Cyngor Tref y Trallwng | Welshpool Town Council

Interim Strategic Plan - Action Plan - FC

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
Develop a Place Plan to be adopted by Powys County Council						
PP1	EP	Explore appetite from PCC to adopt as SPG / learn more about RLDP process	TC/EO £	Year 1	Not started	Resource added to 26/27 budget; quotes being obtained for works.
PP2	EP	If appropriate, launch workshops with residents, businesses, and community groups	TC/EO/CM £	Year 2	Not started	
PP3	EP	Draft plan including town centre, housing, transport, parking, and open space priorities	TC/EO/CM £	Year 2-3	Not started	
PP4	EP	Submit to Powys County Council for adoption into planning framework	TC/EO/CM £	Year 3	Not started	
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	Budget line provided for in 2026/2027.
TC2	OD	Pilot town centre planting and hanging basket sponsorship scheme	TC/OM/CM £	Year 2	Not started	Budget line provided for in 2026/2027.

Ref	Committee	Action	Resource	Timescale	Progress	Comments
TC3	OD	Develop long-term "clean and green" action plan for pavements, signage and public spaces	TC/OM/CM £	Year 2-3	Not started	Plan to develop during Year 2 with implementation in Year 3.
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	Ongoing	EOI approved, work now progressing on full application. FC approved Governance Paper on 22nd October.
TH2	OD	Launch community fundraising campaign and sponsorship scheme alongside grant bid	TC £1000.00	Year 2	Not started	Budget line added to 26/27 budget (5458/101).
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	Not started	Forms part of Market Budget.
MA2	OD	Improve signage to both markets from car parks, train station and main areas	TC/MO £	Year 1	Delayed	Utilise underspend in year. Still waiting to obtain consents to replace the sign.
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.
MA4	OD	Assess financial sustainability of Monday market and explore feasibility of adding a second trading day	TC/MO £	Year 2	Not started	

Open Spaces

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Improve facilities for dog owners						
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	In progress	Assets now mapped and audit session to take place with team; OD to discuss in March.
DO2	OD	Launch a public campaign on responsible dog ownership, including posters, social media messaging and signage in parks.	TC/CM £	Year 1	Not started	To be launched in Spring 2026.
DO3	OD	Introduce new dog waste bins in under-served areas and ensure they are clearly signposted.	OM/CM £	Year 2	Not started	Provision in 2026/2027 budget for new bins
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	
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.
OS2	OD	Develop phased upgrade programme, beginning with most used play areas	OM/CM £	Year 2-3	Not started	
OS3	OD	Work with schools and sports clubs to align investment	TC/OM £	Year 2-3	Not started	
Protect and enhance the environment						

Ref	Committee	Action	Resource	Timescale	Progress	Comments
EN1	OD	Audit all biodiversity measures and prepare Section 6 report and action plan	TC/OM £	Year 1	Not started	
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	Not started	See EV1
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	In progress	Working Group examined plan to bid for ??50k from Landfill Disposals Tax for enhanced events space - awaiting outcome.
MB2	OD	Explore funding options via Cadw, National Lottery, heritage tourism and Public Sector Works Board borrowing	TC £	Year 1-2	Not started	
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						
PT1	OD	Promotion and marketing with enhanced signage around the town along with data capture technology to measure usage	TC/OM/CM £	Year 1	Delayed	Footfall counters proved to be ineffective - exploring other options.
PT2	OD	Resolve outstanding repairs to enable full use of Changing Places facility	OM/CM £	Year 1-2	Not started	Resource allocated in 2026/27 to complete works.

Ref	Committee	Action	Resource	Timescale	Progress	Comments
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.
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	In progress	Negotiations now finalised and Council signed off leases - awaiting execution.
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	In progress	Council approved transfer, awaiting lease execution before service transfers.
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.

Events & Tourism

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Develop Welshpool as a destination						
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	In progress	Preliminary scoping exercise undertaken to explore options. Report considered in November, further work done in January.
VW2	EP	Work with regional tourism to create packages and link to enhanced events programme	EO/CM/TICM £	Year 2	Not started	

Ref	Committee	Action	Resource	Timescale	Progress	Comments
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	In progress	E&P approved creation of Carnival Working Group to feed into process. Carnival PR has gone out and large response received.
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	Not started	Extra resource added to 26/27 budget; recommend roll this action forward into Year 2.
EV4	EP	Expand Winter Festival with competitions, music, family activities and more following 2025 event	EO £	Year 2	Not started	
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	In progress	Group appointed to review at Full Council in January - to report back prior to end of this financial year.

Ref	Committee	Action	Resource	Timescale	Progress	Comments
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
Ensure financial sustainability						
FS1	FG	Continue disposal of unused assets such as Berriew St toilets	TC £	Year 1	In progress	Work is in progress to dispose of the asset. FC approved discussions on next steps. Likely to go to auction in February.
FS2	FG	Benchmark administration costs against other towns and identify efficiencies	TC £	Year 1-2	In progress	Work started to find comparison councils - review of all Band D precepts across Wales completed.
FS3	FG	Complete staffing review	TC £	Year 1	Completed	Full Council approved new structure to go live on 1st January.
FS4	FG	Develop a three year budget to balance savings with new income generation	TC £	Year 2-3	Completed	Council considered 3 year budget in January 2026.
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	Completed	Now complete and operational

Ref	Committee	Action	Resource	Timescale	Progress	Comments
CO2	FG	Build on existing platforms & continue with broadcasting meetings and update new democracy platform with more open data	TC £	Year 1	Ongoing	Live streaming for Council meetings now active and built into procedures. Democracy platform is established and updated twice weekly with payment information - all other information is provided in real time.
CO3	FG	Launch printed newsletter to every household and continue every sixth months	TC/EO/CM £	Year 1-3	Ongoing	Work has commenced on newsletter and name 'Our Welshpool' topped the online poll. Booked in for Royal Mail Door 2 Door (Boundary Matched) for 27th October 2025.
CO4	FG	Publish simple infographics of finances, projects and performance	TC £	Year 1-2	Ongoing	Work on Budget 2627 friendly page launched and new explorable graphs added. More work to continue to publish this.
CO5	FG	Consider business case around expanding team to include dedicated communications resource	TC £	Year 1-2	Completed	Full Council approved new structure to go live on 1st January.
Strengthen engagement with the community						
EN1	FG	Run community workshops linked to Place Plan, Town Hall transformation and events	TC/EO/CM £	Year 1-3	Not started	
EN2	All	Establish regular working groups e.g. Carnival, Markets, Open Spaces	EO £	Year 2	Not started	See EV1
EN3	All	Create a volunteer strategy and explore possible coordination roles to support more structured involvement	ALL £	Year 2-3	Not started	