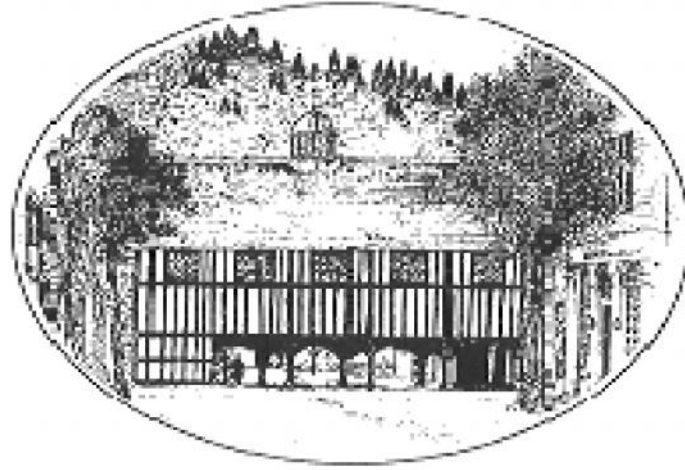
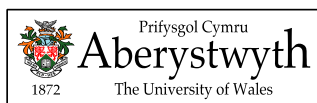


IQM Community Welcome audits 2006 Llanidloes



Powys Integrated Quality Management Research Project 2006

Report Author: L.L.A.N.I. Ltd. Town Hall, Great Oak Street, Llanidloes, Powys, SY18 6BN
Tel/Fax: 01686 412388. e-mail: llanilt@btconnect.com



EUROPEAN UNION
YR UNDEB EWROPEAIDD



Llywodraeth Cynulliad Cymru
Welsh Assembly Government



Introduction

In the summer of 2006, two community welcome audits were carried out in Llanidloes, on the 11th July and 14th of September, at the beginning and end of an intensive surveying of tourism related businesses and visitor satisfaction of Llanidloes. The audits were undertaken by the IQM researchers employed to undertake the surveying, assisted by members of the board of directors of LLANI Ltd and the groups Marketing and Development Officers.

Arrival: Llanidloes is well signposted, directionally, from the by pass, particularly following the construction of a roundabout and new entrance road on the north side of the town. However, the lack of brown signage for the town at the new entrance means that the facilities and attractions available in Llanidloes are not sign posted. The brown signage at the southern entrance to the town from the by pass is looking tired and does not specify attractions and amenities. On the entrances to town from the minor roads, the town signs had a tendency to be dirty, and one had become obscured by vegetation by the time of the second audit. There was a general lack of planting around the town signs.

Other brown signage in the town pointed to the Llyn Clywedog, though a sign at the Long bridge roundabout had been removed (since replaced) during the course of the summer. Brown signage for the Hafren Forest has now also been erected.

Car Parks and Orientation

Llanidloes has an interesting perspective on car parking. There are three car parks in town, one of which is a pay and display, the other two being free. One of these, Church Lane, is generally full of residents parking from the nearby houses, while the Gro has a problem with lorries parking there of an evening and over the weekend. The pay and display car park in Mount Lane is not generally favoured, both because it is pay and display and due to direct foot access to the centre of town being currently blocked due to neighbouring construction work. On street car parking is generally eagerly contested, with poor enforcement of parking restrictions tending to tie up parking spaces all day. Disabled parking bays on the two main streets are available, but not always reserved for disabled parking users. There is a generally held perception that there is not sufficient parking available in Llanidloes. A scheme for chevron parking on Great Oak Street has been suggested, which would provide 14 more on street parking spaces. Implementation of the scheme will take place as part of an ongoing process of streetscape enhancement.

Interpretation panels at the car park are old, tired and now misleading. They are all in process of being updated and the new panels should be in situ before Spring 2007.

Ambience

The settlement is generally well maintained. A few maintenance issues in terms of weeds and cracked paving stones were discovered during the course of the audits and have been reported to the relevant authority. Litter bins are plentiful, but there is still a problem with litter, particularly in the vicinity of the Old Market Hall and the car park to the Spar. The Old Market Hall is kept tidy by volunteers during the opening season of the exhibition in the building, but rubbish can remain unpicked up in this area for some time during other times of the year. There are currently instances of vandalism occurring in the town, with the bus stop an area of particular concern. Though not excessive, dog fouling of pavements does occur. As with the issue of parking, there is a lack of enforcement of regulations in this area.

Facilities & Services

The TIC on Longbridge Street closed between the dates of the two surveys. A temporary service at a local exhibition centre was in the process of being re-instated at the time of the

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

L.L.A.N.I. Limited is registered in England and Wales. Company No. 4391270.

second survey. Local tourist information was also available at the Old Market Hall exhibition, at the Minerva Art's Centre and at one or two of the local pubs.

Annual events in Llanidloes were advertised in a number of ways, the most popular being the erection of home made signage on the by pass to attract passing trade. Posters also appear in shop windows (where they compete for attention) and on cluttered notice boards such as that at the Town Hall. Brown signage pointed the way to the attraction of the Llyn Clywedog, whilst signs for the Hafren Forest were on order at the time of the audits. The long distance walking routes of Glyndwr's Way and the Severn Way, together with the local Sustrans routes are all signposted. Llanidloes is advertised on the promotional material for these trails. There is also a Methodist Trail following the footsteps of John Wesley, but this is not advertised or signed.

Llanidloes has a range of facilities available, from a swimming pool at the Sport's Centre, a museum, library, temporary and permanent exhibitions, play areas and public parks. These are all sufficiently well signposted, and there is a proposal in being to provide new interpretive signage and finger posting around the town. A town trail and timber-frame building trail exist, with supporting leaflets and some blue plaques.

Llanidloes has a full range of shops available and a variety of cafe and restaurant options. Public seating is available though this is in short supply in the centre of town, being mainly in the parks and on the fringes of the two main streets. Bicycle racks are available in the centre of town.

Public Transport

Bus transport is available to Llanidloes. The surrounding villages are not well served, the Royal Mail having recently given up the village link / post bus service. Information on bus travel times was not easy to find in town following the closure of the TIC. However, the time table of all local services is now available on the town website.

Public Conveniences

There are two public conveniences in town, though at the time of the second audit one of these (that to the rear of the Town Hall) was earmarked for closure by the County Council. Toilets around the Llyn Clywedog have also recently suffered the same fate. The toilets are conveniently situated and signed and, on the whole, are well maintained if a little basic in the facilities they provide. Disabled toilets are available at both toilet blocks, but these only allow one user to access them at a time. The key to access these toilets was kept at Llanidloes Museum, though there was no notice on the toilets explaining this fact.

Overall Impressions

The overall impressions derived from the two audits were that the general feel of the settlement was positive. The problems identified were minor and in many instances on the way to being rectified. However, uncertainty over the future of the TIC and the potential closure of one of the public conveniences (which has since occurred) are sources of concern as the lack of these facilities will impact on the visitor experience.

Appendix 1: Community Audit July 2006

Community Welcome Audit

This community welcome audit is carried out on behalf the Tourism Partnership Mid Wales Research Project as an integral element of the Integrated Quality Management research project. The results of this survey will be made available to Project Officers, TPMW, other stakeholders with an interest in rural tourism, tourism businesses in Mid Wales and WAG. The results remain the property of the Tourism Partnership Mid Wales and may be published.

Settlement: Llanidloes
Surveyor: Pauline Norris and Nerys Davies

Date: 11/07/06

ARRIVAL

1. **Was the settlement easy to find from major roads?**

Very Hard (1)	Hard (2)	Fairly easy (3)	Very easy (4)

If rated 1-2, please explain problems:

2. **Was the village/town sign clear?**

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If rated 1-2, please explain:

2a. **Was the village/town sign clean? (include graffiti)**

Dirty (1)	Grubby (2)	Clean (3)	Very clean (4)

If rated 1-2, please explain:

2b. **Was the village/town sign attractive (flowers, planting?)**

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If rated 1-2, please explain: No planting around town sign.

2c. **Were major services/attractions highlighted on sign?**

No	Yes

2c(i). **If no were there separate signs as you enter for attractions, services?**

--	--

2c(ii) **If yes, was this confusing?**

X	
---	--

3. **What overall impression did the town signage create on entry?**

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2, please explain:

Still no sign for the Llyn Clywedog at the roundabout.

CAR PARKS & ORIENTATION

4.	Was it easy to park? If no, please explain:	No	Yes

4a.	Were there designated car parks?		
-----	---	--	--

4b.	If yes, were there designated spaces for less able people to park?		
-----	---	--	--

5.	Were the car park(s) signposted and easy to find from the main entry points?			
	Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain:

6. **Was there information provided in (each of) the car park(s) of what there is to do in the settlement and its surrounds?:**

		No	Yes
6a.	Info panel (permanent info)	In process of updating	
6b.	Poster/leaflets (temporary info)?	X	
6c.	If yes, were these up to date?		
6d.	Finger posts indicating attractions/centre	X	

7. **If information was provided was it easy to understand?**

		Very hard (1)	Hard (2)	Easy (3)	Very easy (4)
7a.	Text				
7b.	Illustrations				
7c.	Map				
7d.	Directional Signposting				

If rated between 1-2 please explain:

8.	If information was provided was it multilingual?	No	Yes

8a. Languages: English / Welsh

9.. **Did you feel it was safe to leave your car in the car park?**

	Unsafe (1)	Adequate (2)	Safe (3)	Very safe (4)

If rated 1-2 please explain:

AMBIENCE

10.	Please rate the following between 1 and 4, if rated between 1 and 2 explain:	Very poor (1)	Poor (2)	Good (3)	Very good (4)
10a.		Does the settlement appear well maintained / attractive?			

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

10b.	Is it littered?			
10c.	Availability of litter bins?			
10d.	Litter bins generally well located			
10e.	Litter bins emptied?			
10f.	vandalism?		Some	
10g.	Pavements well maintained			Some New Laid
10h.	Pavements/walkways suitable for wheelchairs, pushchairs and/or less able people?			
10i.	Pavements, streets not fouled by dog mess			
10j.	Adequate dog mess bins			
10k.	Dog mess bins emptied			

If 1 -2 please explain: Some evidence of dog mess around trees on main street.

11.	Please rate the following between 1 and 4, if 1-2 please explain	Very poor (1)	Poor (2)	Good (3)	Very good (4)
11a.	Was the signposting clear		X		
11b.	Was it directionally consistent				
11c.	Was it consistent in style				
11d.	Was it correct (ie did you get where you wanted to?)		X		

If 1 – 2 please explain: No finger posting – only council signs to parking WCs – some confusing signs.

FACILITIES & SERVICES

12	Is there a tourism information point in the settlement?			TIC	CWC	TIP
12a.	If TIC/CWC was it open	Yes	No	Hours		
12b.	If TIP, was it up to date			9.30 – 5pm / 9.30 – 4pm Sat. Closed Sun.		

13.	Are there any advertised events within the settlement		Annual major	Regular	Community events
	Yes				
	No				

13a.	How are these communicated?	Up to date				
		No	Yes			
	Permanent signpost	X				
	Temporary sign					
	Posters					
	Leaflets					
	On info board					

14. **Were there signs linking the settlement to tourist attractions etc :**

		No	Yes
14a.	Attractions		
	Walks		
	Rides		

15. **What public facilities are available in the settlement?**

		No	Yes
15a.	Swimming Pool		
15b.	Library		
16c.	Other		

If other please detail: Art Centre / Sports Centre

17. **What evidence is there in the settlement by way of public green space and / or parks?**

None	Signposted
X	

18. **Are there any signposted facilities aimed specifically at children (play areas etc)? (**

No	Yes
X	All available but not signed
X	
X	
X	
X	

Safe
Clean
Free from litter
Free from dog mess

19. **Is this settlement on an advertised trail**

No	Yes	Trail name
		Methodist Trail
		Sustrans 8 / 81
		Severn & Glyndwr's Way

Car trail
Bike trail
Walking trail

19a. **What evidence was there?**

Signs	Literature	None
		X

Car trail
Bike trail
Walking trail

20. **Are there any advertised/ marketed town trails?**

No	Yes

20a. **What type of publicity?**

Signs	Leaflets	Posters

21. **Were there any advertised circular walks (footpaths) from the town giving access to the countryside?**

No	Yes

21a. **Were these signposted as such from town?**

	Using ROW network – not specific signage
--	--

22. **Are any local heritage / cultural attractions promoted within the settlement?**

--	--

If yes, specify: Market Hall Exhibition, Museum, St Idloes Church, Minerva Arts Centre

23. **Are there any nature / environment conservation interests associated with the settlement that are promoted within the settlement?**

No	Yes

If yes, specify: Hafren Forest / Llyn Clywedog

24	What interpretation is provided within the settlement? (excluding in car parks)	Info boards	Plaques	Public art (statues/monuments)
		X		X

Other (specify)

25a.	Was this interpretation:	Informative	Clear	Up to date

25b.	Is this multilingual?	No	Yes

Specify languages:

26.	What shops are available?	No	Yes	Open?	Hours
	Grocers/village store				Not shown
	Post Office				9-5.30 9 - 1pm Sat
	Hardware				Not shown
	Butcher				8am – 4pm
	baker				Not shown
	Hairdresser				Not shown

Other, specify

27.	Are any refreshments available?	No	Yes	Open	Hours
	Café				All Day
	Restaurant				7.30pm – 11pm
	Pub serving food				11am – 11pm
	Take away				12 – 10.30pm
	Other (specify)	Kebab Shop	Fish Bars		11 – 2pm / 4pm – 8pm

28.	Is any public seating available in the settlement?	No	Yes

29.	Are bicycle racks provided?		
29a.	Are these conveniently located near shops	Attractions	
		Toilets	X
		Public transport terminus	X

PUBLIC TRANSPORT

30.	Is there public transport available to and from the settlement?	No	Yes

31.	How easy is it to find out information about public transport provision?	Very hard (1)	Hard (2)	Easy (3)	Very easy (4)

If 1 -2 please explain: TIC notice on timetable for buses now gone from Town Centre.

32.	Where is the information?	No	Yes
		X	

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

32a. Is it up to date?

--	--

PUBLIC CONVENIENCES

33. Are there any public conveniences available in the settlement?

No	Yes

33a. Were these signposted well?

Very poor (1)	Poor (2)	Good (3)	Very Good (4)

If 1- 2 please explain:

33b. Were they well located

No	Yes

Car park
Close to settlement centre

33c. Were these clean to an acceptable standard?

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain:

33d. Did they have hot and cold running water?

No	Yes

33e. Did they have baby changing facilities?

X	
---	--

34. Was there toilet provision for less able people available?

RADA keys	X
Open	X

35. Were the toilets for less able people accessible to their helpers/companions? (i.e. with separate access to allow persons of both sexes in simultaneously)

X	
---	--

OVERALL IMPRESSIONS

37. What was the general 'feel' of the settlement?

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain:

38. Did you find it easy to find your way around the settlement?

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain

39. Any other comments:
New main road into town is a prime site for signposting at major roundabout – gateway feature in contemplation. There is no sign for Llanidloes at this point, at the moment. Pavements are 50% re-laid in centre of town with work ongoing. Litter problem has been recognised – the river area is much improved. Lorries appear to be parking in main car

park over the weekend, creating a lack of space and spoiling ambience. The key to the disabled toilet near the Town Hall is kept at the museum, but there is no sign to this effect. There is no brown sign to the Llyn Clywedog at the roundabout by the bridge. The floral displays at this point mask signage for other local services.

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

L.L.A.N.I. Limited is registered in England and Wales. Company No. 4391270.

Appendix 2: Community Audit September

Community Welcome Audit

This community welcome audit is carried out on behalf the Tourism Partnership Mid Wales Research Project as an integral element of the Integrated Quality Management research project. The results of this survey will be made available to Project Officers, TPMW, other stakeholders with an interest in rural tourism, tourism businesses in Mid Wales and WAG. The results remain the property of the Tourism Partnership Mid Wales and may be published.

Settlement: Llanidloes
Surveyor: Pauline Norris

Date: 14/09/06

ARRIVAL

1. **Was the settlement easy to find from major roads?**

Very Hard (1)	Hard (2)	Fairly easy (3)	Very easy (4)

If rated 1-2, please explain problems:

2. **Was the village/town sign clear?**

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If rated 1-2, please explain: Some overgrown by hedges

- 2a. **Was the village/town sign clean? (include graffiti)**

Dirty (1)	Grubby (2)	Clean (3)	Very clean (4)

If rated 1-2, please explain: Older signs grubby – new ones ok.

- 2b. **Was the village/town sign attractive (flowers, planting?)**

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If rated 1-2, please explain: No planting around town sign.

- 2c. **Were major services/attractions highlighted on sign?**

No	Yes

- 2c(i). **If no were there separate signs as you enter for attractions, services?**

--	--

- 2c(ii). **If yes, was this confusing?**

X	
---	--

3. **What overall impression did the town signage create on entry?**

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2, please explain:

Still no sign for the Llyn Clywedog at the roundabout.

CAR PARKS & ORIENTATION

4.	Was it easy to park? If no, please explain:	No	Yes

4a.	Were there designated car parks?		
-----	---	--	--

4b.	If yes, were there designated spaces for less able people to park?		
-----	---	--	--

5.	Were the car park(s) signposted and easy to find from the main entry points?			
	Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain:

6. **Was there information provided in (each of) the car park(s) of what there is to do in the settlement and its surrounds?:**

		No	Yes
6a.	Info panel (permanent info)	In process of updating	
6b.	Poster/leaflets (temporary info)?	X	
6c.	If yes, were these up to date?		
6d.	Finger posts indicating attractions/centre	X	

7. **If information was provided was it easy to understand?**

		Very hard (1)	Hard (2)	Easy (3)	Very easy (4)
7a.	Text				
7b.	Illustrations				
7c.	Map				
7d.	Directional Signposting				

If rated between 1-2 please explain:

8.	If information was provided was it multilingual?	No	Yes

8a. Languages: English / Welsh

9.. **Did you feel it was safe to leave your car in the car park?**

	Unsafe (1)	Adequate (2)	Safe (3)	Very safe (4)

If rated 1-2 please explain:

AMBIENCE

10.	Please rate the following between 1 and 4, if rated between 1 and 2 explain:	Very poor (1)	Poor (2)	Good (3)	Very good (4)
10a.		Does the settlement appear well maintained / attractive?			

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

10b.	Is it littered?			
10c.	Availability of litter bins?			
10d.	Litter bins generally well located			
10e.	Litter bins emptied?			
10f.	vandalism?		Some	
10g.	Pavements well maintained			
10h.	Pavements/walkways suitable for wheelchairs, pushchairs and/or less able people?			
10i.	Pavements, streets not fouled by dog mess			
10j.	Adequate dog mess bins			
10k.	Dog mess bins emptied			

If 1 -2 please explain: Some evidence of dog mess around trees on main street.

11.	Please rate the following between 1 and 4, if 1-2 please explain	Very poor (1)	Poor (2)	Good (3)	Very good (4)
11a.	Was the signposting clear				
11b.	Was it directionally consistent				
11c.	Was it consistent in style				
11d.	Was it correct (ie did you get where you wanted to?)				

If 1 – 2 please explain:

FACILITIES & SERVICES

12	Is there a tourism information point in the settlement?		TIC	CWC	TIP
	Closed on 31/08/06				
12a.	If TIC/CWC was it open	Yes	No	Hours	
12b.	If TIP, was it up to date				

13.	Are there any advertised events within the settlement	Annual major	Regular	Community events
	Yes			
	No			

13a.	How are these communicated?	Up to date				
		No	Yes			
	Permanent signpost	X				
	Temporary sign					
	Posters					
	Leaflets					
	On info board					

14.	Were there signs linking the settlement to tourist attractions etc :	No	Yes
-----	---	-----------	------------

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

14a.	Attractions			
	Walks			
	Rides			
15.	What public facilities are available in the settlement?			
		No	Yes	
15a.	Swimming Pool			
15b.	Library			
16c.	Other			
	If other please detail: Art Centre / Sports Centre			
17.	What evidence is there in the settlement by way of public green space and / or parks?	None	Signposted	
		X		
18.	Are there any signposted facilities aimed specifically at children (play areas etc)? (No	Yes	
		X	All available but not signed	
	Safe	X		
	Clean	X		
	Free from litter	X		
	Free from dog mess	X		
19.	Is this settlement on an advertised trail	No	Yes	Trail name
	Car trail			Methodist Trail
	Bike trail			Sustrans 8 / 81
	Walking trail			Severn & Glyndwr's Way
19a.	What evidence was there?	Signs	Literature	None
	Car trail			X
	Bike trail			
	Walking trail			
20.	Are there any advertised/ marketed town trails?	No	Yes	
20a.	What type of publicity?	Signs	Leaflets	Posters
21.	Were there any advertised circular walks (footpaths) from the town giving access to the countryside?	No	Yes	
21a.	Were these signposted as such from town?			Using ROW network – not specific signage
22.	Are any local heritage / cultural attractions promoted within the settlement?			
	If yes, specify: Market Hall Exhibition, Museum, St Idloes Church, Minerva Arts Centre			
23.	Are there any nature / environment conservation interests associated with the settlement that are promoted within the settlement?	No	Yes	
	If yes, specify: Hafren Forest / Llyn Clywedog			
24	What interpretation is provided within the settlement? (excluding in	Info boards	Plaques	Public art (statues/monument

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

car parks)			s)

Other (specify)

25a. Was this interpretation:	Informative	Clear	Up to date

25b. Is this multilingual?	No	Yes

Specify languages:

26. What shops are available?	No	Yes	Open?	Hours
Grocers/village store				Not shown
Post Office				9-5.30 9 - 1pm Sat
Hardware				Not shown
Butcher				8am – 4pm
baker				Not shown
Hairdresser				Not shown

Other, specify

27. Are any refreshments available?	No	Yes	Open	Hours
Café				All Day
Restaurant				7.30pm – 11pm
Pub serving food				11am – 11pm
Take away				12 – 10.30pm
Other (specify)	Kebab Shop	Fish Bars		11 – 2pm / 4pm – 8pm

28. Is any public seating available in the settlement?	No	Yes

29. Are bicycle racks provided?		
29a. Are these conveniently located near shops		
Attractions		
Toilets	X	
Public transport terminus	X	

PUBLIC TRANSPORT

30. Is there public transport available to and from the settlement?	No	Yes

31. How easy is it to find out information about public transport provision?	Very hard (1)	Hard (2)	Easy (3)	Very easy (4)

If 1 -2 please explain: TIC notice on timetable for buses now gone from Town Centre.

32. Where is the information?	No	Yes
At bus stop		
Shop windows	X	
Info board	X	
32a. Is it up to date?		

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

PUBLIC CONVENIENCES

33.	Are there any public conveniences available in the settlement?	No	Yes

33a. Were these signposted well?

Very poor (1)	Poor (2)	Good (3)	Very Good (4)

If 1- 2 please explain:

33b	Were they well located	No	Yes
	Car park		
	Close to settlement centre		

33c. Were these clean to an acceptable standard?

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain:

33d.	Did they have hot and cold running water?	No	Yes

33e	Did they have baby changing facilities?	X	

34.	Was there toilet provision for less able people available?		
	RADA keys	X	
	Open	X	

35.	Were the toilets for less able people accessible to their helpers/companions? (i.e. with separate access to allow persons of both sexes in simultaneously)	X	

OVERALL IMPRESSIONS

37.	What was the general 'feel' of the settlement?				
		Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain:

38.	Did you find it easy to find your way around the settlement?				
		Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain

39 **Any other comments:**
In the process of updating interpretive signage. Gateway features and public art ongoing. Lorries still parking in the main car park. TIC temporarily closed pending opening in Minerva Arts Centre – temporary arrangement to Spring 07 when this facility will be incorporated in the library. Brown signage for Llanidloes has now been erected for Llanidloes at the new roundabout / entrance to Llanidloes.

**L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community
Regeneration Toolkit and through European Structural funds.**

L.L.A.N.I. Limited is registered in England and Wales. Company No. 4391270.

Appendix 3: Community Audit Template

Appendix 1: Community Welcome Audit Template

This community welcome audit is carried out on behalf the Tourism Partnership Mid Wales Research Project as an integral element of the Integrated Quality Management research project. The results of this survey will be made available to Project Officers, TPMW, other stakeholders with an interest in rural tourism, tourism businesses in Mid Wales and WAG. The results remain the property of the Tourism Partnership Mid Wales and may be published.

Settlement: _____

Date: _____

Surveyor: _____

ARRIVAL

1. Was the settlement easy to find from major roads?

Very Hard (1)	Hard (2)	Fairly easy (3)	Very easy (4)

If rated 1-2, please explain problems: _____

2. Was the village/town sign clear?

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If rated 1-2, please explain: _____

- 2a. Was the village/town sign clean? (include graffiti)

Dirty (1)	Grubby (2)	Clean (3)	Very clean (4)

If rated 1-2, please explain: _____

- 2b. Was the village/town sign attractive (flowers, planting?)

Very poor (1)	Poor (2)	Good (3)	Very good (4)

If rated 1-2, please explain _____

- 2c. Were major services/attractions highlighted on sign?

No	Yes

- 2c(i). If no were there separate signs as you enter for attractions, services?

--	--

- 2c(ii). If yes, was this confusing?

--	--

3. What overall impression did the town signage create on entry?

Very poor (1)	Poor (2)	Good (3)	Very good (4)

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

L.L.A.N.I. Limited is registered in England and Wales. Company No. 4391270.

If 1-2, please explain:

CAR PARKS & ORIENTATION

		No	Yes
4.	Was it easy to park?		

If no, please explain:

4a.	Were there designated car parks?		
-----	---	--	--

4b.	If yes, were there designated spaces for less able people to park?		
-----	---	--	--

5. Were the car park(s) signposted and easy to find from the main entry points?			
Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain:

6. Was there information provided in (each of) the car park(s) of what there is to do in the settlement and its surrounds?:		No	Yes
6a.	Info panel (permanent info)		
6b.	Poster/leaflets (temporary info)?		
6c.	If yes, were these up to date?		
6d.	Finger posts indicating attractions/centre		

7. If information was provided was it easy to understand?				
	Very hard (1)	Hard (2)	Easy (3)	Very easy (4)
7a.	Text			
7b.	Illustrations			
7c.	Map			
7d.	Directional Signposting			

If rated between 1-2 please explain:

8. If information was provided was it multilingual?		No	Yes
8a.	Languages:		

9.. Did you feel it was safe to leave your car in the car park?			
Unsafe (1)	Adequate (2)	Safe (3)	Very safe (4)

If rated 1-2 please explain:

AMBIENCE

10.	Please rate the following	Very poor (1)	Poor (2)	Good (3)	Very good (4)
-----	---------------------------	----------------------	-----------------	-----------------	----------------------

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

	between 1 and 4, if rated between 1 and 2 explain:				
10a.	Does the settlement appear well maintained / attractive?				
10b.	Is it littered?				
10c.	Availability of litter bins?				
10d.	Litter bins generally well located				
10e.	Litter bins emptied?				
10f.	vandalism?				
10g.	Pavements well maintained				
10h.	Pavements/walkways suitable for wheelchairs, pushchairs and/or less able people?				
10i.	Pavements, streets not fouled by dog mess				
10j.	Adequate dog mess bins				
10k.	Dog mess bins emptied				

If 1 -2 please explain:

11.	Please rate the following between 1 and 4, if 1-2 please explain	Very poor (1)	Poor (2)	Good (3)	Very good (4)
11a.	Was the signposting clear				
11b.	Was it directionally consistent				
11c.	Was it consistent in style				
11d.	Was it correct (ie did you get where you wanted to?)				

If 1 – 2 please explain:

FACILITIES & SERVICES

12	Is there a tourism information point in the settlement?		TIC	CWC	TIP
12a.	If TIC/CWC was it open	Yes	No	Hours	
12b.	If TIP, was it up to date				
13.	Are there any advertised events within the settlement		Annual major	Regular	Community events
		Yes			
		No			

13a.	How are these communicated?	Up to date				
		No	Yes			
	Permanent signpost					
	Temporary sign					
	Posters					
	Leaflets					

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

L.L.A.N.I. Limited is registered in England and Wales. Company No. 4391270.

On info board					
---------------	--	--	--	--	--

14. **Were there signs linking the settlement to tourist attractions etc :**

		No	Yes
14a.	Attractions		
	Walks		
	Rides		

15. **What public facilities are available in the settlement?**

		No	Yes
15a.	Swimming Pool		
15b.	Library		
16c.	Other		

If other please detail:

		None	Signposted
17.	What evidence is there in the settlement by way of public green space and / or parks?		

		No	Yes
18.	Are there any signposted facilities aimed specifically at children (play areas etc)?		
	Safe		
	Clean		
	Free from litter		
	Free from dog mess		

		No	Yes	Trail name
19.	Is this settlement on an advertised trail			
	Car trail			
	Bike trail			
	Walking trail			

		Signs	Literature	None
19a.	What evidence was there?			
	Car trail			
	Bike trail			
	Walking trail			

		No	Yes
20.	Are there any advertised/ marketed town trails?		

		Signs	Leaflets	Posters
20a.	What type of publicity?			

		No	Yes
21.	Were there any advertised circular walks (footpaths) from the town giving access to the countryside?		

21a.	Were these signposted as such from town?		
------	---	--	--

22.	Are any local heritage / cultural attractions promoted within the settlement?		
	If yes, specify:		

		No	Yes
23.	Are there any nature / environment conservation interests associated with the settlement that are promoted within the		

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

L.L.A.N.I. Limited is registered in England and Wales. Company No. 4391270.

settlement?		
-------------	--	--

If yes, specify:

24	What interpretation is provided within the settlement? (excluding in car parks)	Info boards	Plaques	Public art (statues/monuments)

Other (specify)

25a.	Was this interpretation:	Informative	Clear	Up to date

25b.	Is this multilingual?	No	Yes

Specify languages:

26.	What shops are available?	No	Yes	Open?	Hours
	Grocers/village store				
	Post Office				
	Hardware				
	Butcher				
	baker				
	Hairdresser				

Other, specify

27.	Are any refreshments available?	No	Yes	Open	Hours
	Café				
	Restaurant				
	Pub serving food				
	Take away				
	Other (specify)				

28.	Is any public seating available in the settlement?	No	Yes

29.	Are bicycle racks provided?		
29a.	Are these conveniently located near shops		
	Attractions		
	Toilets		
	Public transport terminus		

PUBLIC TRANSPORT

30.	Is there public transport available to and from the settlement?	No	Yes

31.	How easy is it to find out information about public transport provision?	Very hard (1)	Hard (2)	Easy (3)	Very easy (4)

If 1 -2 please explain:

32.	Where is the information?	No	Yes

L.L.A.N.I. Ltd is supported by the Welsh Assembly Government (DEIN) through the Community Regeneration Toolkit and through European Structural funds.

L.L.A.N.I. Limited is registered in England and Wales. Company No. 4391270.

32a.	Is it up to date?	At bus stop		
		Shop windows		
		Info board		

PUBLIC CONVENIENCES

33.	Are there any public conveniences available in the settlement?	No	Yes

33a.	Were these signposted well?	Very poor (1)	Poor (2)	Good (3)	Very Good (4)

If 1- 2 please explain:

33b	Were they well located	No	Yes

Car park
Close to settlement centre

33c.	Were these clean to an acceptable standard?	Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain:

33d.	Did they have hot and cold running water?	No	Yes
33e	Did they have baby changing facilities?		

34.	Was there toilet provision for less able people available?		

RADA keys
Open

35.	Were the toilets for less able people accessible to their helpers/companions? (i.e. with separate access to allow persons of both sexes in simultaneously)		
-----	---	--	--

OVERALL IMPRESSIONS

37.	What was the general 'feel' of the settlement?	Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain:

38.	Did you find it easy to find your way around the settlement?	Very poor (1)	Poor (2)	Good (3)	Very good (4)

If 1-2 please explain

39 **Any other comments:**