Cyngor Tref Trallwng Welshpool Town Council

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Document / Report #665

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Title	Tourism Branding Project - Welshpool Voucher
Date	28th April 2026

OFFICERS RECOMMENDATION

1. **That the contents of the report be noted; and**
2. **The implementation of the Welshpool Voucher Scheme be approved.**

1. Purpose

1. To seek approval from Members to launch a Welshpool Voucher Scheme as approved by Committee last year as part of the Tourism Branding Project.

2. Background

1. Supporting local businesses and encouraging spending within the town is a key priority for Welshpool Town Council. The introduction of a town-wide voucher scheme provides a practical mechanism to retain spending locally and promote independent businesses.
2. Similar schemes, such as the Knutsford Voucher, have demonstrated success in encouraging residents and visitors to support local shops, hospitality venues, and services. These schemes also provide an attractive option for gifts and corporate rewards.
3. The proposed Welshpool Voucher aligns with wider work on developing a tourism brand and digital platform, providing an additional tool to strengthen the local economy and enhance the visitor offer.

3. Proposal

1. It is proposed that the Council launches a Welshpool Voucher Scheme, with the following key features:
    1. Vouchers available in fixed denominations (e.g. £5, £10, £20).
    2. Sold via the Council via the Welshpool Information Centre or online.
    3. Redeemable at participating local businesses across retail, hospitality, and services.

4. Valid for a period of 12 months from date of issue.
5. Simple redemption process for businesses, with regular reimbursement by the Council.

2. The scheme will be supported by a business sign-up campaign and a marketing and promotion campaign which aligns with the Visit Welshpool branding.

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. Initial costs (printing, design, promotion) can be met from the Visit Welshpool budget. A new administrative system will be added onto the existing Council Management System to allow for tracking and payment redemptions.
2. The Council has the powers under the Local Government Act 1972 s.144 (encouragement of tourism) and s.145 (promotion of economic and cultural activity), and the Local Government Act 2003 s.93 (power to charge for discretionary services) to implement the scheme.

6. Next steps

1. Subject to approval, the next steps include:
    1. Design of vouchers and security features
    2. Launch business engagement and register participating retailers
    3. Finalise operational processes
    4. Launch public marketing campaign

7. Specific Implications

1. **Crime and Disorder** - N/A (Crime and Disorder Act 1998).
2. **Biodiversity** - N/A (Environment (Wales) Act 2016).
3. **Well-being** - the scheme contributes towards the Prosperous Wales well-being goal by encouraging local economic activity and supporting independent businesses (Well-being of Future Generations (Wales) Act 2015).
4. **Risk Management** - N/A

8. Recommendation

1. That the contents of the report be noted; and
2. The implementation of the Welshpool Voucher Scheme be approved.

9. Decision

1. To resolve to adopt the recommendations as above.

Schedule 1 - Draft Terms and Conditions (Retailers)

1. Participation

- Businesses must be based in Welshpool or the immediate surrounding area and approved by the Town Council.
- Participation is voluntary and can be withdrawn at any time with written notice.

2. Acceptance of Vouchers

- Vouchers must be accepted as payment up to their face value.
- No change is required to be given.
- Vouchers must be within their expiry date.

3. Redemption Process

- The voucher must be retained by the business and marked (e.g. crossed through) upon acceptance.
- Businesses must submit evidence of redeemed vouchers (photo or scan showing serial number and validity) to the Council.
- Submission must be made within 3 months of the voucher expiry date.

4. Payment to Businesses

- The Council will reimburse the value of valid vouchers via periodic payment runs in line with existing approval processes.
- The Council reserves the right to refuse payment for invalid, expired, or fraudulent vouchers.

5. Security

- Businesses must check voucher authenticity, including serial number and expiry date.
- Suspicious vouchers must not be accepted and should be reported to the Council.

6. Staff Training

- Businesses are responsible for ensuring staff understand how to process vouchers correctly.

7. Liability

- The Council accepts no liability for lost, stolen, or damaged vouchers once issued.