Cyngor Tref Trallwng Welshpool Town Council

Interim Strategic Plan - Action Plan - OD

The below actions form part of the adopted Interim Strategic Plan. Each committee is required each month to monitor progress against each action.

Town Centre & Regeneration

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Enhance the town centre environment						
TC1	OD	Roll out shopfront/window dressing scheme for empty premises in partnership with landlords	TC/EO/CM £	Year 2	Not started	O&D to consider paper in September.
TC2	OD	Pilot town centre planting and hanging basket sponsorship scheme	TC/OM/CM £	Year 2	In progress	WTCIP includes monies for planting and greening the town centre.
TC3	OD	Develop long-term "clean and green" action plan for pavements, signage and public spaces	TC/OM/CM £	Year 2-3	In progress	WTCIP includes monies for planting and greening the town centre. Further action in Year 3 will need to be taken around pavements and other areas of the town centre.
Redevelop the Town Hall as a modern community and civic hub						
TH1	OD	Progress existing Expression of Interest to full National Lottery Heritage Fund application (??4.2m project)	TC £4200000.00	Year 1	Completed	EOI approved and full bid submitted. Awaiting HLF update.
TH2	OD	Launch community fundraising campaign and sponsorship scheme alongside grant bid	TC £1000.00	Year 2	In progress	Equipment purchased and digital donation box installed.

Ref	Committee	Action	Resource	Timescale	Progress	Comments
TH3	OD	Begin phased transformation works as required by lottery application	ALL £4200000.00	Year 3	Not started	
Revitalise the indoor and outdoor markets						
MA1	OD	Trial themed markets (e.g. farmers, crafts, seasonal) and promote through social media and newsletters	MO/CM £	Year 2	In progress	E&P have been discussing about themed markets, need to continue to have discussions with traders. Paused for this year but continue to explore.
MA2	OD	Improve signage to both markets from car parks, train station and main areas	TC/MO £	Year 1-2	In progress	Signage work now taking place across the town to enhance provision, also ties into the Welshpool Town Centre Improvement Project.
MA3	OD	Support traders with joint marketing and promotion campaigns	MO/CM £	Year 1-3	In progress	Officers have visited local markets and produced marketing materials to encourage further traders to attend. Publicity on the website for current market traders has begun. Launching Trader of the Week w/c 22nd June 2026.
MA4	OD	Assess financial sustainability of Monday market and explore feasibility of adding a second trading day	TC/MO £	Year 2	In progress	Assessment taken place during August and found that second trading day not feasible. O&D to consider in September.

Open Spaces

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Improve facilities for dog owners						

Ref	Committee	Action	Resource	Timescale	Progress	Comments
DO1	OD	Audit existing dog waste bins and identify priority locations for additional bins across parks, recreation grounds and key walking routes.	TC/OM £	Year 1-2	Completed	Assets now mapped and audit session taken place with team - O&D discussed in April and approved by Council.
DO2	OD	Launch a public campaign on responsible dog ownership, including posters, social media messaging and signage in parks.	TC/CM £	Year 1-2	Not started	To be launched in Autumn 2026.
DO3	OD	Introduce new dog waste bins in under-served areas and ensure they are clearly signposted.	OM/CM £	Year 2	In progress	Approved changes being implemented at the moment with installation of dispensers and waste bins at key locations as approved by Council.
DO4	OD	Explore the creation of a designated dog-friendly zone or enclosed dog exercise area within one of the open spaces.	TC/OM £	Year 2-3	Not started	To begin in Q4.
DO5	OD	Pilot new initiatives such as "Dog-Friendly Businesses" scheme to encourage shops and cafe's to welcome responsible dog owners.	TC/EO/CM £	Year 3	Not started	
Maintain and invest in open spaces						
OS1	OD	Audit all play areas, pitches, open spaces and income generation	TC/OM £	Year 1	In progress	Assets now mapped and consideration to asset improvement included in budget. Income generation work still continuing.
OS2	OD	Develop phased upgrade programme, beginning with most used play areas	OM/CM £	Year 2-3	Not started	Year 2 budget contains provision for new fencing at Little Henfaes playground - three quotes being obtained.
OS3	OD	Work with schools and sports clubs to align investment	TC/OM £	Year 2-3	Ongoing	Council approved new long lease for Rugby & Cricket Club over clubhouse. Continue to work with other clubs to secure investment.

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Protect and enhance the environment						
EN1	OD	Audit all biodiversity measures and prepare Section 6 report and action plan	TC/OM £	Year 1	In progress	Community workshops around Town Hall held in January. Workshop to be held in relation to PIP in due course and Place Plan working group now established.
EN2	OD	Implement Section 6 action plan for next 3 years, which should include tree planting, community green days and growing volunteer base	OM/CM £	Year 2-3	In progress	See EV1 - Carnival Working Group created.
Redevelop the Motte and Bailey as a historical leisure and recreational space						
MB1	OD	Produce concept designs with heritage groups, schools and local community	ALL £	Year 1-2	In progress	Working Group examined plan to bid for ??50k from Landfill Disposals Tax for enhanced events space. To discuss with Powis Estates regarding lease lengths.
MB2	OD	Explore funding options via Cadw, National Lottery, heritage tourism and Public Sector Works Board borrowing	TC £	Year 1-2	In progress	Current funding opportunities still being explored.
MB3	OD	Begin phased works	TC/OM/CM £	Year 3	Not started	

Community Services

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Maintain and protect public toilets						

Ref	Committee	Action	Resource	Timescale	Progress	Comments
PT1	OD	Promotion and marketing with enhanced signage around the town along with data capture technology to measure usage	TC/OM/CM £	Year 1-2	In progress	Quotes obtained for IOT devices however funding was pulled as not eligible. Need to explore alternative solutions.
PT2	OD	Resolve outstanding repairs to enable full use of Changing Places facility	OM/CM £	Year 1-2	In progress	Hygiene bins approved in July and due to be installed asap.
PT3	OD	Explore sponsorship and community toilet scheme with local businesses	TC/OM/EO £	Year 2-3	In progress	New donation signage has gone up in toilets and is proving effective.
Secure the future of the Ann Holloway Day Centre						
DC1	OD	Continue negotiations with charity and health board on leases	TC/TICM/OM £	Year 1	Completed	Leases signed off and executed.
Strengthen the Meals on Wheels service						
WM1	OD	Review operational model and explore opportunities for transfer to charity as part of Day Centre	TC/TICM/OM £	Year 1	Completed	Service transferred on 16th Feb 26.
WM2	OD	If service retained then begin expanded promotional campaign and trials of further expansion of offering	TICM/CM £	Year 2-3	Completed	No longer required.

Improving the Council

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Strengthen engagement with the community						
EN2	All	Establish regular working groups e.g. Carnival, Markets, Open Spaces	EO £	Year 2	In progress	See EV1 - Carnival Working Group created.

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EN3	All	Create a volunteer strategy and explore possible coordination roles to support more structured involvement	ALL £	Year 2-3	In progress	Volunteer Policy created but strategy now needs working alongside new Comm Engagement Officer.