

# **Prepared for Talybont-on-Usk Community Council by Brecon Beacons Tourism, September 2025**

## **1. Survey Report ;**

- **Executive Summary**
- **Visitor profile**
- **Travel & accommodation**
- **Activities & attractions**
- **Eating out**
- **Awareness & promotion**
- **Visitor experience**
- **Areas of Concern & Suggested Improvements**
- **Interpreting the Results: Access and Isolation**
- **Conclusions & Recommendations**
- **Appendix 1 Survey Methodology, returns from survey questions**

## **Talybont-on-Usk Community Council.**

### **Tourism Survey Report 2025 .**

#### **Summary of survey returns ;**

The 2025 Tourism Survey received 173 responses. Results show a balance of first-time and repeat visitors. Walking, the canal, and wildlife (particularly osprey sightings) are the leading attractions.

Most visitors travel by car, with camping, caravanning, and self-catering as the main accommodation choices. Visitor satisfaction is overwhelmingly positive, though concerns include poor phone signal, limited parking, inconsistent village pub opening/menus, road safety, canal maintenance, and EV charging provision.

#### **Visitor Profile**

Visitors came predominantly from the UK, especially South Wales, London, and nearby towns, with a smaller proportion from overseas. 44% of respondents were visiting for the first time, while 56% were repeat visitors. Families made up a significant share, with many noting trips both with and without children.

#### **Travel & Accommodation**

Most visitors (over 100) travelled by car, with others arriving via canal, on foot, by public transport, or by bike.

Most stayed up to a week or came for a day trip, with smaller numbers staying one night or longer than a week.

Camping and caravanning were the most common accommodation types, followed by self-catering and B&B/guesthouses.

Day visitors from nearby towns also made up a sizeable portion.

## **Activities & Attractors**

Walking was the most popular activity (over 120 mentions), followed by sightseeing, canal cruising, and cycling.

Birdwatching, particularly osprey sightings, was also a strong draw.

The main reasons visitors came to Talybont-on-Usk were walking, the canal, the natural scenery, and wildlife. Family connections and the village's peaceful setting were also noted.

## **Eating Out**

Visitors supported local pubs and cafés, with many combining both.

Around a quarter reported self-catering only, reflecting the high proportion staying in camping or self-catering accommodation.

Some feedback suggested greater consistency in menus and opening hours of the Talybont pubs would be helpful.

## **Awareness & Promotion**

Most visitors had heard about Talybont-on-Usk through friends and family, followed by online searches and websites. Social media was far less common, highlighting an opportunity for stronger digital promotion. Local knowledge also played a role, particularly for repeat visitors and those living nearby.

## **Visitor Experience**

The vast majority (over 150 respondents) described their experience as positive. They highlighted the peace, scenery, walking opportunities, canal, wildlife, and friendly local community.

Only a handful of negative comments were received, mostly relating to infrastructure challenges.

## **Areas of Concern & Suggested Improvements**

Concerns included poor mobile phone signal, limited parking, narrow roads and safety issues, canal maintenance, and non-operational EV chargers. Visitors also raised issues with inconsistent pub menus and opening times of Talybont village pubs, and limited toilet/wash facilities. Suggestions for improvement included canal dredging and mooring provision, better signage and information about diversions, expanded parking and toilet facilities, and more information about dark skies.

## **Interpreting the Results: Access and Isolation**

Transport-related concerns were raised by multiple respondents, including bus availability and the challenge of walking alongside traffic near the café and campsite.

A large proportion of visitors arrived by car or campervan, and there was no indication of visitors arriving on foot from nearby villages such as Bwlch. This suggests that safe pedestrian access routes into Talybont from Bwlch and other nearby areas East of the A40 road may be lacking. Such routes could particularly benefit visitors arriving without cars, campers seeking sustainable options, residents simply walking to the next village safely and those on walking holidays.

## **Conclusions & Recommendations**

The survey confirms Talybont-on-Usk's strong appeal as a walking and canal destination, enriched by wildlife and village hospitality. To build on these strengths, investment is needed in infrastructure (roads, toilets, parking, signage, EV charging), consistent hospitality offers, and canal maintenance.

Greater use of digital promotion could attract new audiences.

Finally, priority should be given to improving safe pedestrian access, particularly the potential Bwlch–Talybont footpath, to reduce car dependency and support sustainable community connections.

## Appendix 1

### Survey Methodology and returns.

The Talybont-on-Usk Tourism Survey 2025 was designed to gather feedback from visitors on their experiences in the village and surrounding area.

The survey was designed to provide a reliable snapshot of current visitor trends and perceptions, helping to guide local decision-making and any future funding applications.

**Confidentiality:** Responses were anonymous, with participants informed that results would be used for community and visitor experience improvements.

Survey period: July – August 2025

Total responses: 173

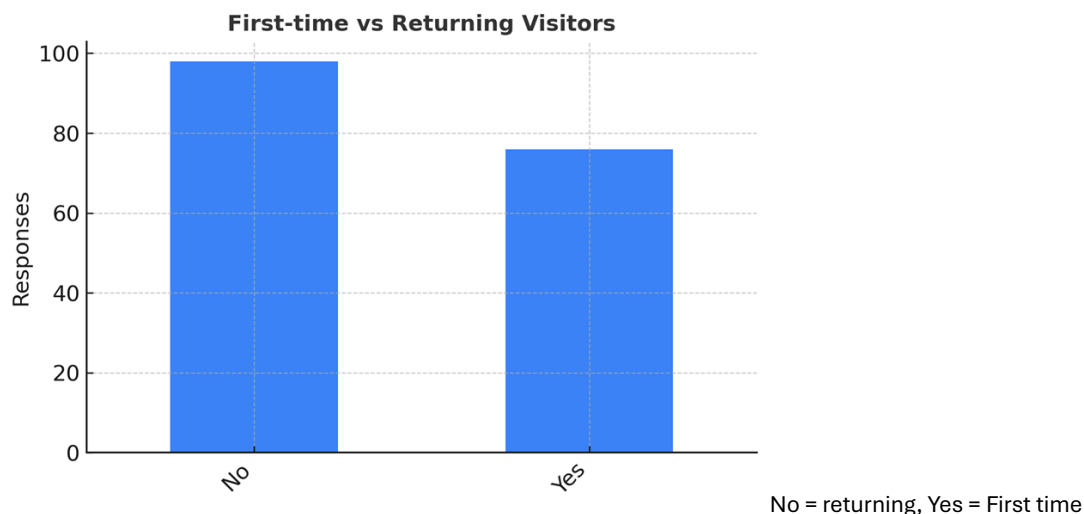
### Method:

Online questionnaire promoted via local businesses, community networks, and visitor touchpoints within Talybont-on-Usk.

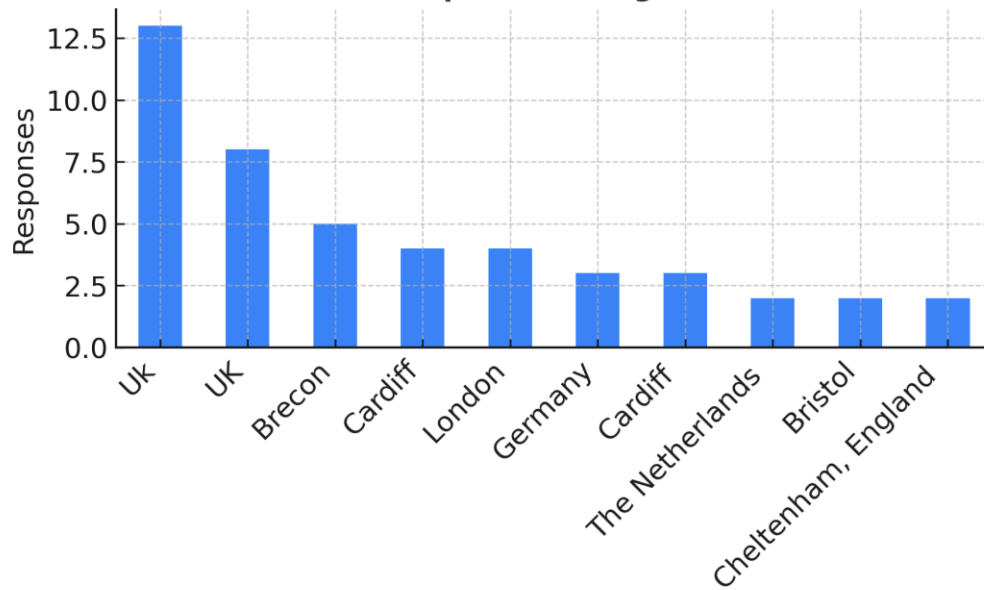
### Respondent profile:

Visitors included day trippers, overnight guests, and local residents making recreational visits. Responses covered a range of ages, group types (families, couples, solo visitors), and accommodation styles.

### Focus areas ; Visitor origins and demographics

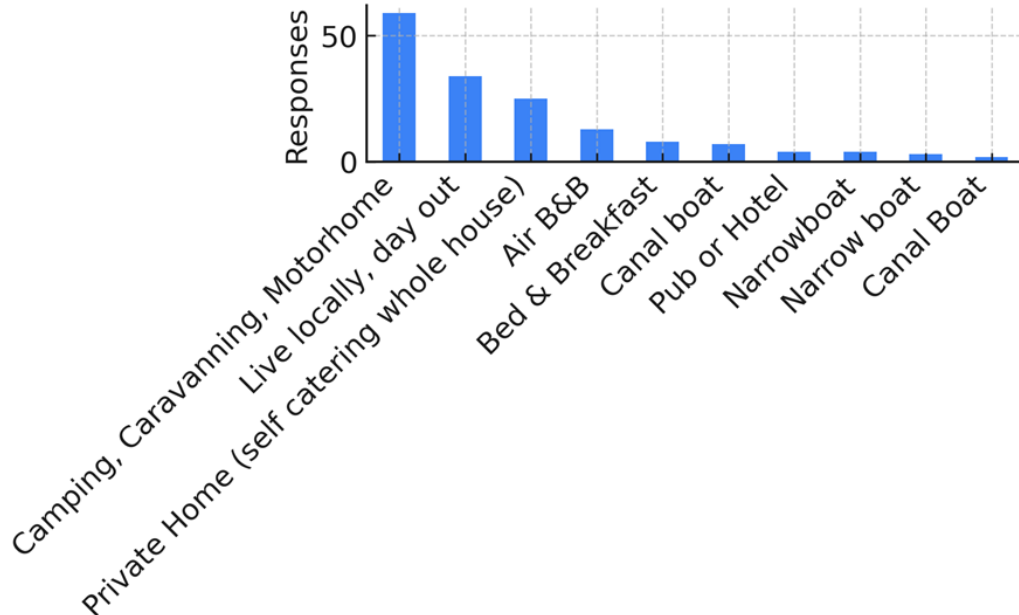


### Top Visitor Origins

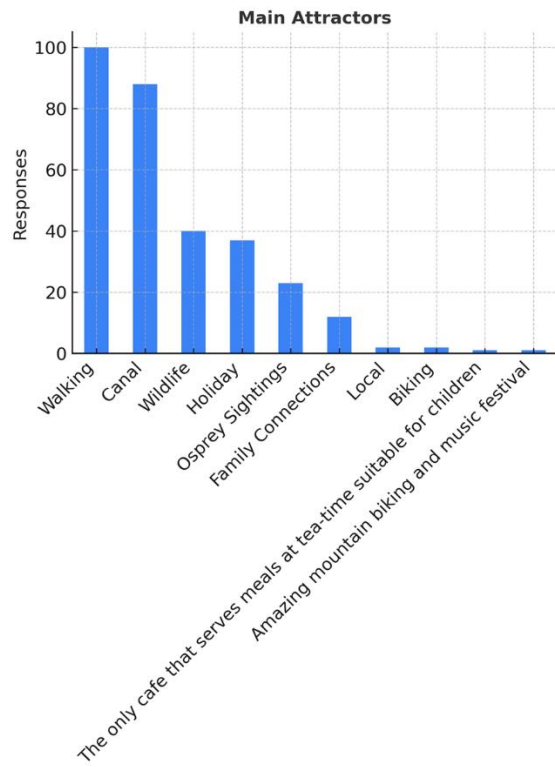


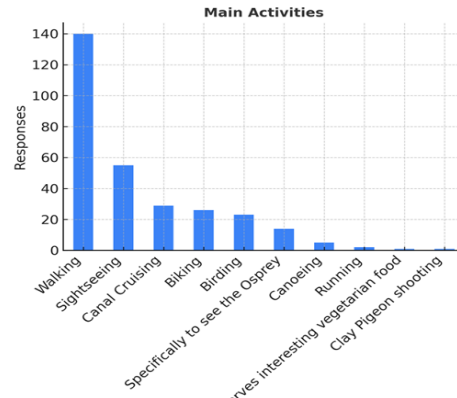
### Travel and accommodation choices

#### Accommodation Types



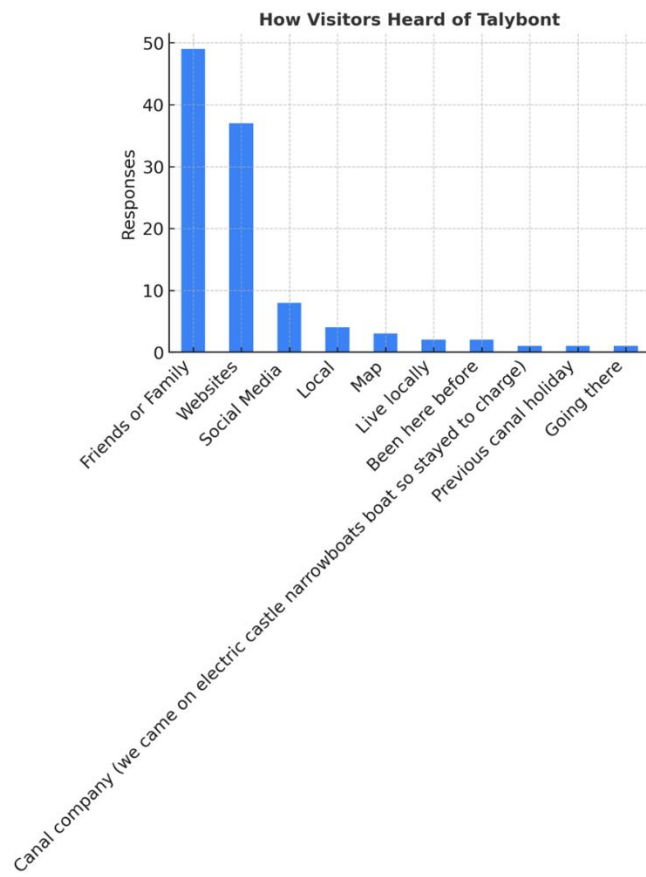
## Main activities and attractions





Visiting the Canal-side Cafe, because unlike every other cafe in the region it doesn't close for mealtimes and it serves interesting vegetarian food

### Awareness and promotion channels



# **Funding Case Outline: Enhancing Talybont-on-Usk's Visitor Experience**

## **1. Background**

Talybont-on-Usk, at the heart of Bannau Brycheiniog (Brecon Beacons) National Park, is a recognised visitor hub with strengths in walking, canal cruising, wildlife, and village hospitality. A 2025 community tourism survey (173 responses) confirmed the area's popularity while also highlighting gaps in infrastructure, facilities, and engagement. The Community Council and partners are keen to use this evidence base to enhance the visitor experience, support the local economy, and strengthen community resilience.

## **2. Evidence from the Survey**

- Core attractors: Walking, canal, wildlife (including osprey sightings).
- Visitor profile: 44% first-time visitors; 56% repeat.
- Length of stay: Balanced mix of day trips and up-to-week stays.
- Accommodation: Strong presence of camping, caravanning, and self-catering.
- Positives: Peace, beauty, community feel, café/pub quality.
- Negatives: Phone signal, parking, inconsistent pub hours/menus, road safety, canal maintenance, non-operational EV chargers, limited facilities.
- Awareness: Word of mouth dominant; digital promotion underused.

## **3. Identified Needs**

### **1. Visitor Infrastructure & Facilities**

- Better wayfinding, diversion routes, dark sky interpretation.
- Improved parking and wash/toilet facilities.
- Operational EV charging points.

### **2. Canal Perceptions & Facilities**

- Canal is both a leading attractor and a source of frustration.
- Issues of dredging, moorings, and water levels impact visitor experience.
- Partnership with Canal & River Trust is essential to shift perceptions.

### **3. Community & Business Engagement**

- Need for consistent hospitality provision.
- Stronger communication with visitors via digital channels.
- Improved coordination between pubs, cafés, and accommodation providers.

### **4. Access & Isolation**

- Safe pedestrian access into the village from nearby areas, particularly across the A40 road up to Bwlch, appears underdeveloped.
- Visitors without cars and residents on walking holidays lack safe, attractive routes.
- This is a key opportunity to integrate Talybont into Active Travel strategies and regional trail networks.

### **4. Additional Opportunities**

- Nature & Wildlife: Osprey and wildlife interpretation; biodiversity-led visitor experiences.
- Canal-linked opportunities: Pop-up events, boating welcome pack.
- Walking & Cycling: Themed trails, cycle-friendly facilities.
- Digital & Information: Village digital hub, pilot Wi-Fi.
- Dark Skies & Evening Economy: Information points, stargazing events.
- Opportunity to use the history and heritage of the area as an attraction, at present underutilised.

### **5. Proposal**

We propose a programme of investment supported by grant funding and partnerships:

#### **A. Community Engagement Officer (core funding request)**

- Liaison between Community Council, Canal & River Trust, National Park, businesses, and residents.
- Lead grant applications and project delivery.
- Improve digital presence and promotion.
- Coordinate business collaboration and visitor communications.

## **B. Priority Infrastructure & Experience Projects**

- Signage and wayfinding (walking routes, diversions, dark skies).
- Additional toilet/wash and parking facilities.
- Activation of EV charging.
- Canal partnership programme (maintenance, moorings, events).
- Wildlife and osprey interpretation.

## **C. Access & Isolation Projects**

- Explore a dedicated off-road or safe roadside route between Bwlch and Talybont-on-Usk.
- Enhance right of way signage and conditions.
- Integrate into Active Travel maps and regional walking networks.
- Engage with Powys County Council, National Park, and Highways Authority to assess feasibility.

## **6. Expected Outcomes**

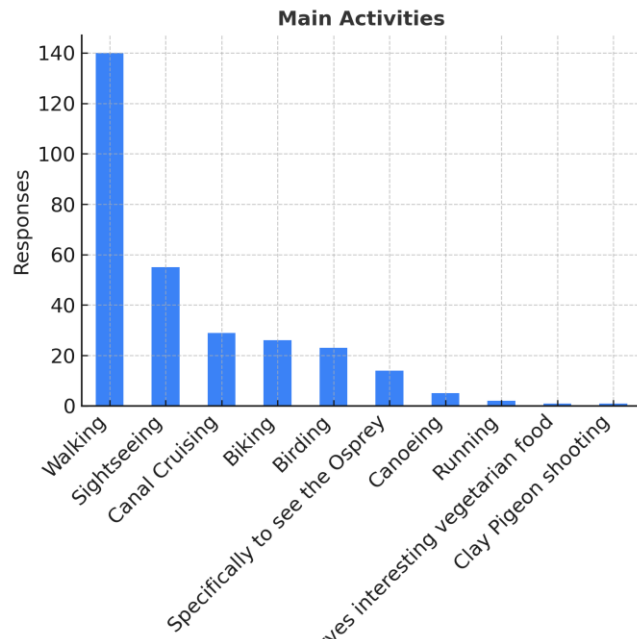
- Improved visitor satisfaction leading to longer stays and higher spend.
  - Stronger community-business-agency partnerships.
  - Economic resilience for local businesses through better coordination.
  - Enhanced natural and cultural assets (canal, wildlife, dark skies).
  - Liaison with Canal and River Trust and local businesses in an attempt to improve the infrastructure and experience of the canal , it is one of the key attractions on the area.
- Safer, more sustainable access routes reducing car dependency and encouraging car-free visits.

## **7. Call to Action**

We seek:

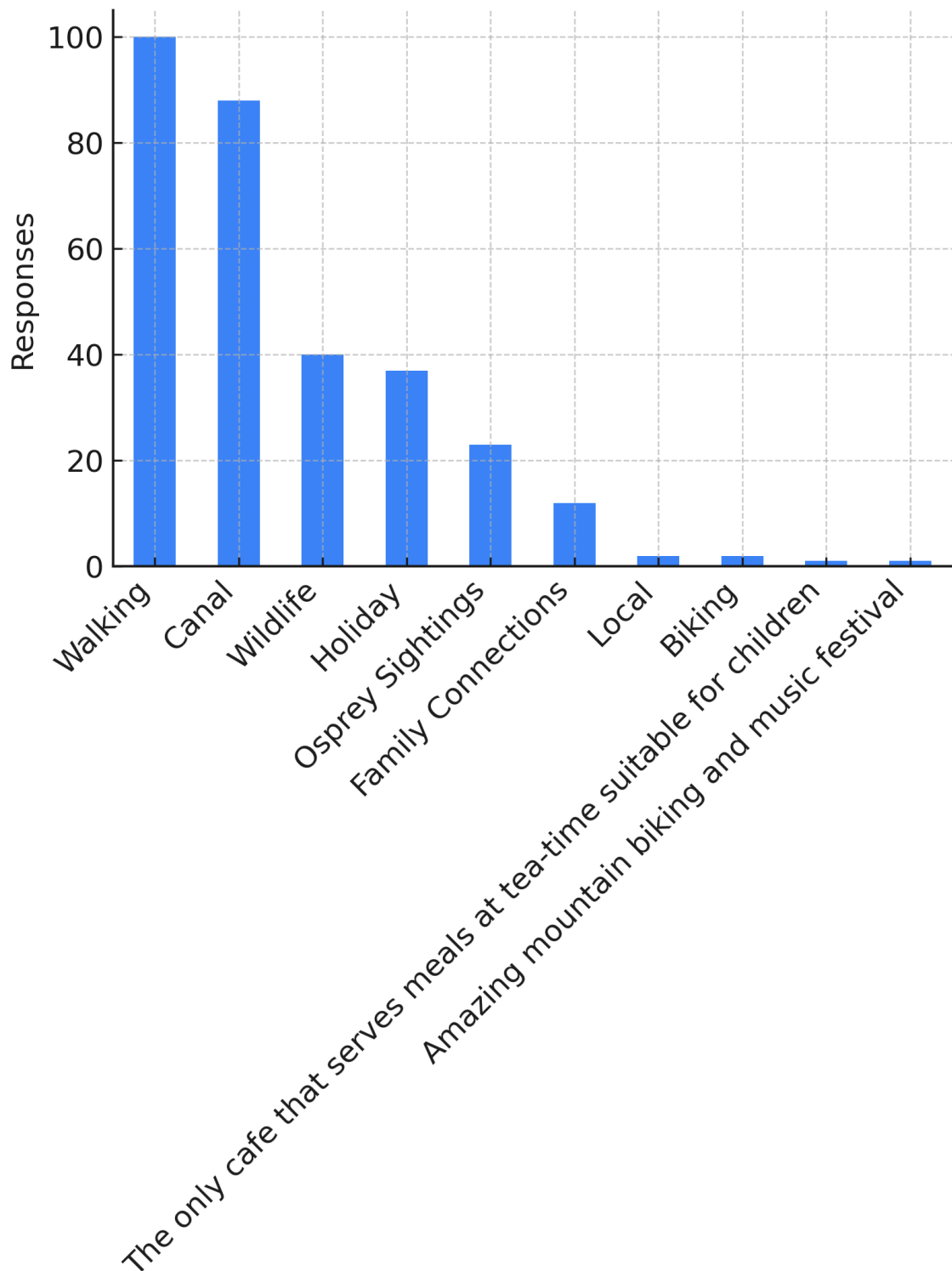
- Grant funding to support the Community Engagement Officer role and infrastructure projects.
- Partnerships with Canal & River Trust, National Park, and local businesses to deliver collaborative initiatives.
- Investment from funders and agencies to make Talybont-on-Usk a model of community-led visitor enhancement in Bannau Brycheiniog.

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### Main Attractors



Accommodation Types

How Visitors Heard of Talybont

### How Visitors Heard of Talybont

