Cyngor Tref Trallwng Welshpool Town Council

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Title	Carnival Event Review
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1. Purpose

1. To provide Members with a summary of the Welshpool Carnival 2025 debrief meeting and proposals for the 2026 event, together with a brief overview of survey feedback received from attendees.

2. Background

1. The Welshpool Carnival was held on Sunday 22nd June 2025, consisting of a parade through the town centre, activities, fairground attractions, stalls, food and drink vendors at Maes y Dre Recreation Ground along with entertainment and live music.
2. The total budget for the event was £2,500, offset by income of approximately £1,000, with the net cost met from the Council Tax precept.
3. Following the event, a public feedback survey was carried out, and an internal post-event meeting was held with the Operations Team, Events Officer, and Town Clerk.

3. Survey Responses

1. A total of 30 responses were received.
2. Positive points included:
    1. The BMX stunt show was repeatedly praised as the highlight of the day, described as engaging for children and adults alike.
    2. Many respondents valued the community spirit and the opportunity to come together for a local celebration.
    3. Specific activities such as free face painting, balloons, and bird displays were mentioned as enjoyable features for families.
3. Areas for improvement included:
    1. The parade was widely seen as underwhelming – too short, too few floats, and lacking music or atmosphere. Many suggested involving schools, bands, tractors, classic vehicles, and community groups to improve it.

2. The field at Maes y Dre was described as lacking variety, with too many tombola/charity stalls and duplicated food outlets.
3. Atmosphere felt “flat” at times, with long gaps between arena acts and poor use of the PA system. Several respondents asked for a Master of Ceremonies (MC) or commentator to keep energy levels up.
4. Advertising and promotion were considered weak, with many saying they did not know the event was on until the day itself. Calls were made for posters, banners, leaflet drops, and better advance publicity.
5. Lack of seating and shade was mentioned, particularly for older attendees.

4. 2026 Event Proposals

1. Following the debrief, the following proposals are made for the 2026 Carnival:
    1. Proposed Date: Saturday 27th June 2026 (last Saturday in June)
    2. Times: 12:00 – 4:00 pm (with main itinerary 1:00 – 4:00 pm)

2. Operational and layout changes include:
    1. Position the stage in a new location to keep the grandstand clear for public seating
    2. Spread food stalls across the site rather than clustering in one area
    3. Supply tables and chairs for attendees
    4. Consider inflatables with fee payable to Council for use
    5. Consider low cost carnival games
    6. Invite Young Farmers to participate
    7. Invite local pubs and businesses to participate in floats
    8. Explore a specific theme for the event - theme likely to be Sports
    9. Wider use of advertising and engagement with local businesses and groups
    10. Establishment of a Carnival 'Committee' to draw in external volunteer support.

5. Resource & Legal Implications

1. The Town Clerk has made the following comment:

    "The 2025 carnival was constrained by the budget which had dropped to a low level compared to previous years and the income target in the budget was not met. Councillors need to consider increasing the net budget in 2026/27 to deliver a high quality event and expanding fundraising and/or fees and charges."

6. Recommendation

1. Approve the proposed date, times, and operational changes for the 2026 Carnival as outlined in Section 4.
2. Authorise officers to work on planning the event with decisions to be brought back to Committee for consideration.
3. Note the public feedback summary and detailed analysis.

7. Decision

1. To resolve to adopt the recommendations as above.