Cyngor Tref Trallwng Welshpool Town Council

Welshpool Town Council, The Vicarage Gardens, Welshpool, Powys, SY21 7DD
Tel: 01938 553142 Email: office@welshpooltowncouncil.gov.uk

Document / Report #210

Author	Richard Williams Town Clerk & Responsible Finance Officer
Title	Welshpool Food Trail - July 2025
Date	23rd June 2025

1. Purpose

1. To present the proposal for the Welshpool Food Trail for consideration and endorsement by the Events & Planning Committee, in line with the Brilliant Basics grant application submitted with partner organisations.

2. Background

1. The Welshpool Food Trail is a proposed initiative aimed at promoting Welshpool's food and drink offer, supporting local businesses, enhancing tourism, and increasing footfall within the town. The trail will showcase businesses using Welsh produce and promote them through a printed trail map, digital signage, and a fun, engaging 'Food Trail Passport' system.
2. The project is part of a grant obtained by Cultivate as part of the Bwyd Powys Food branding from Brilliant Basics (and held by Powys County Council).
3. The grant forms part of a broader Powys-wide food trail project in key towns. Welshpool was selected as one of those towns, alongside Brecon.

3. Components

1. Scope
    1. The scope of the trail will be limited to the Welshpool community boundaries.
2. Eligibility
    1. For businesses to be eligible they must use at least one Welsh product and have a minimum Food Hygiene Rating of 4 (Good).
    2. The grant specifies that we must target 10 to 20 businesses and engagement would take place between June and October 2025.
3. Artwork
    1. Cultivate have commissioned an illustrator to design the trail map and Food Trail passport.

2. The illustrator will undertake a site visit once the number of participating businesses are confirmed, with final design due for December 2025.

4. Digital Signage
    1. The grant currently contains provision for up to three internal digital displays to show the trail. It is proposed that the Town Council offers to upgrade these to larger external signage which can be used for dual purposes. This is currently being explored by the funders.
    2. The location of signage is to be confrmed.

5. Food Trail Passport
    1. The grant contains 200 printed booklets which visitors to the trail can get 'stamped' as they use the trail.
    2. There is potential to expand the scope of this into any future digital engagement tools which the Council obtains.

6. Monitoring and Evaluation
    1. Outputs to include number of participating businesses, visitors, downloads and social media engagement.
    2. Outcomes are also to be assessed through surveys and case studies with users and businesses.
    3. This would be coordinated by the Council with support from Bwyd Powys Food.

7. Launch Event
    1. A launch event has to be held as part of the grant and would be scheduled for early in 2026.

4. Next Steps

1. Approval of the Food Trail proposal in principle and for the Council's role as a lead body.
2. Begin contacting identified businesses to gauge interest.
3. Send specifications to Cultivate and Powys CC to decide if alternative digital signage can be explored.
4. Arrange a site visit for designer once businesses are on board.
5. Develop detailed delivery timeline to support implementation for approval by the Committee.

5. Resource & Legal Implications

1. There is no cost to implement this project with the costs met by Cultivate as part of the Brilliant Basics grant. However it is understood that the Town Council will take over the trail after creation and some costs may need to be incurred annually.
2. There may be additional costs if we decide to swap the digital signage to external digital signage, there is no budget for these costs at present and may need to wait until the next financial year.
3. Staff resource would be required to implement the project and with recent changes in staffing there may not be enough capacity within the team, however the project requires minimal input and should be straightforward to implement.

6. Recommendation

1. To note the report.
2. To approve the Welshpool Food Trail proposal in principle.
3. To confirm the Town Council's role as the responsible body for delivery.
4. To support further engagement with businesses and partners to begin implementation.

7. Decision

1. To resolve to adopt the recommendations as above.