Cyngor Tref Trallwng Welshpool Town Council

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Title	Tourism Branding Project - March 26
Date	26th February 2026

OFFICERS RECOMMENDATION

1. Recommendation

1. To approve the proposed tourism brand name Visit Welshpool; and
2. To consider and approve one of the three attached logo options.

1. Purpose

1. To provide Members with an update on progress relating to the Tourism Branding Project previously considered by the Events & Planning Committee in November 2025, and to seek direction from Members on key next steps, including approval of the proposed tourism brand name and logo.

2. Background

1. The Committee previously received a report titled Tourism Branding Project – EP dated 29 October 2025, which set out proposals for a unified tourism brand, digital platform, business collaboration forums, and potential future initiatives such as a town voucher scheme and digital loyalty programme.
2. At that meeting, Members resolved:
    1. To approve the project as set out in the paper, with monitoring and further decisions to be brought back to Committee in early 2026; and
    2. To appoint Cllrs Jackson Quarrell and Nick Howells to act as liaison Members between officers and the Committee.
3. This report now provides an update on work undertaken since that decision.

3. Progress Update

1. Tourism and Business Forums

1. Work is progressing towards the re-establishment of tourism and business forums. Further development is currently awaiting the appointment of the Communications & Community Engagement Officer, who will play a key role in coordination and stakeholder engagement.

2. In addition, discussions with local tourism providers have highlighted potential interest in establishing a volunteers forum to support tourism activity and community involvement. Further work will be undertaken once staffing capacity allows.

2. Development of Tourism Brand
    1. The outgoing Communications & Community Engagement Officer, together with the Town Clerk, Community Services Manager and Events & Markets Manager, have explored a range of branding styles and approaches.

    2. It is recommended that the tourism brand adopts the name “Visit Welshpool”, reflecting the fact that the Council already owns the domain name visitwelshpool.org.uk.

    3. Three logo options have been developed and are attached to this rpeort for Member consideration. Approval of the brand name and logo will enable officers to progress with wider branding work.

3. Website and Mobile App Development
    1. Work on the digital platform is currently staged. Full development of the website and associated communications materials is awaiting brand sign-off by Council and the appointment of the Communications & Community Engagement Officer.

    2. Early development work has commenced on the mobile app infrastructure, building upon the Council’s existing digital systems.

4. Town Voucher
    1. Progress on the Town Voucher concept remains paused pending the appointment of the Communications & Community Engagement Officer, who will be responsible for stakeholder engagement and communications planning associated with the scheme.

4. Links to Strategic Objectives and Interim Strategic Plan

1. VW1 – Develop a tourism brand to include website, mobile app and other digital channels and work collaboratively with tourism operators.

5. Resource & Legal Implications

1. Work continues to be delivered within existing staff resources and allocated budgets. The appointment of the Communications & Community Engagement Officer will support delivery of engagement and promotional activity. Budget has been set for 26/27 to support this work.

2. The Council continues to rely on powers under Sections 142 and 144 of the Local Government Act 1972 relating to the provision of information and promotion of tourism.

6. Specific Implications

1. **Crime and Disorder** - N/A (Crime and Disorder Act 1998).

2. **Biodiversity** - N/A (Environment (Wales) Act 2016).

3. **Well-being** - Supports a Prosperous Wales, a Healthier Wales, a Globally Responsible Wales and a Vibrant Culture. (Well-being of Future Generations (Wales) Act 2015).

4. **Risk Management** - N/A

7. Recommendation

1. To approve the proposed tourism brand name Visit Welshpool; and
2. To consider and approve one of the three attached logo options.

8. Decision

1. To resolve to adopt the recommendations as above.