

LLANFAIR CAEREINION Case Study



Introduction

With a change in the way the Steam Railway operates there was an opportunity identified which could benefit the town. Previously only a small number of people started their journey in Llanfair. Now with a change in the railway timetable and ticketing there will be some 25,000 visitors or more starting their journey and ending it in Llanfair Caereinion. There is also a new motor museum coming at Easter and a new Alpaca Experience has arrived as well. All this gave an opportunity for the town to benefit from these changes.

Challenge

To attract more visitors to the Town and get them to visit the Town Centre and its attractions/facilities.

Solution

To provide information on what is available, pre visit to the area, on arrival how to find it and to have something which people can take away as a record of their visit.

This is to be done via a new Tourism Website, Town Guide (handed out to all passengers using the steam railway – approx. 25,000 people per annum) and to provide map information boards through the town with flag poles along the route.

Benefit

With more people coming into the area and with providing easy to read information there is a good chance that a larger percentage will visit the Town Centre and use the shops and facilities on offer. This is beginning to happen already (even with a poor half term attendance due to the Trunk Road closure for 10 weeks and the poor weather at February half term). Over Easter things were improving with more visitors going into the town only to find railway visitor numbers now slightly down due to the cost-of-living rises.

Result

More people, particularly with pets, are visiting the town walking from the steam railway station to the woodland and riverside walk passing through the Town Centre. Every party travelling on the railway receives a town guide. This has resulted in better trade for the retail businesses in the Town Centre. The steam railway has also employed a new member of staff to promote events and there are now 3 part time employees in the tearoom which has re-opened.

Project Outputs/Outcomes

Output (Case Level Indicator)	Achieved
No. of feasibility studies	1
No. of networks established	0
No. of jobs safeguarded	4
No. of pilot activities undertaken / supported	1
No. of community hubs created	0
No. of stakeholders engaged	12
No. of participants supported (awareness raising events only)	470

Outcomes	Achieved
No. of jobs created	4
No. of communities benefitting	5
No. of businesses benefitting	8

Project Contact Details

For more information please contact: Robert Robinson

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Partners/Match Funders Logos

Llanfair
Caereinion
Town
Council



Project Details

Key Data	Project Specifics
Delivered by:	Llanfair Caereinion Town Council
Start Date:	1 st January 2022
End Date:	31 st March 2022
LEADER Theme:	Theme 1 - Adding Value to Local Identity and Natural and Cultural Resources

Financial Details

Description	Amount
Total Expenditure:	£8,688.80
RDP Funding:	£6,951.04
Match funding:	£1,737.76

LLANFAIR CAEREINION TOWN COUNCIL

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