Cyngor Tref Trallwng Welshpool Town Council

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Document / Report #183

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Title	Interim Strategic Plan 25-28 - June 2025
Date	6th June 2025

1. Purpose

1. To seek approval to formally commence a public consultation during July and August 2025 to inform the development of an Interim Strategic Plan covering the period 2025-2028.

2. Background

1. Welshpool Town Council has previously endorsed a number of plans and community-led planning documents including:
    1. Welshpool Town Plan (2017-2022) which outlined community values, key themes, planning and improvement priorities.
    2. The Welshpool Town Investment Action Plan (2023) which proposed interventions into town centre regeneration, active travel, digital infrastructure and tourism.
    3. The Welshpool Town Vision Plan (Feb 2024) which reflected broad stakeholder engagement on the town's identity, ambitions and challenges.
2. These documents have guided funding bids, partnership work and service development. However they do not form a cohesive corporate plan linking these aspirations to the Council's statutory functions, financial responsibilities and service delivery priorities.
3. A number of consultations have also taken place in recent years including:
    1. The Welshpool Town Vision Plan (Feb 2024) which included extensive community consultation.
    2. Local Business Interviews (2021) & Consultation at Carnival.
4. The findings of these consultations will be incorporated into the findings from the Interim Strategic Plan consultation to form the new plan, ensuring that previous responses are not just ignored but included.

3. Rationale for a New Plan

1. The proposed Interim Strategic Plan 2025-2028 will:
    1. align community priorities with the Council's financial capacity and service remit;

2. Provide a clear and transparent framework for decision making and investment;
3. Identity short-to-medium term goals that the Council can commit to within its current electoral cycle;
4. Act as a bridging document until the new Council (elected May 2027) can adopt a full Plan for 2028-2033.

4. Proposed Consulation Approach

1. A community consultation will run from July to August 2025 drawing on the Council's website, social media, physical buildings and displays, local press and community partners.
2. An online interactive survey will gather views on:
    1. Awareness and percieved importance of Council services,
    2. Communication and transparency,
    3. Financial priorities with a direct link to Council Tax, precept
    4. Attitudes towards asset retention or disposal,
    5. Preferences for how the Council engages with residents.
3. An offline survey with supporting information will be developed with copies available at the Tourist Information Centre.
4. A series of consultation events will take place during the consultation period to engage with local residents and visitors which could include drop-ins and focus groups.
5. The online interactive survey will be hosted on our custom built consultation platform and allow for the survey to be tailored to individual household data which is held by the Town Council.
6. The consultation campaign will also aim to reach underrepresented groups, young people, and non-digital audiences.

5. Use of Findings

1. Data will be analysed in early September and considered by Council for adoption of a final plan by the end of September 2025.
2. The document will include:
    1. Clear stragetic priorities with service delivery outcomes;
    2. Associated financial implications;
    3. Implementation timescales and performance indicators.

6. Resource & Legal Implications

1. The Council's Responsible Finance Officer will provide a comment on the resource implications e.g. if the issue or decision is in budget, how much it might cost to implement.
2. The Town Clerk will provide a comment on (if any) the legal implications of the decision.

7. Recommendation

1. To note the contents of the report.
2. To approve the launch of a community consultation on the Interim Strategic Plan 2025-2028.

3. To authorise the Town Clerk in consultation with the Mayor, Deputy Mayor and Chair's of Committees to approve the consultation documentation.
4. To support the wide promotion of the consultation across physical and digital channels.
5. To ask officers to bring back a final draft for approval by Full Council in September 2025.

8. Decision

1. To resolve to adopt the recommendations as above.