Cyngor Tref Trallwng Welshpool Town Council

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Title	Welshpool Food Trail - Feb 26
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OFFICERS RECOMMENDATION

1. **Note the progress made on the Welshpool Food Trail, including the identification of participating businesses and development of a provisional map;**
2. **Approve the installation of a 27-inch high brightness external touchscreen at the Tourist Information Centre to support the Food Trail and wider tourism and information function;**
3. **Approve the funding arrangements and the use of the underspent Train Ticket Costs budget to fund the Council's contribution; and**
4. **Delegate authority to the Town Clerk to finalise procurement, installation and associated agreements to ensure completion by the end of February 2026.**

1. Purpose

1. To provide Members with an update on progress of the Welshpool Food Trail since it was last considered by the Events & Planning Committee on 2nd July 2025.
2. To seek approval for the installation of an external digital touchscreen at the Tourist Information Centre to support delivery of the Food Trail and the Council's wider tourism and town promotion objectives.

2. Background

1. On 2nd July 2025, the Events & Planning Committee considered a report on the proposed Welshpool Food Trail developed in line with the Brilliant Basics grant delivered through partner organisations.
2. The Committee resolved to support the scheme in principle.
3. The Food Trail aims to promote Welshpool's food and drink offer, support local businesses, enhance the visitor experience, and increase footfall within the town.

3. Progress Update

1. Since the July meeting, the delivery partners have progressed the project.
2. A number of eligible local food and drink businesses have now been identified as potential participants.
3. A provisional draft trail map has been produced by the organisers, setting out the emerging Food Trail route and locations.
4. Set out the advice of officers on the issue or topic.

4. Digital Signage

1. It is proposed that an external interactive digital signage screen is installed on the wall of the Tourist Information Centre, close to the entrance and accessible to the public.
2. The screen would be used initially to display the Welshpool Food Trail map and related promotional content.
3. In the longer term, the screen would form a permanent asset for the Town Council, enabling:
    1. Out-of-hours Tourist Information Centre information.
    2. Promotion of events, attractions and town centre activity.
    3. Flexible use for future tourism, engagement and regeneration projects.
4. A suitable unit at a cost of £1,049 excl VAT has been identified. Installation, fixings and associated works are estimated to be approximately £250, giving an overall project cost in the region of £1,299 ex VAT.

5. Funding

1. Cultivate, acting as delivery partners for Powys County Council under the Brilliant Basics grant, have confirmed that £660.00 is available to contribute towards the Welshpool display.
2. Due to Brilliant Basics funding requirements, the £660 must be paid directly by Powys County Council to the supplier via Cultivate's purchase order process.
3. The proposed arrangement is therefore:
    1. Welshpool Town Council agrees the specification and supplier.
    2. Cultivate raises a purchase order for £660 and arranges for this element to be paid directly by Powys County Council to the supplier.
    3. Welshpool Town Council pays the remaining balance and installation costs directly.
4. The project must be completed by the end of February 2026, which is achievable within normal procurement and installation timescales.

6. Links to Strategic Objectives and Interim Strategic Plan

1. TIC2 - Update offering and explore digital resourcing
2. VW1 - 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

7. Resource & Legal Implications

1. Estimated net cost to Welshpool Town Council is approximately £890 ex VAT.
2. It is proposed that the Council's contribution is funded from the Train Ticket Costs budget, which is currently underspent.

3. The screen would remain the property of Welshpool Town Council and be available for ongoing tourism and information use.
4. Officer time will be required to coordinate procurement, installation and ongoing content management, which can be accommodated within existing workloads.

8. Recommendation

1. Members are recommended to:
    1. Note the progress made on the Welshpool Food Trail, including the identification of participating businesses and development of a provisional map;
    2. Approve the installation of a 27-inch high brightness external touchscreen at the Tourist Information Centre to support the Food Trail and wider tourism and information function;
    3. Approve the funding arrangements and the use of the underspent Train Ticket Costs budget to fund the Council's contribution; and
    4. Delegate authority to the Town Clerk to finalise procurement, installation and associated agreements to ensure completion by the end of February 2026.

9. Decision

1. To resolve to adopt the recommendations as above.