

Interim Strategic Plan - Action Plan - EP

Town Centre & Regeneration

Events & Tourism

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Develop Welshpool as a destination						

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VW1	EP	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 £250.00	Year 1-2	In progress	Events & Planning Committee now approved new tourism brand - moving forward now at pace. Recommend move into Year 2.
VW2	EP	Work with regional tourism to create packages and link to enhanced events programme	EO/CM/TICM £	Year 2	Not started	
VW3	EP	Promote unique experiences through local businesses e.g. food tours, craft workshops	EO/CM/TICM £	Year 2-3	Not started	
Enhanced events programme						
EV1	EP	Strengthen Carnival Committee/Working Group with more community and business representation	EO £0.00	Year 1-2	In progress	E&P approved creation of Carnival Working Group to feed into process. Carnival PR has gone out and large response received. Working Group meet once but poor attendance. Recommend move into Year 2.
EV2	EP	Develop events in partnership with local groups and organisations to share ideas, costs and resources and ensure that Council-organised community events, if possible, remain free to attend, while seeking sponsorship and grant funding to cover costs	EO £	Year 1-3	Not started	
EV3	EP	Improve event marketing with banners, signage and earlier social media promotion	EO/CM £1000.00	Year 1-2	Not started	Extra resource added to 26/27 budget. Recommend move into Year 2.
EV4	EP	Expand Winter Festival with competitions, music, family activities and more following 2025 event	EO £	Year 2	Not started	

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EV5	EP	Trial new event formats (e.g. 1960s weekend, musical festival, storytelling sessions, heritage events, arts etc)	EO/CM/TICM £	Year 2-3	Not started	
Improve the Tourist Information Centre						
TIC1	EP	Review current operations, opening hours and promotion of service	TC/TICM £	Year 1	Completed	Audit Committee to consider TIC report in March.
TIC2	EP	Update offering and explore digital resourcing	TC/TICM/CM £	Year 2	Not started	
TIC3	EP	Develop TIC into a booking and information hub for events, attractions, trails and more	TICM/CM £	Year 2-3	Not started	

Improving the Council

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Improve communication, transparency and accountability						
CO1	EP	Publish details of upcoming planning applications to be discussed by the Council so that residents are better informed and able to engage in the planning process	TC/EO £	Year 1	Ongoing	Now complete and operational
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.
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.