Cyngor Tref Trallwng
Welshpool Town Council

Interim Strategic Plan - Action Plan - EP

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 1-2	Not started	Powys RLDP process is now further understood. Officers still obtaining quotes for works.
PP2	EP	If appropriate, launch workshops with residents, businesses, and community groups	TC/EO/CM £	Year 2	In progress	FC appointed Working Group at end of June which met in July. Actions approved by E&P in Aug and site visits held.
PP3	EP	Draft plan including town centre, housing, transport, parking, and open space priorities	TC/EO/CM £	Year 2-3	In progress	Site visits started to be held to gather evidence.
PP4	EP	Submit to Powys County Council for adoption into planning framework	TC/EO/CM £	Year 3	Not started	

Events & Tourism

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Develop Welshpool as a destination						

Ref	Committee	Action	Resource	Timescale	Progress	Comments
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 1-2	In progress	E&P to consider project update in September.
VW2	EP	Work with regional tourism to create packages and link to enhanced events programme	EO/CM/TICM £	Year 2	In progress	E&P approved Open Doors 2026 involvement taking place on 12th & 13th September.
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 1-2	Ongoing	E&P approved creation of Carnival Working Group to feed into process. Carnival PR has gone out and large response received. Working Group meet three times with varying levels of support. Public meeting held on for 14th July 2026. E&P to consider findings in September.
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	In progress	E&P approved creation of Carnival Working Group to feed into process. As above EV1.
EV3	EP	Improve event marketing with banners, signage and earlier social media promotion	EO/CM £1000.00	Year 1-2	In progress	Budget allocated and materials ordered. Need to expand nearer Open Doors, Winter Festival etc.
EV4	EP	Expand Winter Festival with competitions, music, family activities and more following 2025 event	EO £	Year 2	Not started	E&P to consider in September.

Ref	Committee	Action	Resource	Timescale	Progress	Comments
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	Most likely Year 3
Improve the Tourist Information Centre						
TIC1	EP	Review current operations, opening hours and promotion of service	TC/TICM £	Year 1	Completed	Audit Committee considered report and Council approved recommendations.
TIC2	EP	Update offering and explore digital resourcing	TC/TICM/CM £	Year 2	In progress	Offer now updated to include WLLR tickets and merchandise (books and bags).
TIC3	EP	Develop TIC into a booking and information hub for events, attractions, trails and more	TICM/CM £	Year 2-3	In progress	Offer now updated to include WLLR tickets and merchandise (books and bags). Continuing conversations with other providers.

Improving the Council

Ref	Committee	Action	Resource	Timescale	Progress	Comments
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	Ongoing	Now complete and operational
Strengthen engagement with the community						
EN2	All	Establish regular working groups e.g. Carnival, Markets, Open Spaces	EO £	Year 2	In progress	See EV1 - Carnival Working Group created.

Ref	Committee	Action	Resource	Timescale	Progress	Comments
EN3	All	Create a volunteer strategy and explore possible coordination roles to support more structured involvement	ALL £	Year 2-3	In progress	Volunteer Policy created but strategy now needs working alongside new Comm Engagement Officer.