



WELSHPOOL TOWN COUNCIL

Interim Strategic Plan 2025-2028



Contents

Foreword by the Mayor of Welshpool	3
Engagement	3
Town Centre & Regeneration	4
Open Spaces	5
Community Services.....	6
Events and Tourism.....	7
Improving the Council	8
Action Plan	9

Foreword by the Mayor of Welshpool

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Cllr Phil Owen

Mayor of Welshpool



Engagement

This strategic plan was developed by Welshpool Town Council in conjunction with residents via an engagement period during August 2025.

The consultation generated a strong response, with over 230 responses which included more than 1,000 comments received across all themes. These responses provided both quantitative data (such as levels of support for particular services) and qualitative feedback (direct quotes, ideas and concerns).

All feedback was carefully analysed, coded into themes, and summarised in this plan. Where possible, residents' own words have been included to ensure their voices are directly reflected.

This process has helped shape the five key themes and strategic aims set out in the plan.

A copy of the full engagement report is available on our website.

Town Centre & Regeneration

The town centre is the beating heart of Welshpool. It is where people come together to shop, meet, and enjoy local life, and it plays a key role in shaping how visitors experience our community. By investing in our historic Town Hall, revitalising the markets, and planning for the long term through a Place Plan, we can create a vibrant, attractive and welcoming centre that reflects our heritage while meeting modern needs.

Strategic Aims



Redevelop the Town Hall as a modern community and civic hub, making it a flexible, welcoming space for residents, businesses, and visitors while protecting its heritage.



Revitalise the indoor and outdoor markets by improving variety, quality, and promotion to attract more traders, shoppers, and tourists.



Enhance the town centre environment through better maintenance, signage, and public realm improvements that make Welshpool cleaner, greener, and more attractive.



Develop a Place Plan to be adopted by Powys County Council so that Welshpool has a stronger voice in shaping decisions.

Open Spaces

Welshpool is fortunate to have a wealth of parks, recreation grounds, and green spaces that support health, wellbeing, and community life. These areas provide opportunities for play, sport, and relaxation, while also protecting wildlife and the environment. By caring for and enhancing these spaces, and making the most of our historic Motte and Bailey site, we can ensure future generations enjoy the same access to nature, heritage and leisure that our residents value today.

Strategic Aims



Maintain and invest in open spaces

to ensure parks, pitches, and play areas are safe, well-kept, and meet the needs of families and local clubs.



Protect and enhance the environment

by supporting biodiversity, improving green corridors, and making space for nature across the town.



Redevelop the Motte and Bailey as a historical leisure and recreational space,

balancing heritage conservation with opportunities for learning and play.

Community Services

Community services are at the heart of what makes Welshpool a supportive and caring place to live. Public toilets, the Ann Holloway Day Centre, and Meals on Wheels all provide vital help to residents, especially the most vulnerable. Allotments also play an important role, offering opportunities for people to grow their own food, support healthier lifestyles, and connect with others. By protecting and strengthening these services, while promoting the benefits of allotments, we can ensure that Welshpool continues to be a place where people of all ages feel supported, valued, and part of a thriving community.

Strategic Aims



Maintain and protect public toilets

as an essential service for residents, visitors, and town centre businesses.



Secure the future of the Ann Holloway Day Centre

as a valued community facility that supports local groups and vulnerable residents.



Strengthen the Meals on Wheels service, ensuring it remains reliable, sustainable, and able to meet the needs of Welshpool's most vulnerable people.



Promote and expand the use of allotments as affordable, sustainable spaces for growing food, supporting healthy lifestyles, and building stronger community connections.

Events and Tourism

Events and tourism bring Welshpool to life. From traditional festivals and family celebrations to food, music and cultural activities, they showcase the town's unique character and provide opportunities for residents and visitors alike to enjoy everything we have to offer. Tourism is also central to our economy, drawing on our rich heritage, canal, and surrounding countryside. By enhancing events, promoting Welshpool as a destination, and improving our visitor services, we can grow pride in our town and share it more widely.

Strategic Aims



Deliver an enhanced events programme that is better promoted, inclusive, and attracts both local people and visitors.



Develop Welshpool as a destination by making the most of its heritage, canal, castle, and countryside, and working with partners to bring people into the town.



Improve the Tourist Information Centre so that it is modern, welcoming, and effectively promotes local attractions, businesses, and events.

Improving the Council

A modern, effective and transparent Council is key to delivering for the community. By improving communication, building trust, and ensuring financial sustainability, Welshpool Town Council can be an organisation that residents are proud of. We are committed to engaging more openly, working in partnership, and using resources wisely so that every action we take delivers real value. Our aim is to be a Council that listens, leads, and works alongside the community for the benefit of all.

Strategic Aims



Improve communication, transparency and accountability by publishing clearer information and being honest about decisions.



Strengthen engagement with the community through regular consultations, forums, and feedback so residents feel heard and involved.



Ensure financial sustainability by focusing on core priorities, cutting unnecessary overheads, and only taking on new services where funding is secured.

Action Plan

Glossary

- O&D – Operations & Development Committee
- E&P – Events & Planning Committee
- F&G – Finance & Governance Committee
- TC – Town Clerk
- MO – Markets Officer
- OM – Operations Manager
- EO – Events Officer
- TICM – TIC Manager
- CM – Communications Resource (TBC)

Town Centre & Regeneration

Ref	Committee	Action	Resource	Timescale
Redevelop the Town Hall as a modern community and civic hub				
TH1	O&D	Progress existing Expression of Interest to full National Lottery Heritage Fund application (£4.2m project)	TC £££	Year 1-3
TH2	O&D	Launch community fundraising campaign and sponsorship scheme alongside grant bid	TC £	Year 2
TH3	O&D	Begin phased transformation works as required by lottery application	All £££	Year 2-3
Revitalise the indoor and outdoor markets				

Ref	Committee	Action	Resource	Timescale
MA1	O&D	Trial themed markets (e.g. farmers, crafts, seasonal) and promote through social media and newsletters	MO/CM £	Year 2
MA2	O&D	Improve signage to both markets from car parks, train station and main areas	TC/MO/CM £	Year 1
MA3	O&D	Support traders with joint marketing and promotion campaigns	MO/CM £	Year 1-3
MA4	O&D	Assess financial sustainability of Monday market and explore feasibility of adding a second trading day	TC/MO £	Year 2
Enhance the town centre environment				
TC1	O&D	Roll out shopfront/window dressing scheme for empty premises in partnership with landlords	TC/EO/CM £	Year 2
TC2	O&D	Pilot town centre planting and hanging basket sponsorship scheme	TC/OM/CM ££	Year 2
TC3	O&D	Develop long-term "clean and green" action plan for pavements, signage and public spaces	TC/OM/CM £	Year 2-3
Develop a Place Plan to be adopted by Powys County Council				
PP1	E&P	Explore appetite from PCC to adopt as SPG / learn more about RLDP process	TC/EO £	Year 1
PP2	E&P	If appropriate, launch workshops with residents, businesses, and community groups	TC/EO/CM £	Year 2

Ref	Committee	Action	Resource	Timescale
PP3	E&P	Draft plan including town centre, housing, transport, parking, and open space priorities	TC/EO/CM £	Year 2-3
PP4	E&P	Submit to Powys County Council for adoption into planning framework	TC/EO/CM £	Year 3

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Open Spaces

Ref	Committee	Action	Resource	Timescale
Maintain and invest in open spaces				
OS1	O&D	Audit all play areas, pitches, open spaces and income generation	TC/OM £	Year 1
OS2	O&D	Develop phased upgrade programme, beginning with most used play areas	OM/CM ££	Year 2-3
OS3	O&D	Work with schools and sports clubs to align investment	TC/OM £	Year 2-3
Protect and enhance the environment				
EN1	O&D	Audit all biodiversity measures and prepare Section 6 report and action plan	TC/OM £	Year 1
EN2	O&D	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
Redevelop the Motte and Bailey as a historical leisure and recreational space				
MB1	O&D	Produce concept designs with heritage groups, schools and local community	All £	Year 1
MB2	O&D	Explore funding options via Cadw, National Lottery, heritage tourism and Public Sector Works Board borrowing	TC ££	Year 1-2
MB3	O&D	Begin phased works	TC/OM/CM £££	Year 3

Community Services

Ref	Committee	Action	Resource	Timescale
Maintain and protect public toilets				
PT1	O&D	Promotion and marketing with enhanced signage around the town along with data capture technology to measure usage	TC/OM/CM £	Year 1
PT2	O&D	Resolve outstanding repairs to enable full use of Changing Places facility	OM £	Year 1-2
PT3	O&D	Explore sponsorship and community toilet scheme with local businesses	TC/OM/EO £	Year 2-3
Secure the future of the Ann Holloway Day Centre				
DC1	O&D	Continue negotiations with charity and health board on leases	TC/TICM/OM £	Year 1
Strengthen the Meals on Wheels service				
MW1	O&D	Review operational model and explore opportunities for transfer to charity as part of Day Centre	TC/TICM/OM £	Year 1
MW2	O&D	If service retained then begin expanded promotional campaign and trials of further expansion of offering	TICM/CM £	Year 2-3

Events & Tourism

Ref	Committee	Action	Resource	Timescale
Enhanced events programme				
EV1	E&P	Strengthen Carnival Committee/Working Group with more community and business representation	EO £	Year 1
EV2	E&P	Improve event marketing with banners, signage and earlier social media promotion	EO/CM ££	Year 1
EV3	E&P	Expand Winter Festival with competitions, music, family activities and more following 2025 event	EO £	Year 2
EV4	E&P	Trial new event formats (e.g. 1960s weekend, musical festival, storytelling sessions, heritage events, arts etc)	EO/CM/TICM ££	Year 2-3
Develop Welshpool as a destination				
VW1	E&P	Develop a tourism brand to include website, mobile app and other digital channels and work with tourism operators in town e.g. Powis Castle, WLLR to co-construct	TC/EO/TICM/CM £	Year 1
VW2	E&P	Work with regional tourism to create packages and link to enhanced events programme	EO/CM/TICM £	Year 2
VW3	E&P	Promote unique experiences through local businesses e.g. food tours, craft workshops	EO/CM/TICM £	Year 2-3

Ref	Committee	Action	Resource	Timescale
Improve the Tourist Information Centre				
TIC1	E&P	Review current operations, opening hours and promotion of service	TC/TICM £	Year 1
TIC2	E&P	Update offering and explore digital resourcing	TC/TICM/CM ££	Year 2
TIC3	E&P	Develop TIC into a booking and information hub for events, attractions, trails and more	TICM £	Year 2-3

Improving the Council

Ref	Committee	Action	Resource	Timescale
Improve communication, transparency and accountability				
CO1	F&G	Build on existing platforms – continue with broadcasting meetings and update new democracy platform with more open data	TC £	Year 1
CO2	F&G	Launch printed newsletter to every household and continue biannually	TC/EO/CM £	Year 1-3
CO3	F&G	Publish simple infographics of finances, projects and performance	TC £	Year 1-2
CO4	F&G	Consider business case around expanding team to include dedicated communications resource	TC ££	Year 1-2
Strengthen engagement with the community				
EN1	F&G	Run community workshops linked to Place Plan, Town Hall transformation and events	TC/EO/CM £	Year 1-3
EN2	F&G E&P	Establish regular working groups e.g. Carnival, Markets, Open Spaces	EO £	Year 2
EN3	All	Create a volunteer strategy and explore possible coordination roles to support more structured involvement	All ££	Year 2-3

Ref	Committee	Action	Resource	Timescale
Ensure financial sustainability				
FS1	F&G	Continue disposal of unused assets such as Berriew St toilets	TC £	Year 1
FS2	F&G	Benchmark administration costs against other towns and identify efficiencies	TC £	Year 1-2
FS3	F&G	Complete staffing review	TC £	Year 1
FS4	F&G	Develop a three year budget to balance savings with new income generation	TC £	Year 2-3