

MONTGOMERY ACTION PLAN SURVEY PHASE TWO

2023

SECTION 1: HOUSING

The majority of residents (87%) feel there will be enough housing in Montgomery for the next 10 years following the development of the Forde Road site. Concerns regarding Montgomery becoming a dormitory town / losing its identity and sense of place and heritage. New housing should be in small clusters and not a large development. Siting should be appropriate to the existing town as should materials and build. Infrastructure in Montgomery cannot take many additional houses – particularly highways and medical facilities. The overwhelming view is that the majority of new build should be affordable / local needs / rent to own. Insufficient employment for large new build.

DESIRED ACTIONS / POLICIES	ACTION NEEDED	BY WHOM	POTENTIAL PARTNERS
Feed community views in at policy / consultation level	Take comments forward for the revised LDP regarding small clusters of houses. Continue to press for the overriding Montgomery need of a mix of affordable homes; rent to own schemes and houses with space to work from home (including workshops and smallholdings).	MTC	
	Encourage residents to respond to consultations on Candidate Sites and RLDP.	MTC	Community organisations
	Reflect the identified needs when responding to planning applications for new build or change of status (agricultural / local needs) or change of use from employment.	MTC	
Encourage employment opportunities	Promote existing local businesses for high visibility and networking opportunities. Look for partnership opportunities and Growth Zone funding to develop employment site and bring this back into economic use.	Tourism / Business Development Officer	Montgomery Partnership
Identify how the community would see Montgomery developing	Draw up a spatial plan for the town as part of a wider Place Plan	MTC Community	Planning Aid Wales

SECTION 2: TOURISM

Overall, residents clearly recognise the economic benefits that our many visitors bring to the town and also the increased events and activities for everyone to enjoy. There is support for developing a Town for All Seasons with events across the year rather than a short tourism season and promoting high value repeat tourism. There is also support for the on-going development of walking and cycling tourism. Concerns expressed at the limited facilities for eating and drinking and that the town should not be overwhelmed with visitor accommodation or more retail / residential premises lost to accommodation.

DESIRED ACTIONS / POLICIES	ACTION NEEDED	BY WHOM	POTENTIAL PARTNERS
Establish closer links between tourism and local producers / accommodation providers and other businesses in the town for promotional and event opportunities.	Establish Montgomery Partnership and good communication with tourism providers, producers and other businesses.	Tourism Destination Montgomery Taste Montgomery MTC	
Improve cycling and walking routes	Promote existing local businesses for high visibility and networking opportunities. Look for partnership opportunities and Growth Zone funding to develop employment site and bring this back into economic use.	MTC Powys Active Travel	Bike recycle scheme and other community organisations
Avoid further development of town houses as holiday accommodation	Respond to policy consultations. Consider change of use applications carefully and in principle oppose loss of permanent residential accommodation or retail / hospitality	MTC	
Increase knowledge of what there is to see and do in Montgomery	Work with Institute and library volunteers on establishing a staffed TI point. Use digital technology to promote. Ensure Montgomery What's On is a regular publication and widely available with information on main events. Identify and promote facilities for visitors that organisations can provide e.g. use of tennis courts, activities for children. Establish a designated p/t contract to assist with promotional work.	Tourism Institute News-Events Team Tourism / Business Development Officer COs e.g. sports clubs, Friends of Playpark, etc. MTC	
More places to eat and drink.	In principle, oppose change of use from hospitality. Work with local businesses to ensure they are aware of opportunities and engage with large local events and provide additional facilities. Work with mobile food vendors for supporting events. Explore possibilities for pop-up / summer cafes.	MTC Tourism Committee	Montgomery Partnership Community organisations

SECTION 3: PARKING

General view that there is a need for more parking or means of ameliorating parking in town although overall residents agree they can always find a place to park. A variety of possible measures have been proposed and this has provoked lively discussion There will be future opportunities for a modest expansion of parking.

DESIRED ACTIONS / POLICIES	ACTION NEEDED	BY WHOM	POTENTIAL PARTNERS
Understand how people use Broad Street parking.	Carry out a baseline survey of how / why people use Broad street (rather than the car park); length of time etc.	MTC	Businesses
Consider possible ways of limiting parking on Broad Street.	Consult on possible solutions.	MTC	Businesses and residents
Increase overall parking capacity	Extend Tan y Mur car park when play facility becomes redundant. Better configuration of the car park when only cardboard recycling remains. Re-site cardboard bins to provide more space and open up entrance to Whitegates/ Lymore and make this more attractive and welcoming.	MTC MTC Powys Waste and Recycling	MTC / PCC Walkers are Welcome
Improve congestion	Move bus stop to car park taking buses out of the town centre and serving residential areas better.	MTC with PCC and bus companies	
Ensure people know the location of the car park	Improve signage to the Tan y Mur car park. Temporary signage to Activity Centre / School / Well Street when agreed out of hours parking.	MTC with PCC Highways	Activity Centre / School
Look at future provision of E/V charging points	Consider whether installation will be practicable at extended car park when the Tan y Mur playground is decommissioned	MTC MEG Powys Highways	

SECTION 4: COMMUNITY LIFE

Residents recognise and value the strong sense of community and the many opportunities over 50 organisations afford in such a small town. There is a good breadth of provision but over recent years there has been a decline in youth provision (YFC / scouts/cubs and Church Youth Group having all closed). The central focus of the Town Hall and Broad Street is instrumental in this sense of community providing a meeting point and focus for activities. The Arthur Street Garden is becoming increasingly used and it is important that this is in town ownership to secure in perpetuity. The importance of the regular calendar of Montgomery events is evident with much support for the Street Fair; Show; Open Gardens; Christmas activities etc. May Fair is enjoyed but a feeling it has lost its way and needs to provide more activities across the range of ages at a reasonable price, food stalls. Need to ensure the Activity Centre, Institute and Town Hall are well used community hubs and maintained to a good standard.

DESIRED ACTIONS / POLICIES	ACTION NEEDED	BY WHOM	POTENTIAL PARTNERS
Strong community partnerships to enhance events and community life.	Promote partnership working particularly with the Town Council to support important events.	MTC with other organisations	
Increase community use of the Institute.	Implement a community / warm space with a range of activities and opportunity to work / relax / chat/ have a lunch/ use IT facilities Explore possibility of small office space to rent. Town Clerk presence at the Institute to provide interface with MTC.	Community organisations e.g. TLC, Trefoil Guild, Games Club etc.	MTC Institute Trustees
Promote knowledge of the breadth of organisations available to increase uptake and recruitment of volunteers.	List of organisations and contacts in the Crier. Dynamic promotion of events and activities via the digital screen in the TH (with possibility of extending to the Institute). Community noticeboards at Hendomen and Caerhowel to advertise events and activities.	MTC MTC with community organisations and local residents	Crier Web team Institute
Facilitate sharing of equipment.	Compile a list of what is available for hire / loan and make this available on the website.	MTC to circulate to all COs and compile list.	Community organisations
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Increase provision for young people (particularly boys)	Identify where there are gaps in provision and support recruitment of appropriate leaders and establishment of groups. Ensure playpark caters for all ages.	Community organisations	
Promote services to support older people and enable them to stay in their homes.	Explore what is required: care and repair type services; meals on wheels; community warm hub; access to transport.	Community organisations	MTC PAVO Local businesses

SECTION 5: HERITAGE

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DESIRED ACTIONS / POLICIES	ACTION NEEDED	BY WHOM	POTENTIAL PARTNERS
Develop links with Shropshire.	Potential to promote more via Shropshire website and individual f/b pages such as Bishops Castle. Explore possibilities for joint events e.g. heritage weekends visiting a number of cross Border sites with experts. Heritage and Food Trails.	Tourism Committee Civic Society	local businesses / accommodation providers and producers
Investigate potential for longer opening at castle.	Reinstate bi-annual meetings with MTC / CADW and Powis Estates. Make known public concern at closing times. Potential for pedestrian gate to remain open if car park closed. Explore potential for joint CADW publicity via web links. Request CADW to give their rationale for 'no dogs' rule implemented in Foot and Mouth so this can be provided to the public. Reiterate need for maintenance on permissive paths to Castle. Install advisory signage at Arthur Street.	MTC with CADW and castle custodians	
Celebrate major events.	Plan for 2023, 800 years of the castle and 2027 conferring of the Charter. Engage fully with local businesses and the community for these events. Explore potential for more events at Castle to build on Play at Castle / Hungarian day events).	Civic Society with MTC	Community organisations and businesses School / Pre-school
Improve castle access.	Remedial work on permissive paths. Look at how this can be implemented and possibility of volunteers assisting under auspices of Countryside Services. Consider revitalising Friends of Montgomery Castle group.	MTC with CADW, Powis Estates.	Countryside Services Footpath volunteers
Make it easier to improve energy efficiency of Listed Buildings.	Presumption in favour of solar panels in Conservation Area / Listed Buildings in MTC responses to planning. Good availability of information on alternative heating / energy efficiency in older buildings. Consider if church can be floodlit again using LEDs.	MTC Montgomery Energy Group	Dissemination of information via community organisations Friends of Church
Increase community use of Old Bell Museum	TC to work more closely with OBM promoting events and joint activities. Support closer working of Institute and OBM. Support school use of museum via school governors. Integrate OBM into other events and activities.	Tourism Committee Civic Society School and School governors	Community organisations Monty Lit Fest Street Fair, Christmas Festival etc.

SECTION 6: SHOPPING AND RETAIL

Generally, people would like to shop local but in reality it is more convenient to go to a Welshpool supermarket or shop where they work. The survey indicated a high usage of local businesses and satisfaction with the quality and service provided by shops and market. Some concern at higher prices and limited stock availability. Some responses indicated a need for butchers, cheesemonger and clothes shop. High quality of market produce appreciated. A few responses thought parking was a problem when shopping locally and timed parking slots outside the Spar were suggested. Community would not wish to see any loss of retail space.

DESIRED ACTIONS / POLICIES	ACTION NEEDED	BY WHOM	POTENTIAL PARTNERS
Promote #shoplocal.	Improve the shopping environment – less cars, congestion, safe for pedestrians. Ensure good publicity. Encourage market traders – high quality goods currently not supplied. Promote the Montgomery offer with the Vale of Montgomery Cluster.	VMRC reps Tourism/Business Development Officer	
Ensure visitors know what is available.	Promote market and other businesses (garage etc.) via accomm providers. Use of banners etc. Food boxes for self-catering to promote local produce and shops	Businesses Local food businesses	
Increase variety of shops and facilities.	Promote a shop and source local with residents and community organisations to retain existing and encourage new ventures. Explore possibility of loyalty schemes. Promote local produce outlets. Ensure market has good mix rather than competitors and increase number of outdoor stalls in summer if offering variety. Promote via articles in Crier/ Facebook and County Times.	MTC to lead by example News-events team	Montgomery Partnership Market traders

SECTION 7: LIVING ENVIRONMENT AND FACILITIES

Residents appreciate the high quality living environment of Montgomery and value the facilities available. Few requests for additional facilities except or the need for a few more benches in town. The public toilets are a valued facility and recognised as such by those who don't actually use them. Important to maintain these well and with long opening hours across the year.

Vehicle speeds and congestion in Broad Street / Arthur Street and the school gates are all mentioned as detrimental to the living environment and there was considerable concern at the lack of response to highway issues such as blocked drains, clearing of straw, poor road markings and highways deterioration.

DESIRED ACTIONS / POLICIES	ACTION NEEDED	BY WHOM	POTENTIAL PARTNERS
Drains regularly cleared.	Work with Highways to try and agree a regular schedule and communication to MTC on dates to advise residents. Discuss schedules with Town Tidy Team and where they can safely assist. Clear that PCC will have less resource over the coming few years and will expect T & CC to take on more responsibility – need clarification on how this will be funded.	MTC Powys CC Highways	Town Tidy Team
Increase the number of public benches in town.	Identify funding and areas suitable for more good quality seating. Identify budget for maintenance.	MTC	Community
Improve playpark / recreation ground.	Phased approach to developing new playpark at recreation ground. Use of old play area for Tan y Mur and repurposing (dragon tyres to be retained). Programme of upgrading end of life equipment at Old Gaoil Road. Look for opportunities for sponsorship / s.106 agreements etc. Work with sports clubs / school on improvement of area for junior sports pitch.	Friends of the Playpark with MTC Football Club/ After School Club / MTC groundsman contract.	Community organisations – potential uses
Improve speed of repairs to street lights.	Provision for on-line reporting to Town Clerk and action log.		
Secure community garden (Arthur Street) for community / town use in perpetuity.	Apply for community asset transfer from Powys CC and continue to maintain, provide seating and use area for small events. Biodiverse sensitive planting.	MTC	Community gardeners MWT
Maintain public toilet facility to a high standard.	Keep under MTC control to ensure open 7 days a week. Automatic locking facility to assist opening and closing. Continue to employ Town Operative and monitor cleanliness. install Radar lock for 24/7 disabled use. Source grant funding wherever possible to support.	MTC Town Operative	
Reduce speeding in town and improve overall safety and public amenity.	Lobby for full implementation of 20mph zones post September 2023 and all signage to be in place (TRO). Liaise with Authorities on how this will be policed appropriately. Lobby for use of speed monitor signs.	MTC	Speed Watch Team Police Highways at PCC
Protect the environs of Montgomery as a resource for future generations.	Respond to consultations on the Local Development Plan considering carefully the impact of any proposed developments such as energy parks and large housing developments within the context of the impact this will have on the settings of Montgomery and its attractiveness to visitors and residents alike. Support local farmers adopting nature friendly farming and low impact diversification projects.	MTC	Community Agricultural businesses

SECTION 8: ENVIRONMENTAL ISSUES

Limited amount of public interest expressed in environmental issues as such during the survey. Concerns over reductions in grass cutting regimes along highways and in recreation areas. A clear appreciation of the beautiful surroundings we have and extensive use of the Rights of Way, permissive paths and path through Lymore. Many residents have older and listed properties in the Montgomery Conservation Area and concerns expressed at difficulty of energy efficiency measures. Widespread support for 20mph through Montgomery and reduction in need to use vehicles

DESIRED ACTIONS / POLICIES	ACTION NEEDED	BY WHOM	POTENTIAL PARTNERS
Solar panels on roofs permitted in Conservation Area.	Lobby on this as permitted development except on listed buildings and for straightforward application process from the latter.	MTC	PCC and BHO
Circular walks out of Montgomery without stiles in addition to Lymore.	Look at possibilities and replacing stiles with gates.	MTC	WaW Montgomery Countyside Services
Support 20mph through Montgomery and other speed reduction measure.	Work with Powys to support introduction of 20mph zones in autumn 2023 and extend 30mph buffers on all roads into Montgomery (TRO through s.106 from Forde Road development).	MTC and residents Powys Highways	
Reduce need to use cars	Look for improvements to cycling and walking including improvements to pavements, hedgerow maintenance, reductions in speeds, cycleways, reducing cars at school gate. Lobby for improved bus services without afternoon gaps and no evening buses. Bus stop at Maldwyn Way car park to serve houses in lower town.	MTC Powys Highways	Sustrans and Powys Active Travel Officer School and town businesses MEG Tanat Valley coaches / Lloyds coaches
Reduce use of noxious substances and increase knowledge of biodiverse management of open spaces.	Council to lead by example with a strong Environmental Policy and encouragement of allotment holders to use nature friendly methods. Availability of information on gardening for wildlife and better ground management measures for the environment. Encourage community organisations and businesses to shop local/ be more energy efficient / sensitively manage ground leased from Council or their own grounds.	MTC and groundwork team Wildlife Trust	Allotment holders MEG Community organisations Businesses
Engage community with low level schemes in which all can participate.	Specific town projects such as reducing use of plastics / food swap and share events to give a focus to environmental improvement. Potential to have larger cross VMRC initiatives.	Community organisations VMRC MTC	
Establish biodiverse and environmentally friendly grounds maintenance regimes.	Possibilities for deciduous trees on Town Council land e.g. edge of rec ground; slope beneath Tan y Mur. Maintain recreation ground and playgrounds to current levels but look at where a grass fringed / corridor can be developed on margins with one 'cut and collect' regime a year.	MTC	MWT Community organisations