



**Llanddewi Brefi
PARRC Report**

August 2016



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Cymdeithas Mudiadau Gwirfoddol Ceredigion
Ceredigion Association of Voluntary Organisations

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Introduction & Background

This is one of a series of reports documenting the results of consultations held to identify the importance of recreational areas to communities throughout Ceredigion and any necessary improvements, funded through the Rural Development Programme. The report concludes with a number of key findings and possible actions to take forward the ideas suggested by consultation participants. With the support of the community, the Community Council, the Village Hall Committee, Ceredigion County Council, CAVO and Cynnal y Cardi the content of this report will be used to support funding applications to realize the communities' vision for their recreational area.

Methodology

A community event was held during the afternoon of Wednesday 31st August at the play area and field adjacent to the village hall. The consultation took place straight after a play session. The event was aimed at children, young people and their parents/grandparents as well as community leaders.

The consultation event and materials were very 'young person friendly' in order to engage with the key stakeholders effectively. The consultations were visual, interactive and bilingual using:

- 2D visualisation – with photos and drawing of plans
- Short, structured discussion sessions
- Image based questionnaires

Promotion/Marketing

The event was advertised by poster, word of mouth and via social media. Local representatives distributed hard copies of the invitation and circulated an electronic version to encourage community participation.

Survey Questions

The content of the consultation survey was intentionally kept short and simple and focused on three key areas what participants use to stay active in their community, why these places and spaces are important and what would people change in their community to encourage people to stay active. We also asked participants to rate their level of activity from 1 to 10. A second survey was developed as a guide to conduct more detailed conversations with key community stakeholders about the play area itself.

Description of Area

Llanddewi Brefi is a village of approximately 550 people. It is situated in the Llangeitho Ward, one of the largest parishes in Wales. The village church, with its collection of Celtic Crosses, dates from the 12th century (although the site is associated with religious worship from the 7th century). More recently, Llanddewi Brefi was made famous by the BBC comedy series 'Little Britain' and as a result of this notoriety, the village sign has been stolen many times.

The village was part of the Tregaron and Uplands Communities First, a Welsh Government regeneration programme, status which came to an end in 2013. “Despite being sparsely populated, the Uplands of Wales are critical to the success of Wales as a whole: in fact much of Welsh business and society is built upon the products and services stemming from the Uplands – tourism, livestock products, energy, water, and timber”. (*Unlocking the Potential of the Uplands, Wales Upland Forum Dec 2012*)

Llanddewi Brefi is served on regular key bus routes between Tregaron - Aberystwyth to the North and Lampeter to the South, but the cost of travel to leisure facilities in Aberystwyth or Lampeter can be restrictive.

The village is vibrant with a regular programme of community activities including a local Agricultural and Produce Show in August and local facilities include;

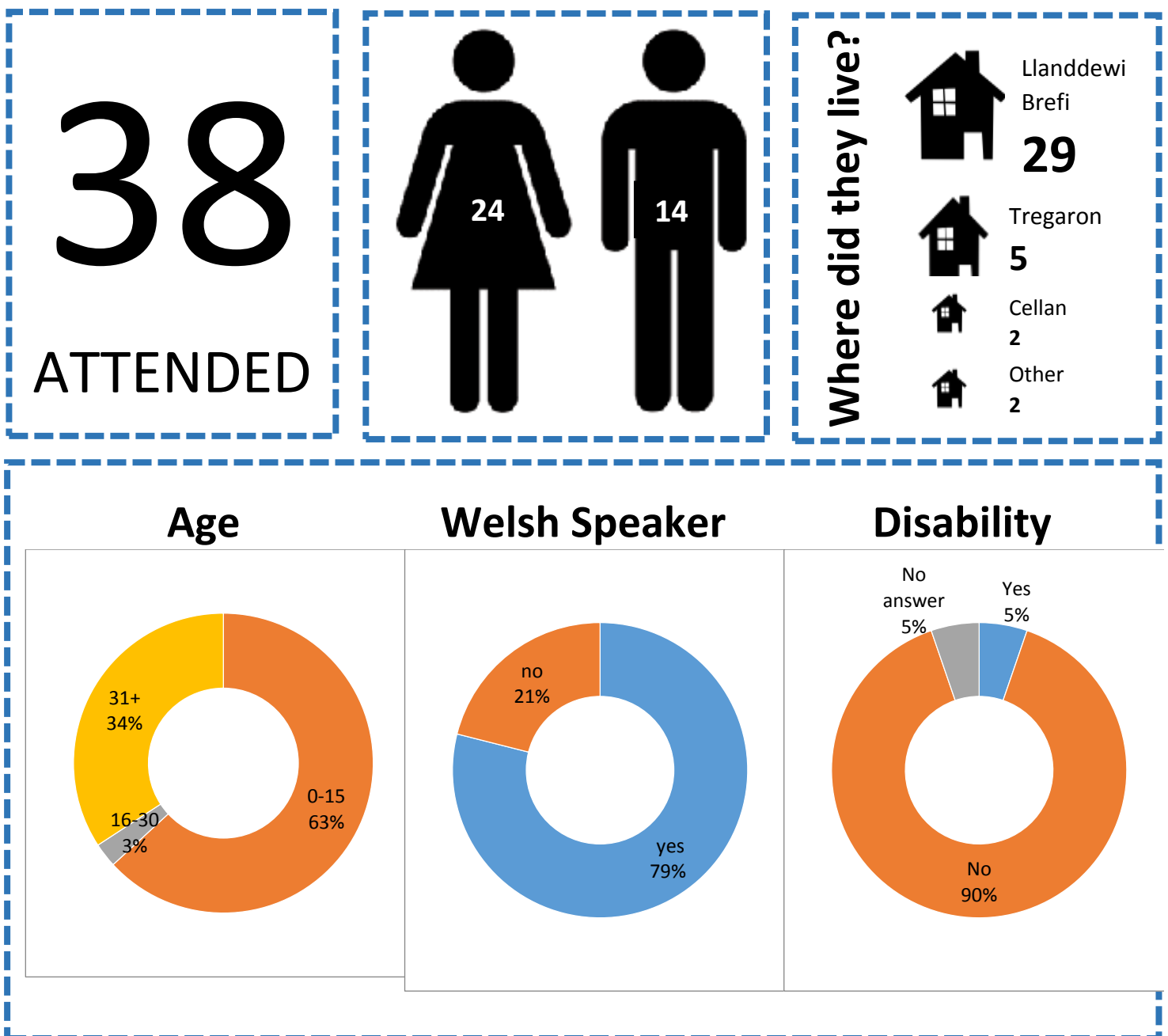
- Village Hall and recreation field (football pitch, playground and skate ramp),
- Primary school,
- Church,
- Chapel,
- 2 pubs,
- Village shop,
- Number of small family businesses.



Results of Consultation

Who Attended?

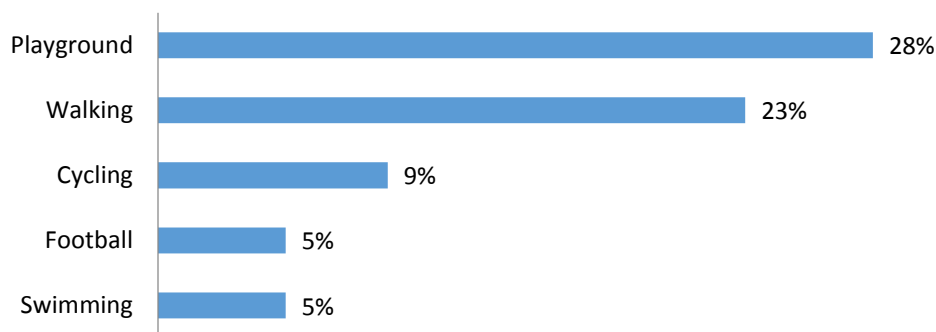
38 individuals attended the consultation session, 76% lived in or near Llanddewi Breifi, with only 2 individuals living further than 5 miles away from the village. 24 out of the 38 who attended were female. The consultation session was held during a play session and this is reflected in the age range of the attendees with 63% under 15 years of age and 34% above 31 years of age. 79% were able to speak Welsh and 90% stated that they did not class themselves as having a disability.



What They Said?

When asked what do people do and use in Llanddewi Breifi to keep active, the playground and the football field was a popular choice of activity. People felt that these spaces are important as they are free, a place for people to meet, a neutral ground for all in the community and give the option for people to participate if they wanted to. Recommendations for changes were focused on the need to upgrade the playground and introducing activities for all ages in the community so that families can participate in activities together. The full results can be seen in the appendices.

Top 5 things people use or do in Llanddewi Breifi to keep active



Why are play/open spaces important to the people of Llanddewi Brefi?



Things to change in Llanddewi Brefi to help people stay active

1. Upgrade of playground area
- 2= Flat area for general sporting activity
- 2= keep fit classes for all ages
- 2= safer cycling routes
- 2= Lighting / Flood lights

Key Findings

The Play area in Llanddewi Brefi is well supported by the local community and the space is valued as an important area for children and young people to get together and socialise, especially if they attend different schools in the area. It also provides a safe place in the community for children and young people to play away from the home environment. It's particularly busy when there's a football match taking place. The village bonfire and fireworks are held here and it is seen as a village focal point.

Two key improvements were highlighted during discussions with attendees at the event:

1. The playground area needs to be upgraded and a number of suggestions were shared on what equipment the community would like to see in Llanddewi Brefi with examples of well-planned local play areas.
2. An interest was shown in encouraging different activities in Llanddewi Brefi and it would be important to create a level area for general sporting activity. Activities also need to be arranged for residents of all ages.

Future Actions

- Support the community of Llanddewi Brefi to look for funding to implement some of the suggestions from the consultation, including the School, Village Hall Committee and Community Council as key partners.
- Identify costs of upgrading play equipment work and ground levelling work.
- Co-design a programme of activity sessions for all ages in the Village Hall, such as keep fit classes and arts and crafts, to encourage those of all abilities and all ages to improve their wellbeing.
- Promote the availability of resources widely in the community to encourage use.
- Encourage more use of the Skatepark.

Appendices

Action Plan Template

Basic Planning Tool

Objective:						
Intended Outcomes:						
What needs to be done?	How are you going to do this?	By when?	Who will be responsible?	What will we need?	What needs to be done?	How will we know if we have been successful?
Tasks	Strategy	Time frame	Structure / Partners		Resources	Monitor /Evaluate

Postcard Survey

PARRC – Village Party Survey

Location: _____

What 3 things do people use and do to stay active in your community?

1.
2.
3.

Why do you think these spaces / places are important?

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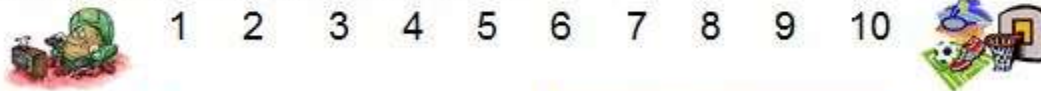
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.....

What 3 things would you change in your community to help people stay active?

1.
2.
3.

On a scale of 1 to 10 how active are you?



Key Community Statistics

Llanddewi Brefi is located within Llangeitho Lower Super Output Area (LSOA). LSOA all have a population of around 1,600 people for easy comparison. Llangeitho LSOA is classified as **Village, Hamlet and Isolated Dwellings – Sparse**. The National Statistics area classification is **Farming and Forestry**.

Population

In 2015 the estimated resident population for Llangeitho LSOA was 1,439. The population density was 10 people per km², compared to 42 people per km² for Ceredigion and 149 people per km² for Wales. In the last five years, the population of Llangeitho LSOA has seen a decrease of 1.1% (16 people). (*InfoBase Cymru website*)

Population by age band						
All Ages	0-15 year olds		16-30 year olds		People aged 31+	
1,439	222	15%	173	12%	1,044	73%

52% of people living in Llangeitho LSOA were born in Wales, 45% were born in the UK, outside of Wales and 3% were born outside of the UK. 55% of people aged 3 and above reported that they could speak Welsh (*2011 census*).

Welsh Index of Multiple Deprivation (WIMD) 2014

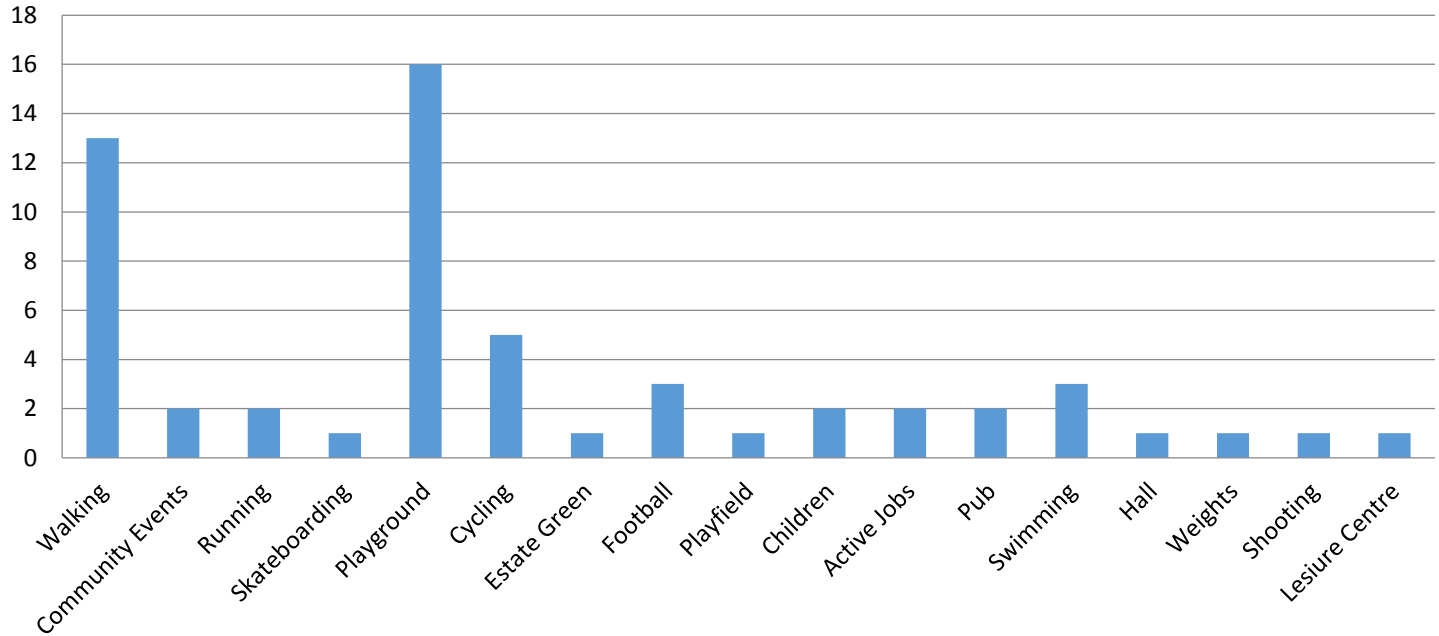
The WIMD is the official measure of relative deprivation for small areas in Wales. It is designed to identify those small areas where there are the highest concentrations of several different types of deprivation.

In 2014 Llangeitho Ward ranked 843rd out of 1,909 in Wales on the WIMD (where 1 is most deprived). It is amongst the least deprived with regard Community Safety and Physical Environment but amongst the most deprived with regard Access to Services and Housing. (*Local Government Data Unit – Wales*)

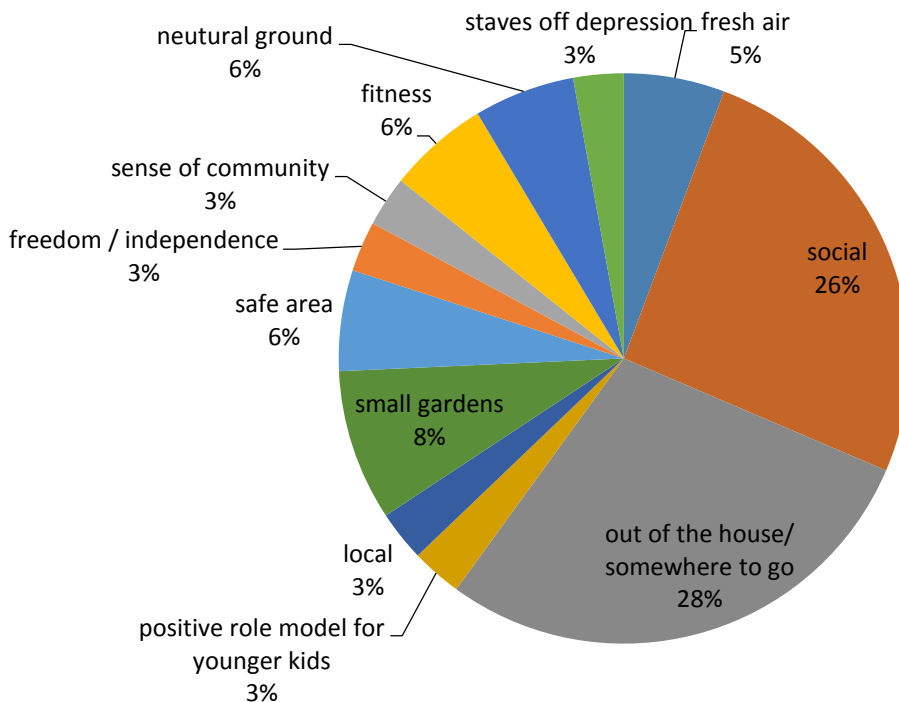
20% of the children in Llangeitho LSOA live in low income families (families in receipt of Child Tax Credits whose reported income is less than 60 per cent of the median income or in receipt of Income Support or Income-Based JSA, divided by the total number of children in the area) (*InfoBase Cymru website*).

Full Consultation Results

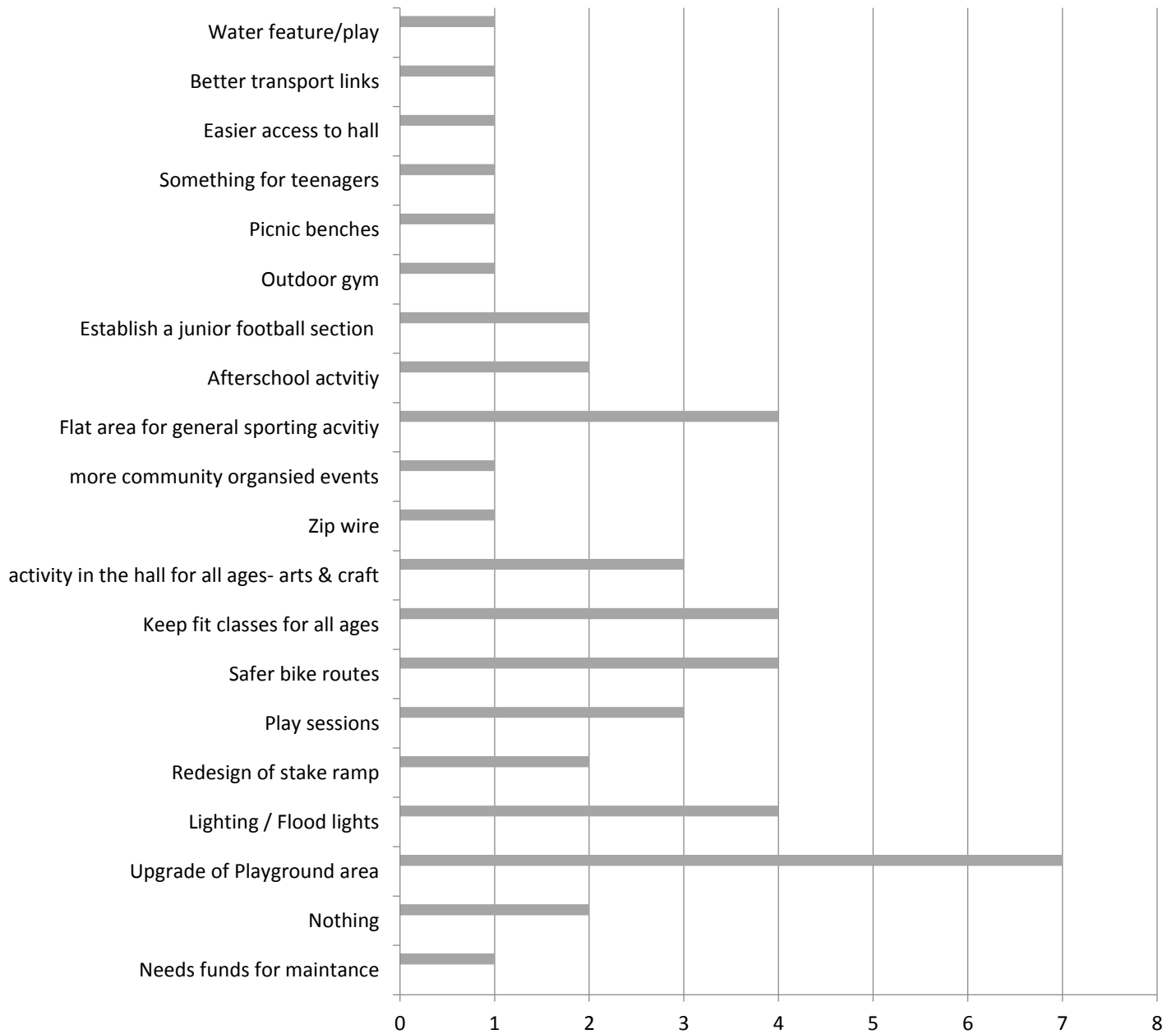
The things people use and do to stay active in their community



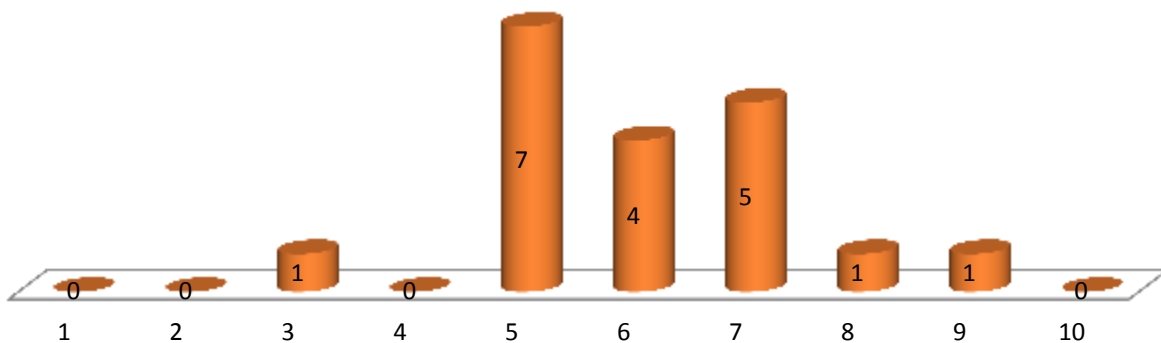
Why are these spaces/places important to you?



What would you change in your community to help people stay active?



On a scale of 1 to 10 how fit are you?



Community Conversations

<ul style="list-style-type: none"> • Cycling – the roads are not good, this is limiting 	
<ul style="list-style-type: none"> • I've no car, and depend on the bus. We need more activities locally (fitness in hall) 	
<ul style="list-style-type: none"> • "Common ground" different schools, different friends need this communal space. 	
<ul style="list-style-type: none"> • A see-saw 	
<ul style="list-style-type: none"> • Better roundabout 	
<ul style="list-style-type: none"> • Accessible roundabout so you can't get your legs caught under it 	
<ul style="list-style-type: none"> • Picnic bench 	
<ul style="list-style-type: none"> • New floor - this one stains (the black stuff), can't wash it 	
<ul style="list-style-type: none"> • The swing, slide and climbing frame were here when I played here as a kid and now I'm 40! 	
<ul style="list-style-type: none"> • Children like the tunnel and balancing beams. Parents feel that they are safer than the climbing frame 	
<ul style="list-style-type: none"> • A tennis courts would be nice maybe 	
<ul style="list-style-type: none"> • A new roof and seating in the football stand 	
<ul style="list-style-type: none"> • We play football and are happy here 	
<ul style="list-style-type: none"> • If we want to travel – we use mam/dad taxi or bus. The buses are fine for us. 	
<ul style="list-style-type: none"> • Zip wire 	
<ul style="list-style-type: none"> • 'Telly Tubby' mounds 	
<ul style="list-style-type: none"> • Elan Valley play area is a good example. At the entrance it says EPIC in giant letters - it draws you in and can also be used as a climbing frame. 	
<ul style="list-style-type: none"> • Flowers you can talk into and hear on the other side. 	
<ul style="list-style-type: none"> • We don't use the stake park as it's dangerous, we use it for running games and hanging-out not skating 	
<ul style="list-style-type: none"> • Mountain bike track in woods (top of field) 	
<ul style="list-style-type: none"> • Use the skate park differently - flat space with floodlights, goals, net – it could be used for other sports 	