signs as detailed in the previous sections.

### **2.3.1 Observations – Local Signage**

#### Local Signage

There is local signage from neighbouring settlements, principally:-

Bwlch, Llangors, Llanfihangel Tal-y-llyn, and Trefecca to the south;

Llanigon, Ffordlas, Tregoyd and Felindre to the west; and

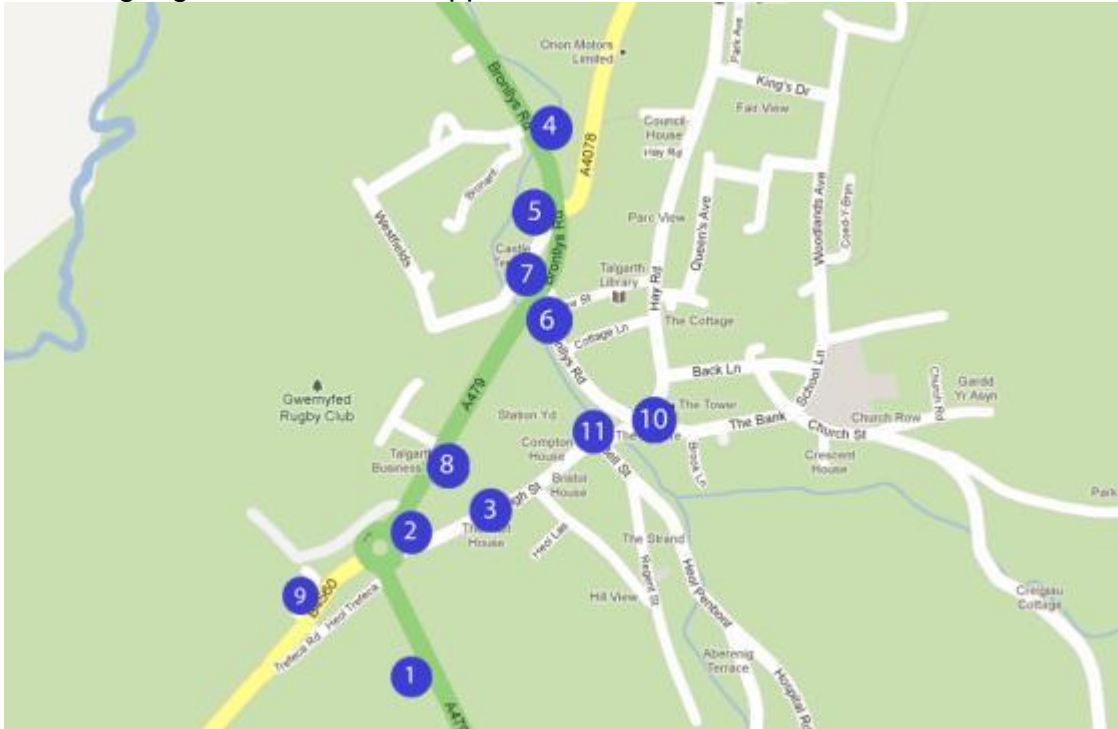
Bronllys and Three Cocks to the North




The building of the relief road has served to remove the majority of the through traffic from the town centre, creating a more convivial, relaxed and friendly atmosphere.









It would be beneficial to have local signage at both Tretower, for traffic leaving Tretower court and also at Llangorse, opposite the Caravan & camping site. Both of these facilities generate traffic bound for Talgarth and informing vehicles of the direction would serve to reduce the need to change direction on the highway.

## 2.4 Car Park Signage

Road Signage to Car Park on approach roads



	Sign	Location
1		Sign located on A479 (Abergavenny road) approaching roundabout by rugby club
2		Sign located on Roundabout Verge junction of A479 & High St
3		Sign located on High St at entrance to Car Park

4		Sign located on A479 from north approaching A4078 junction
5		Sign located on A479 opposite junction with A4078 (by Castle Hotel)
6		Sign located on Bronllys Rd at junction with A479, providing direct access to Town Centre
7		Sign located on A479 facing Bronllys Rd TC
8		Sign located on A479 before roundabout by Rugby Club
9		Sign located on A4560 (Llangors) approaching roundabout A479 (Abergavenny road)
10		Sign located in Tower Square beside Town Hall. Visible on approach from Bronllys Road and Hay Road.
11		Sign located on High Street, opposite and visible from Bell Street

### 2.4.1 Observations – Signage to Car Park

Being a traditional small market town, the core of which was not built for today's transportation, there is very little parking available to visitors. The two main areas where there is some parking provision is in the square itself, in front of the Co-op and along the riverside on Bronllys Road. Both of these areas are designated as short-stay and are heavily used, predominantly by local people and have a relatively fast turn-over. Consequently the main car park on the edge of the town is where the focus for visitors must lie.

Parking provision and regulation are scheduled to be reviewed by the local authority in the next financial year (2012/13).

Highways signage to the car park is thorough and incorporated into the existing signs.

There are information boards located in the car park providing information on Talgarth and the Brecon Beacons National Park.

It would be beneficial to provide stronger indication that the car park is THE place to park when coming to Talgarth (as a visitor or local), particularly in view of the narrowness of some of the streets and the limited amount of parking available elsewhere in the town. Whilst it may not be desirable to indicate that this is a 'visitor' car park, indicating that all facilities can be accessed from this point would ease the problems generated by inappropriate parking on the highway.

This would serve the purpose of providing a central point from which all local facilities can be uniformly signed, using orientation panels and signage. All town centre facilities, whether they are deemed to be primarily for local people or visitors are only a few minutes' walk away.



This is an example of signage in place at Blaenavon, directing visitors around the town, instead of through it, to reach all attraction.



## 2.5 Pedestrian Signage (General Purpose)

Pedestrian signs are distinguished by the 'walking man' icon placed at the opposite end to the chevron on a flag type sign. These can be general purpose signs (blue), tourist signs (brown), directing users to tourist attractions, or green, denoting footpaths.



Existing general purpose Pedestrian Signage around Talgarth



Sign	Details	Comments
	Sign located at eastern end of car park	
	Sign located at western end of car park	Vegetation needs cutting back. Location of sign is not obvious and is easy to overlook.



	Sign located on A479 entrance to Riverside Walk	
	Sign located on A479 junction with Riverside Walk	Return sign to car park. Directs pedestrians through town to car park
	Sign located on Bronllys Road in town centre, on entrance to New Street	This is a double sided sign, so can be viewed from either direction
	Sign located in the Square abutting the Town Hall, facing down Bronllys Road	This is a double sided sign, so can be viewed from either direction
	Sign located on corner of the Square and The Bank, pointing up The Bank	Sign for St Gwendoline's Church

### 2.5.1 Observations – Pedestrian Signage (General Purpose)

Pedestrian signage to facilities in Talgarth is provided for the Library and the Church, both of which are signed from the Square. In addition the town centre is signed from either end of the car park, plus one additional return sign to the car park.

It is unclear if this return sign to the car park was erected to assist pedestrians returning from the town centre using the Riverside Walk, or to indicate to those returning from the direction of Bronllys Castle. Discussions with Highways Officers suggest that the sign has been turned to point into the town centre thereby providing neither with a solution.

The sign located at the western end of the car park suffers from poor visibility due to its location against the backdrop of vegetation.

## **2.6 White-On-Brown Signage**

Tourist signs have a brown background and are often referred to as “white-on-brown signs”. Their main purpose is to direct visitors to tourist destination at the last stage of their journey. Only standard symbols may be used on White-on-brown signs, illustrating the different types of attraction or facility and are specified in TSRGD.

The following definition of a tourist destination is used by the DfT and highways agencies:-  
A tourist destination is a permanently established attraction or facility which:

- (a) Attracts or is used by visitors to an area; and
- (b) Is open to the public without prior booking during its normal opening hours.

Tourist attractions include visitor centres, theme parks, historic buildings, museums, zoos, parks and gardens, natural attractions etc.;

Tourist facilities include visitor accommodation, public houses, restaurants, touring, camping and holiday parks, picnic sites and Tourist Information Centres.

Two only facilities within Talgarth that benefit from White on Brown (WOB) tourist Signage are Pwll-y-Wrach and Coed-y-Parc., although the TIC and the Mill both receiving significant numbers of visitors.

The following symbols are used on the signs of both schemes and denote the following:-

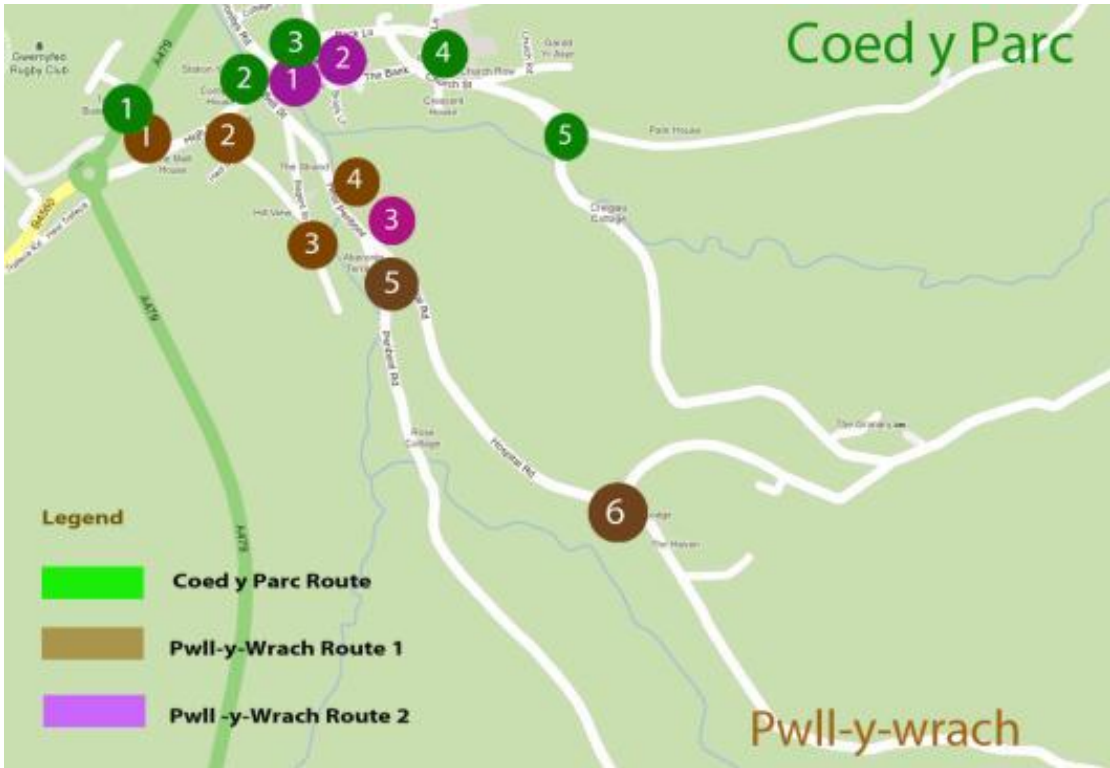


Woodland Walk (deciduous or mixed forest)



Wildlife Reserve

The image below shows the location of these signs, which where practical follow a scenic route, away from traffic.

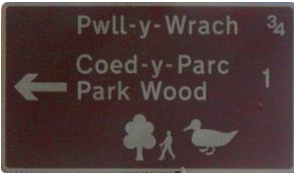






These two facilities are well-provided for in terms of signage, with starting points in the car park and the town centre.

### Signage to Coed-y-Parc



### Details of Signs in order of approach

	Sign	Details	Comments
1		Sign located in the car park, along footpath on approach to exit	Initial sign for both destinations. Vegetation impedes visibility during summer.
2		Sign located on High St, beside the bridge.	
3		Sign located on The Bank and Church Sty junction – beside the Tower Hotel, indicating along The Bank	Also indicates to Pwll-y-Wrach along The Bank. (see Pwll-y-Wrach route 2)
4		Sign located beside St Gwendoline's Church, on School Lane, The Bank and Church St junction	
5		Sign located at the top of Church Road on fork, just ahead of Brenton Hall.	There is no further signage for Llanelieu Church.

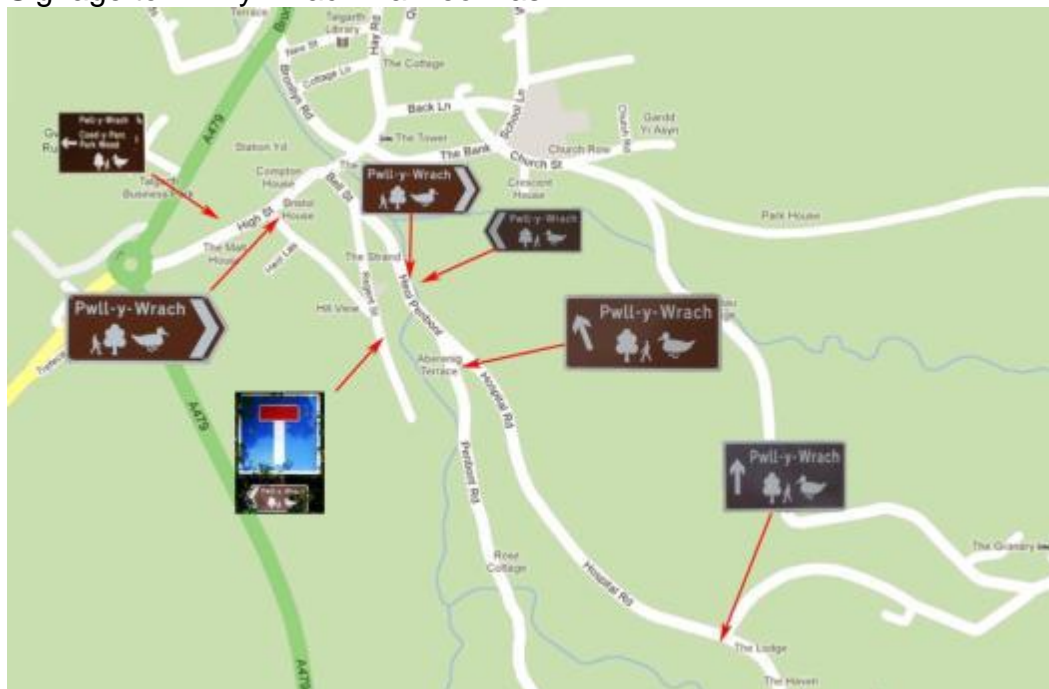
WOB directional signage to Coed-y-Parc is complete and effective, with the destination having signage at the entry point. There is limited parking at the destination, with space for perhaps three vehicles at most.

### Existing Signage to Pwll-y-Wrach



There are two groups of signs for Pwll-y-Wrach, which are:-

- 1- From the car park, along Heol Las
- 2- From the Square along footpath by river





### Signage to Pwll-y-Wrach via Heol Las



### Details of Signs in order of approach

	Sign	Details	Comments
1		Sign located in the car park, along footpath on approach to exit.	Initial sign for both destinations (Pwll-y-Wrach & Coed-y-Parc). Over-hanging tree impedes visibility during summer.
2		On corner of Heol Las at junction with High Street indicating up Heol Las	Route is impassable for vehicular traffic.








3		<p>On Regent Street at entrance to footpath linking through to Heol Penbont.</p>	<p>Pedestrian access only</p> <p>Vegetation needs trimming</p>
4		<p>On Heol Penbont just before bridge</p>	
5		<p>On fork of Heol Penbont &amp; Hospital Road</p>	
6		<p>On Hospital Road opposite Black Mountain Business Park</p>	

Signage to Pwll-y-Wrach along footpath from the Square



Details of Signs in order of approach

	Sign	Details	Comments
1		<p>Sign located on The Bank and Church St junction – beside the Tower Hotel, directing traffic along The Bank</p>	<p>Starting point of route for vehicles entering the town along Bronllys Road.</p>
2		<p>On The Bank opposite Brook Lane, pointing up The Bank towards Church St.</p>	<p>This sign has been turned. It should point into Brook Lane, following the footpath to join Heol Penbont</p>
		<p>Waymarker along footpath. Located at point just beyond river where footpath splits.</p>	<p>Would serve as confirmation of route, but circular sign is missing.</p>
3		<p>Sign located at end of footpath indicating up Heol Penbont.</p>	
6		<p>On fork of Heol Penbont &amp; Hospital Road</p>	<p>Route then picks up signage as shown above.</p>

### 2.6.1 Observations - White-On-Brown signage

White on Brown Signage can be either for vehicular traffic or pedestrians. Pedestrian signs to tourist destinations are required by the TSRGD to include the 'Walking Figure' symbol as shown below.



It is also recommended that where a scheme of pedestrian signing for tourists is to be implemented, return signing should also be provided.



The signage to both Pwll-y-Wrach and Coed –y-Parc is for pedestrians, although with the lack of the walking figure symbol, particularly when looking at the distance to destination. The lay-person could easily mistake these for vehicular signage, as the only difference is the size of font. This lack of clarity could lead the signage being followed by vehicles, creating problems associated with impassable routes and inadequate parking on site.

The two key visitor focal points in the town – The TIC and the Mill are not signed with WOB signage, although the former is included on directional signs using a non-tourism symbol.

It is understood that there are plans for new entrance signage at the Mill, which will increase its visibility and prominence in the centre of town.

There is no signage from the car park to other facilities in the town. The TIC, public toilets and Mill should be signed for pedestrians from this location.



## 2.7 Other Signage

Due to the nature of the street layout in Talgarth it has been necessary to install a number of regulatory signs advising on unsuitability of roads for certain types of vehicles. There are also signs advising of penalties for litter dropping and dog fouling. In a small town a just few signs have a considerable impact.



Additionally, commercial premises have signs on and alongside their properties in a vast array of colours and styles. There are posters in windows, banners, swing signs, notice boards, blackboards, laminated signs etc.



## 2.7.1 Observations – Other Signage

For a small town, Talgarth has a huge number of signs which add clutter, detracting from the visual appeal of the town and can in some cases be a hazard to pedestrians and other road users.



It is worth noting that any unauthorised sign in the highway is considered to be an obstruction. The curtilage of 'highway' covers pavements and verges alongside carriageways. The actual delineation varies according to individual locations, but as a rule of thumb, anything outside the boundary of ownership is considered 'the highway'.

Added to that, there are a number of apparently redundant signposts, signs that are scruffy, some which are no longer relevant and illegible public footpath signs in the town which require attention.



Covering windows with posters, notices and information may be deemed to be an effective way of providing out of hours information, but the result is an untidy frontage which detracts from the historical ambience of the town and a reduction of natural light and a gloomy interior, which then requires additional artificial lighting (and power usage) to compensate.

A key motivator for people to walk into a retail premises is a warm and inviting interior, which is neat and tidy with well displayed goods, visible from outside. Obscuring windows prohibits this action and does not entice un-planned or speculative visits.





## 2.8 Town Boundary Signs

Here the term boundary sign refers to the standard highways boundary signs which fall under the jurisdiction of the highways authority. Boundary signs are used to identify the area being entered and can apply to counties, towns and villages.

Boundary signs are located at all entry points to Talgarth, which are defined by the urban boundary. Signs are generally in place on both sides of the road, except along the A479 from the direction of Abergavenny where the ADS incorporates boundary (or place name) signage on one side of the carriageway.

In addition, there are two green boundary signs mounted on stone located just before the roundabout with the B4560.

On the A4078, the place name is included in a speed restriction sign.



## 2.8.1 Observations – Town Boundary Signs

The non-uniformity of boundary signage is not helpful in providing a cohesive and cared-for impression of Talgarth. Due to the nature of tourism to Talgarth – where the town is used as a base to explore the wider area, visitors are very likely to enter the town along different routes during their stay.

By using ‘composite’ signs it is possible to reduce the number of signs erected such as in the example of the speed limit and boundary sign on the A4078. Whilst this has a financial benefit; it does little to create the impression of entry into a destination that is of interest to visitors.

The boundary signs located on the A479 from Bronllys and the A4078 from Llangors have brown signs bearing the TIC logo attached to the posts below the main signface. Whilst this provides a clear indicator that there is a TIC in Talgarth, it is not an ideal solution as it adds to perception of an un-loved town.

Since the erection of these signs, regulations have been amended and it is now permissible to include some text relevant to the settlement being entered, other than, or in addition to a safety message.

These signs can include tourist symbols, although the selection of these symbols is a matter for the highway authority in consultation with the local community. If symbols are included on a boundary sign, they should be supported by continuity signing within the community (which may be pedestrian signing from a car park). The maximum permitted number of tourist symbols on boundary signs is three.

There have in the recent past, been discussion between community representatives and PCC highways officers regarding new boundary signs. A draft proposal for new boundary signs have been drawn up and circulated for comment, although to date no responses have been received.

The proposed signs are white on brown and carry the place name, and identifier (Ancient Capital of Brycheiniog) and include symbols for the TIC and the Mill.



It has been suggested that the reasons for selecting the iconography shown is that information on all the facilities including accommodation can be obtained at the TIC and the Mill has a significant USP and attracts a considerable amount of visitors. The layout is different from the norm, having logos at the sides rather than centred below, yet complies with regulations.

### Boundary Signage Possibilities

There are a number of options available for implementation, which can include town crests, iconography, an identifier, safety and welcome messages, twin towns and of course the place name.



This is an example of what ultimately can be provided on the highway as a boundary sign.

There is plenty of scope for variation as identified below :-

- The crest may be omitted or replaced with a logo or pictorial representation;
- Maximum of 3 tourist symbols can be used;
- Tourist pane may be omitted;
- Safety message can be omitted or varied;
- A phrase denoting an item or geographical or historic interest may be added;
- The legend, border and background (apart from tourist panel) may be in any contrasting colour except red;
- Shape and layout can be varied;
- Sizes lettering on different parts of the panel may be varied;
- Place name must remain the most prominent feature.

Any new signage will have to be bi-lingual, which will increase its size and cost and perhaps limiting what can be practically included. Any proposal to implement this type of signage will have to have support from PCC highways officers.

### New Pilot

There is a new scheme currently being piloted in England and if successful, will be rolled out across the UK. County boundary signs are being revamped as part of an on-going strategy to boost the country's tourism industry on the back of the Olympic and Paralympic Games.

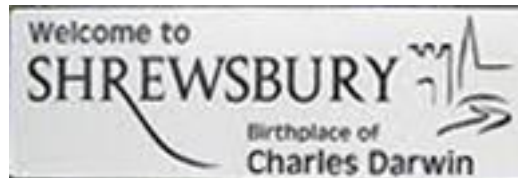
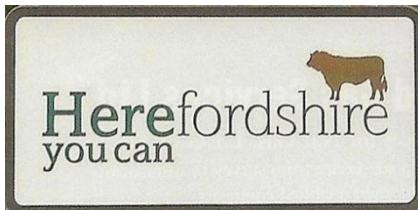


Plans have been set out for colourful and striking signs – which could include full colour photographs – to showcase a region's best features. Indicative timescales suggest a roll-out in the pilot areas during Spring of 2013.

It is felt that current signs greeting visitors as they travel around are dull, often boring and do little to entice tourists. The intention is to update them to something that is both attractive and better at selling what is great about our tourist destinations.

The new signs will give a fresher and more welcoming feel , with regions being able to highlight the things that make them special, such as cultural or heritage attractions, or an activity that is special to the area.

Examples of different styles of boundary signs in other locations





## 2.9 Information Points, Panels and Notice Boards

The two structures below are located in the car park at the western end, alongside the footpath. The information contained within them includes:-

- Generic information on the National Park
- General information on Mountain Biking in the Brecon Beacons
- A panel depicting a map-based plan of Talgarth and includes places of interest.



There are also Information panels at Pwll-y-Wrach which provide orientation, mark out the walking routes, and detail on some of the wildlife that may be seen.

Within the core of the town centre there are a number of notice boards, which in the main appear to be well used, carrying information of value to visitors as well as residents.



## 2.9.1 Observations – Information Points, Panels and Notice Boards

Map-based Tourist Information Points are an extremely useful tool for visitors in establishing first where they are in relation to where they intend to go, and secondly in driving home the point that Talgarth is compact and that all the facilities are within walking distance. They are useful in providing orientation to visitors as well as bringing to attention the facilities and services available nearby and acting as an encouragement for visitors to sample what is on offer.

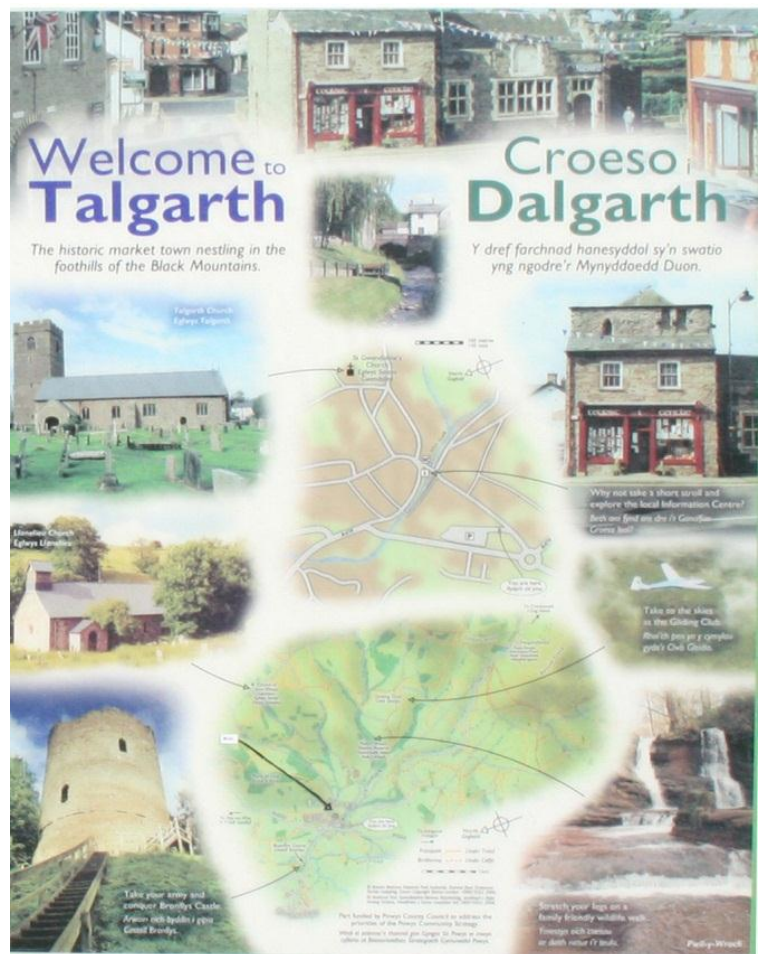
They provide a comfort factor to the visitor, by making them feel they know where they are and what direction they need to take, and need to be located at principle entry point into the town.

They are also a convenient way of identifying facilities and services that may not be signed on posts. Facilities such as the library, bank, public convenience and leisure centre should all be marked on the map within.

The large BBNPA TIP carries broad but limited information on the National Park on one end.

The opposite end is dedicated to Talgarth and includes two maps – one of the town centre and one of the wider area -identifying visitor attractions.

Within the town centre map the only facilities indicated are the TIRC and St Gwendoline's Church. The wider area map indicates Bronllys Castle, Llanelieu Church, the Gliding Club, Pwll-y-Wrach and footpaths and bridleways. The detail included is limited and the visibility of the content is poor. The structure also contains a notice board type cabinet which is underutilized.



It has been suggested that the cabinet could be used for the promotion of local walks, highlighting the range available and details on where to get further information.



The number of notice boards in close proximity within The Square creates an untidy impression as content is varied in size, colour, alignment etc.



One in particular is in need of attention and appears to be being used as a free-for-all with all manner of information attached. This could be refurbished and put to more constructive use, providing TIC out-of-hours information and additional information on local facilities.

An example of this has been trailed successfully in Abergavenny, where local businesses are charged a nominal fee for inclusion. This could be administered by the TIC, thereby providing an element of management to the process.



Old Abergavenny notice board



New branded Abergavenny notice board



## **2.10 Other Information Provision**

TICs play a key role in meeting the information needs of visitors (and locals), providing impartial, accurate and comprehensive information services to visitors on attractions, activities, accommodation, onward travel routes, access, public transport, and local facilities.

The 2008 Talgarth Visitor Survey identified that 41% of visitors used TIC during their visit. The TIRC does not capture any visitor data or visitors numbers.

Aside from the practical aspects of information provision, the role of the TIC is crucial in setting the tone of welcome and sense of place of a destination. Very often this is the first contact visitors will have with local people, and TIC staff are generally very adept in responding to visitor needs and are a fundamental part of what becomes the first impression of a place.

This first impression is critical in forming in the visitors mind an experience which will remain with them, so it is vital that this is positive, warm and welcoming and exceeds expectations.

Talgarth's Tourist Information and Resource Centre is ideally located in the centre of the town and greets visitors and locals seven days a week throughout the year. The facility is managed and operated by a sizeable and enthusiastic group of volunteers, with good local knowledge. The Centre produces a number of information sheets on local history and places of interest, which are charged for, albeit a nominal fee, to cover costs and add a little to the income the centre depends on in order to continue operating.

This is not a 'networked' Tourist Information Centre – which means that it is not fully integrated into the Visit Wales supported information centres and therefore not able to benefit from sharing of resources, training, promotional support etc. The sustainability of the facility depends on the generation of sufficient income to cover operating costs. Consequently sale of goods and services (guide books, gifts etc) are extremely important and jealously protected. The recent opening of a craft shop at on High Street has raised concerns regarding future gift sales potential through the centre.

The only other venue in the town accessible to the public which carried visitor information is the Tower Hotel, which uses a small counter-top display.



### **2.10.1 Observations - Other Information Provision**

The TIRC carries a range of free literature on tourism facilities and activities, both local and further afield. The range of literature on display at the times of visiting (August & September) was however disappointing in relation to local facilities.

Information on things to see and do in the area was not available anywhere else in the town.

Accommodation establishments are on the whole very good at providing details and suggestions to their guests on the range of opportunities for days out, local attractions, activities etc. However, by far the majority of visitors to Talgarth are on a day trip. They have come to Talgarth driven by a purpose, and will not always be aware of other opportunities to spend time in the town or the area.

All establishments that come into contact with visitors should carry at least one collective leaflet about Talgarth and the surrounding area. Staff in these establishments are likely to have a reasonable knowledge of the facilities and could engage with their customers (circumstances permitting), encouraging them to visit or try something new / additional, if not that day then on a return visit.

TIC staff could ensure that all establishments have a supply of appropriate literature.

Branded leaflet dispensers could be provided at relatively low cost, specifically for Talgarth information. These should be made available to all establishments that welcome visitors.

## **2.11 Welcome Signage**

As new boundary signs are potentially in the pipe-line, albeit awaiting consensus on content, and appear to have the support of highways officers, It is suggested that 'welcome signage' is considered as additional and not as a replacement. These type of signs do more than inform visitors when they're crossing an administrative boundary — they create an identity or brand.

Discussions need to take place with Highways officials if welcome signs are to be located on the public highway. In this scenario, there needs to be adequate land available to ensure road safety requirements can be maintained.

For the purpose of this report, welcome signs are distinct from the town or village boundary signs mentioned earlier and do not fall under the regulations of the TSRDG if they are not located on the public highway. However, they are usually classified as advertisements and will, therefore need express planning consent from the planning authority, in this case the BBNPA. This will of course require the identification of suitable locations for siting as well as permission from the land owners. Key considerations are visual impact and public safety, where the highway authority will be consulted.

The purpose of welcome signage is to provide a sense of arrival to the visitor and elicit an identity. For the destination they serve to instil a sense of place and promote pride in the town for residents, visitors and investors.

There are countless examples of town welcome signs – anything that can be dreamt up can be produced. The creative aspect of Identity Development which will follow on from this study, will devise graphics, iconography and message (or strap-line) to be used.

There are some interesting examples of welcome signs all over the world and they often take the form as sculptures, structures, or just simply signs. Some examples are provided below.





Locations for siting welcome signs need to be explored and discussions held with the planning authority, prior to commissioning their manufacture.

Suggested locations for the siting of Welcome Signs are identified below.





More specifically, possible locations include the following at the southern entry to Talgarth.

### Position 1

- Abutting the perimeter wall to the piece of land facing the roundabout between the A479 and High Street.
- Highly visible location from both the A479 (Abergavenny) and the B4560 (Llangors).
- Would effectively encourage traffic to use car park
- Traffic slowed at roundabout, safety considerations of a lower spec

OR

### Position 2

- Addresses traffic from the A479 (Abergavenny) and B4560 (Llangors) separately.
- On A479, mounting stones already in place bearing green background 'generic' style welcome signs.
- Very wide verges on B4560 providing plenty of space.
- Traffic slowed prior to roundabout at both these points



From a northerly direction the following are proposed:-

### Position 3

- On Bronllys corner – junction with A479.
- Would serve all traffic approaching Talgarth from north and east.
- Traffic slowed within urban boundary and bend in road
- Triangular grass verge may provide suitable location, although existing signs on the verge may act as a visual obstruction.
- May also possible to erect alongside fence of property abutting footpath (with owners consent).

OR

### Position 4

- On junction of A4078 (Hay) with A479
- Would serve all traffic approaching Talgarth from north and east.
- Sizeable grass verge may make easier adherence to safety requirements
- Alternative option – on opposite side of A479



Thought will also need to be given to the type of structure to be used. Both aspects – location and structure need to be considered together as they will each impact on the other.

## **2.12 Developing a Focal Point**

The obvious starting point for any visit to Talgarth is the car park which is well signed from all directions, although easy to overlook if following signs for the town centre. It is an obvious starting point for visitors from which to explore the town, without adding to existing traffic volume. Talgarth is a small town and none of the facilities in the centre are more than a few minutes walking distance. The car park is also noted as the starting point for a series of local walks.

Currently the car park appears to be remote and away from the centre of the town. Adding a highly visible welcome sign at the entrance to the car park, (possibly even some artwork) and dressing with seasonal floral displays would link the town and the car park, appearing to bring them closer together.

There are already information boards (produced and installed by BBNPA) which are prominently positioned and provide information on some of the facilities in the town and surrounding landscape. The map-based information on Talgarth within the panel is now out of date, a little faded and could be improved.

The existing BBNPA information board could be put to better use providing more specific information on some of the things available for visitors to see and do in the National Park. New TIPs should be produced providing information on facilities available specifically in and around Talgarth.

Assistance to visitors can be provided by indicating the location of the key facilities in town – the TIRC, and public toilets as a minimum, although adding the Mill would also be beneficial. A large-scale map-based tourist information point (TIP) could provide this. As there are two routes of access to the town centre from the car park, information should be provided at both points. It is suggested that an angled hip height structure would be best suited for this purpose.

Broad information on local walks should be provided, whilst directing visitors to the TIRC for more detailed information.

Adding significantly to the plethora of signage in Talgarth would not be recommended, as this not only adds to environmental clutter in a small area, but also undermines the architectural merits of the town. The location of the majority of facilities of interest to tourists can easily be recalled from map-based information, with the TIRC providing additional information should that be required.

White-On-Brown pedestrian signage is provided from the car park to both Pwll-y-Wrach and Coed-y-Parc. This should be expanded to include the Mill, TIC and public toilets.

## **2.13 Identity Development**

Ideas were explored with the community which would lead to the development of an identity for Talgarth which would be used in all communication and promotional activity.

During the workshops the group considered the nature of Talgarth's visitors and the reasons for visiting, the essence of Talgarth and what it can offer, and where it stands against the competition. Talgarth's personality, its strengths and weaknesses were explored and ideas were generated which will help to inform the development of a unified identity or brand, which will reflect Talgarth's personality.

Research data gathered during the development of the Brecon Beacons Marketing Strategy, compiled by Yellow Railroad in 2010, the Talgarth Visitor Survey (BBNPA 2008) and statistical data from Visit Wales was used to inform discussions, as was the Talgarth Sustainable Tourism Strategy (2010) developed by Alison Caffyn,

### **Visitors**

Various research and data identifies existing visitors being mainly empty nesters, usually in groups of two people. There is also a considerable proportion of family groups, and a smaller grouping of young and active. The young and active (25-34 years) and empty nesters tended to stay longer, whilst families were predominantly staying in the area for up to 3 days. Day trips whilst on holiday were undertaken mainly by families, whilst those taking day trips from home were primarily over 55 years of age, often travelling as small groups of friends or family.

Visitors participated in a range of planned activities, with the highest proportion taking walks, followed by swimming, cycling, fishing and riding. There was also a large proportion that was here to relax and recharge, taking no participation in formal activities. Informal activities undertaken by visitors included eating out, sightseeing, visiting attractions, shopping and attending an event.

### **Product**

Talgarth's product offer was explored, with the result that the dominant features were based around activities and cultural heritage.

Further dissemination led to the conclusion that Talgarth is a friendly and welcoming town, with a vibrant and warm atmosphere, with lots going on. It has good communication links and is easy to get to and benefits from a beautiful setting. Talgarth is proud of its heritage and unspoiled town centre and benefits from a range of amenities.

### **Competition**

Key competitors were identified and included neighboring market towns of significance, other walking / scenic destinations such as Snowdonia and the Lake District, activity hubs as well as competing events and festivals.


### Differentiation

Talgarth was felt to be a 'real' working and living town, where a wide range of outdoor activities could be enjoyed at prices that are more competitive than other destinations. Being small, it benefits from peace and quiet in a stunning landscape, which is easily accessible from large centres of population.

Outputs from the workshop suggest the following need to be embedded into iconography and message / statement:-

- Heritage / culture need to play prominent role;
- Environment used as backdrop;
- Relaxed, easy and functional style

The suggested colour palette generated through the workshop is as follows:-

	Colour	Meaning
Green – olive / khaki		Natural, solid, harmony, balance, hope, stability, peace
Green – lush / wet green		
Red		Dangerous, strong, aggressive, exciting, energetic
Grey		Neutral, modest, unobtrusive
Blue (sky colours)		Truth, serenity, loyalty, cool, sense of well-being, soothing

The colour palette was devised through the interpretation of a series of exercises undertaken as part of the workshop with community members and the psychological referencing that these colours produce support the harder outputs derived from product and competitor audits and differentiation.

In order to develop a brief for designers to progress on the creative aspects of identity development, a second workshop session was held to tease out the key messages, propositions and positioning of Talgarth in the marketplace.

This included the following:-

#### A brief description of the product being offered:-

*Talgarth is a genuinely welcoming and historic market town, nestled in the foothills of the Black Mountains in the Brecon Beacons National Park. It is a hub for a variety of activities from gentle ambles to challenging walks, adrenalin-packed mountain biking or soaring high above in a glider, providing an escape from daily life.*

*Talgarth, which is easy to reach, sits astride a sparkling mountain stream in a stunning landscape, offering relaxation, refreshment and rejuvenation.*

A single-minded proposition - the single most important or pertinent message:-  
*A hub for activities in a stunning and historic landscape*

The promise – the one unique thing that Talgarth offers  
*Extensive range of pursuits*

How is that promise supported / delivered

*The following Activities can be participated in or around Talgarth*

*Hiking or leisurely walks,*

*Talgarth is a WaW town, Festivals, Christmas lights*

*Visiting attractions – working water mill, historic churches and chapels, longbarrows, castles,*

*Retail - craft shops, garden centre and local markets, local produce*

*Water sports – canoeing, sailing, white water rafting*

*Easy and challenging cycle rides*

*Mountain bike routes - Green, Red and Black*

*Horse Riding and trekking*

*Climbing, caving and gliding*

*Fishing, birdwatching, nature reserves, photography, and painting*

*Natural healing,*

*Range of accommodation*

*All provided in a friendly approachable manner in clean air and a stunning landscape.*

What do we want our audience to think / feel / believe about Talgarth?

*Lots to do in a welcoming and friendly place; Want to come back again to try something else.*

From this a design brief has been drafted which will be the basis on which creative for iconography and strap line (3-5 words) can be developed.

Identity Brief for designers attached at end of this report.



### **3. Moving Forward**

The visitor experience is made up of tangible and intangible aspects of the interface developed within a destination including the aesthetic, visual, practical and human. It involves everything the visitor comes into contact with that is connected with the destination, - prior to, during and after the visit. In a nutshell – planning and booking, travel to, arrival and everything to do with a stay in Talgarth – from the facilities used to connections made – both human and aesthetic.

Whilst it is outside of the scope of this study to look at destination management and marketing, it is nevertheless a useful reference point, highlighting the need to consider a bigger picture, or an holistic approach to the provision of services and facilities within Talgarth.

The aspects of the visitor interface that are touched by this study include the final stages of travel, arrival and stay. Our visitor has already made the decision to come to Talgarth. They will follow highways signs during their journey and on entering the town, will park the car and drop into the TIC, then perhaps visit the Mill, do a spot of shopping, or follow one of the walking routes. During this time the visitor will need to find their way around town using the street map (which s/he picked up at the TIC) and pedestrian signage. They will use visual aids, such as street names or significant buildings to confirm their whereabouts. They might sit down and take in the ambience and atmosphere of the place whilst eating a sandwich, noticing the street scene and the people that pass by. They may use the public conveniences; go for a coffee and stroll around admiring the historic buildings. All this time our visitor is using facilities and services provided for the public – residents and visitors alike.

All of these elements will play a part in shaping our visitor's experience of Talgarth. If during their stay, expectations were fulfilled or surpassed, it is likely that they will return at a future date and will recommend Talgarth to friends and family. However, if they got lost on the way, got held up in traffic, had difficulty parking, or simply could not find anything of interest in the town, our visitor's views and experience of would not be positive, regardless of the cause. They would be unlikely to return and any recommendations made to friends and family would not be favourable.

Therefore in order to increase the likelihood of visitors having an experience that exceeds expectations, it is necessary to ensure that the product (services and facilities) are the best that they can be. Getting around the town needs to be as easy and trouble free as possible, with aids, facilities and services in place that pre-empt the needs of visitors.

#### **Positioning**

In order for Talgarth to maximise opportunities associated with increased visitors, it needs to ensure that it has a presence in the minds of potential visitors. This is largely down to marketing, but all marketing activity must be supported by product and be based on reality.

The Identity Development Workshops provided the conclusion that the activity product is the strength that Talgarth needs to lead with. This covers both soft activities and the hard-core more energetic activities provided by a variety of organisations within easy reach, thereby providing



an opportunity for Talgarth to become a base, or hub for access to a whole range of activities in the surrounding landscape.

As a 'hub' Talgarth can exploit the heritage and culture of a traditional and significantly historic market town set against the backdrop of the Black Mountains, with all the facilities that visitors need.

### Boundary Signage

A decision needs to be made regarding boundary signage. If this aspect is to be pursued in the short term, the configuration proposed by PCC Highways should be implemented with the addition of a bed symbol. The mention of Talgarth being the 'Ancient Capital of Brycheiniog' serves to instil the feeling of heritage and tradition. The proposed symbols – TIC, Water Mill and Bed denote that these facilities are available in the town.

If however, different options are to be pursued, discussions with PCC highways Officers need to take place. The new pilot, which is underway in England may appear an attractive option, but it is likely that this will take some time in being accepted.

Timeframes for implementation may influence the selection of style of boundary signs.

### Directional Signage

Signage to Talgarth is thorough from all approaches, although some improvements could be made which have been discussed earlier and are detailed in the Action Plan.

TIC signage – there are two options;-

- Amend TIC logo from green to brown on directional signage;
- Remove TIC logo from AD signs and sign all tourism traffic to Car Park & provide pedestrian signage to TIC.

The better option would be the second – to direct all visitor traffic into the car park and provide pedestrian signage to the TIC. It is possible to cover up the TIC logo on all Signs using cover plates.

The Mill should not be discouraged to apply for White-on-Brown tourism signage from all approach roads. It will however need to ensure that it meets the criteria laid out in the guidance notes to PCC signage application process. Car parking is one of these criteria, and signage would therefor need to direct traffic to the car park, from where pedestrian signage would take over for the last part of the journey.

Discussions with NMWTRA suggest that improvements to the access road for the Black Mountains Gliding Club are in the pipeline, as is signage.

### Sense of Arrival

Welcome signage using the iconography and strap-line (still to be designed) would provide a sense of arrival and welcome at the destination.

All visitor traffic should be signed to the car park, removing the additional traffic from the town centre, where parking is very limited and will shortly be reviewed and stringently regulated. This would provide the opportunity to develop the car park as a hub, or central point from which all local facilities can be signed, using pedestrian signage.

The provision of TIPs (Tourist Information Points) in the car park would enable visitors to see very quickly what Talgarth has to offer and where these facilities can be found. White-on-brown pedestrian signage would then direct them to the facilities.

### Embracing Identity

Talgarth's new identity will need to be exploited in order for it to have an impact and start to develop recognition amongst local residents, passers-by, visitors and investors.

It should be utilised on all communications – from websites to leaflets and could be used by all businesses based in Talgarth. The development of a style guide would enable consistency of application across all media and by all users.

In addition, the following are suggested:-

- Welcome signage (incorporating logo and strapline) located at key points of access to the town.
- Banner signs
  - Hanging from lampposts
  - Bearing iconography and strapline
- Window Stickers
  - Can be displayed in windows of commercial premises
- Souvenirs
  - Low-cost souvenirs are popular and aid recollection and thereby desire to re-visit, act as a promotional device, and could provide the TIRC with stock for re-sale

### 3.1 Action Plan

Key –

TRA – Talgarth Rural Alliance

PCCH – Powys County Council Highways

PCC-ROW – Powys County Council Rights of Way

BBNPA – Brecon Beacons National Park Authority

TC – Town Council

PCC-MCP – Powys County Council Markets & Car Parks

Action Area	Detail	Who
<b>Identity Development</b>		
Iconography	Invite design agencies to develop iconography and strap line for Talgarth identity, utilising branding brief developed during workshops	TRA
	Commission design agency to submit proposals and develop guidelines for use of outputs	TRA
	Utilise iconography and strap line as appropriate	TRA
<b>Welcome Signage</b>		
Locations	Identify & shortlist suitable locations	TRA / BBNPA / PCCH
	Secure landowners permission	TRA
Permissions	Discuss with planning authority (draft iconography and suggested structures needed).	TRA / PCCH / BBNPA
	Submit planning application	TRA / BBNPA
Implementation	Produce and erect welcome signs	TRA
<b>Directional Signage</b>		
<i>consultation / discussion and agreement will be required with PCC highways on all items in this section</i>		
Decide on option for TIC signage	<u>Option 1</u> Amend Directional signage to show white-on-brown TIC logo	TRA / PCCH
	<u>Option2</u> Amend directional signage to remove / cover up TIC logo and install signs to indicate visitor parking for all attractions. (Pedestrian signage will direct visitors to TIC)  This should be the preferred option, providing a single point of entry to the town and a focal point for visitors	TRA / PCCH

	Sign all visitor traffic to car park. Signs to CP could include 'all facilities / attractions' and TIC symbol	PCCH
A497 from Nantyyffin	Lobby to replace signs at A40 junction with A479 (Nantyyffin) and A438 at junction with A4079 (Three Cocks). Existing signage on grey backing board to be replaced with green directional sign.	TRA / PCCH
	Install continuation / route confirmation signage along A479 from A40	TRA / PCCH
	Install Local Signage from Tretower Court junction with A479	TRA / PCCH
	Install Local sign at Llangors opposite caravan / camping site access road on the Llangors to Llanvihangel road	TRA / PCCH
	Amend sign at roundabout A479 /B4560 to provide gap between Bronllys and Town Centre, to eliminate confusion	TRA / PCCH
<b>White-on-Brown signage</b> <i>consultation / discussion and agreement will be required with PCC highways on all items in this section</i>		
Talgarth Mill	Submit application for white-on brown signage for Talgarth Mill on main approaches, once criteria as specified in PCC guidelines are met.	Talgarth Mill
WOB pedestrian signage	Add facilities (TIC, WC, Mill) to WOB signs from Car Park and amend existing signs to include a walking figure.	TRA / PCCH
	Replace waymarker on footpath between Brook Lane & Heol Penbont	WaW / PCC-ROW
<b>Boundary Signs</b> <i>consultation / discussion and agreement will be required with PCC highways on all items in this section</i>		
	Decide on approach to be adopted with new boundary signage and commission. <i>(Speediest solution would be to adopt the proposal put forward for consultation by PCC Highways, albeit with amendments – Bed logo added)</i>	TRA / PCCH
<b>Maintenance</b>		
Damaged signs	Replace damaged AD sign on A479 – Bronllys Rd, on approach to junction with A4078.	PCCH
	Replace damaged sign TIC signface below Talgarth entry sign - A479 – Bronllys Rd <i>(only if boundary signage is not to be replaced)</i>	PCCH

Re-positioned signs	Realign signs that have been repositioned <ul style="list-style-type: none"> <li>- Pwll-y-Wrach opposite Brook Lane</li> <li>- Car park pedestrian sign at bottom of Riverside Walk</li> </ul>	PCCH
Public Footpaths	Renew public footpath signage where signfaces are worn and illegible.	PCC-ROW
Redundant Posts	Remove redundant signposts	PCCH
Reporting	Devise mechanism for reporting damaged signs or those requiring replacement / removal to PCC Highways	TRA / TC
<b>Other Signage</b>		
Posters in windows	Posters and notices in the windows of commercial premises should be removed and their use strongly discouraged.	TRA / TC
Signs on public highway	All point of purchase signs on the public highway should be removed	TRA / TC
Promotional signs	All unnecessary, outdated and weather-beaten promotional signs should be removed from within the town	TRA / TC / BBNPA
<b>Information Provision</b>		
BBNPA Orientation Panel	Update and amend information in BBNPA information point	BBNPA
TIPs	Seek approval for the installation of TIPs in Car Park	TRA / PCC-MCP
	Develop and install new TIPs in car park (2 no), one at either end.	TRA / PCC-MCP
Community Notice Board	Remove, recondition or replace old community notice board.	TRA / BBNPA
	Develop and commission content for refurbished notice board. Additional copy to be displayed in window of TIC to satisfy out-of-hours information requirement.	TIC / BBNPA
Literature Distribution	Source and purchase leaflet dispensers for the display of local literature. Dispensers to be branded with Talgarth identity	TRA / BBNPA
	Ensure thorough, relevant distribution of literature and promotional materials using dispensers	TIC

### 3.2 Talgarth Identity Brief

<b>Client/Brand</b>	Talgarth	<b>Date:</b>	November 2012
<b>Project:</b>	Identity Development	<b>Budget</b>	

#### ***Objective/goal***

To develop an identity for Talgarth which reflects the destination and product being offered.

The main purpose of which is to strengthen Talgarth's identity, attracting more visitors to enjoy its special qualities.

Success will be evidenced by a vibrant and regenerated high street, greater visitor numbers and more jobs for local people.

This will be measured using business performance data gathered through the Chamber of Trade, using a generic business monitor surveys and new businesses established.

#### ***Positioning***

Talgarth is a genuinely welcoming and historic market town, nestled in the foothills of the Black Mountains in the Brecon Beacons National Park. It is a hub for a variety of activities from gentle ambles to challenging walks, adrenalin-packed mountain biking or soaring high above in a glider, providing an escape from daily life.

Talgarth, which is easy to reach, sits astride a sparkling mountain stream in a stunning landscape, offering relaxation, refreshment and rejuvenation

#### ***Desired positioning/ image***

Talgarth is a hub for activities in a stunning and historic landscape, where visitors can enjoy an extensive range of pursuits.

##### **Talgarth's Vision**

By 2020 Talgarth will be well known as the friendly riverside town in the Black Mountains, once the ancient capital of Brycheiniog, now a lively hub for outdoor activities.

Walkers, cyclists and all outdoors enthusiasts will enjoy visiting Talgarth to relax, refresh themselves and explore the town's fascinating heritage.

They will be delighted to find quality local produce and crafts and a distinct green ethos throughout the pretty town.

Visitors will chat in cosy pubs and cafes or relax by the river while planning their next adventure.....”



## Essence

### Talgarth is....

Comfortable in own environment, relaxed and friendly.  
Functional and un-adorned  
Rural / Traditional  
Not overly adventurous  
In-touch with current trends / current affairs

### Statements and colour palette arising from assimilation exercise

#### Talgarth is most proud of.....





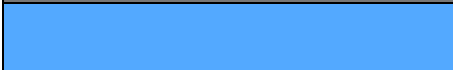
It's heritage, environment & people

#### Unlike the competition, we.....

Have so much on our doorstep which we want to share with you!

#### Talgarth improves its visitors' lives by.....

Recharging batteries and reviving spirit

Colour	Meaning
	Natural, solid, harmony, balance,
	hope, stability, peace
	Dangerous, strong, aggressive, exciting, energetic
	Neutral, modest, unobtrusive
	Truth, serenity, loyalty, cool, sense of well-being, soothing

## Target audience

### Target markets -

Activity enthusiasts  
soft activists  
committed adventurers  
Those seeking a refreshing experience  
relaxing  
participation in activities

### Motivation for travel

Activity enthusiasts  
soft activists  
committed adventurers  
Those seeking a refreshing experience  
relaxing  
participation in activities

Activities available in short bursts  
Authenticity – human, environmental, cultural etc.

These trends are particularly evident amongst younger people who are looking for a refreshing short break (e.g. DINKS – double-income no-kids, SINKS- single-income no kids), older people who are seeking a relaxing break (empty-nesters), and families who are looking for an active, modestly energetic outdoor experience

The most cited reasons for travelling to the areas were  
**hiking, rambling and relaxing in a scenic environment**  
- hiking/rambling (soft), landscape – scenic sightseeing and just relaxing/chilling out/escaping.

These “gentler” activities were followed by more energetic activities  
**-cycling, other outdoor activities, canoeing, horse-riding and hiking (extreme).**

**Dramatic landscape, mountainous and peaceful** were the words most associated with the area, which was seen as offering a **relaxing, rejuvenating, and refreshing** experience

### **Segmentation**

Based on the ArkLeisure model, customers fall into the following segments:-

Cosmopolitans, Discoverers, Functionals

<http://www.arkleisure.co.uk/explore/>

### ***Differentiation***

#### **Talgarth differs from its competitors in the following ways:-**

Real and authentic, traditional market town  
Less extreme / challenging environment  
Easy access from key markets

### ***Values***

#### **Talgarth’s most important values to its customers-**

A hub for activities in a stunning and historic landscape. Lots to do in a welcoming and friendly place. Need to come back again to try something else

#### **What makes Talgarth better / different from its competitors?**

Extensive range of pursuits available in or around Talgarth. Activities are less extreme, and the environment less challenging, than more mountainous areas such as Snowdonia and the Lake District.

#### **Competitive Advantage**

Scenic, wild but gentle landscape – tranquil, uncongested  
Relaxing, refreshing, rejuvenating – antidote to stress  
Activities – predominantly softer, but with adventure possibilities  
Proximity to its main markets

### **Substantiation / Promise**

The following Activities can be participated in or around Talgarth

Hiking or leisurely walks,

Talgarth is a WaW town, Festivals, Christmas lights

Visiting attractions – working water mill, historic churches and chapels, long barrows, castles,

Retail - craft shops, garden centre and local markets, local produce

Water sports – canoeing, sailing, white water rafting

Easy and challenging cycle rides

Mountain bike routes - Green, Red and Black

Horse Riding and trekking

Climbing, caving and gliding

Fishing, bird watching, nature reserves, photography, and painting

Natural healing,

Range of accommodation

All provided in a friendly approachable manner in clean air and a stunning landscape.

### **Usage**

The identity will be used on welcome signage at entry points into the town, as stand-alone structures. The same iconography to be able to be translated onto all manner of promotional and communications media including lamp-post banners, leaflets and posters, souvenirs and other promotional items.