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Title	Welshpool Carnival 2026 – Post-Event Report and Feedback Summary
Date	25th August 2026

Event Overview

Despite the absence of the traditional Carnival parade, Welshpool Carnival 2026 was considered a successful community event, attracting large crowds and providing a full day of entertainment, family activities and community engagement.

The event was officially opened by Carnival King and Queen, Ariya and Keegan, accompanied by Carnival attendants Owen and Lowri, who welcomed visitors to Maes-y-Dre Recreation Ground.

A varied programme of entertainment took place on the main stage throughout the day, including performances by Batala Bermo Drummers, talented pupils from Welshpool High School, the Sally Gartell Academy of Dance, and a vintage strongman. The programme ensured there was entertainment for visitors of all ages.

The event also featured a wide selection of food vendors, craft stalls and community exhibitors. The children's inflatable fun zone proved particularly popular, offering unlimited access to a range of inflatables for £5.

Meeting and Feedback Summary – Public meeting held on 14th July 20026.

Parade

The cancellation of the parade was discussed. It was explained that, due to a lack of participants, together with the cost and timescales associated with obtaining a road closure, the parade could not proceed. Only two floats had initially entered, with one subsequently withdrawing due to insufficient support.

For future Carnivals, consideration was given to replacing the traditional float procession with a walking parade. It was also suggested that any future parade should begin at Berriew Street Car Park, which was considered by many attendees to be a more suitable starting location.

Date of the Carnival

The possibility of moving the Carnival to the final Bank Holiday Monday in May from 2027 onwards was discussed.

Carnival Committee

The meeting considered the need to establish an independent Carnival Committee. It was suggested that the long-term sustainability of the event could be at risk if responsibility continued to rest solely with the Town Council.

It was proposed that invitations to join a new Carnival Committee should be circulated without Council branding to encourage wider community ownership and avoid the perception that it remained a Council-led initiative.

It was further suggested that an independent committee could organise the event, with the Town Council providing support, insurance and financial assistance through an annual grant.

Public Meetings

Feedback indicated that some previous Carnival meetings had been perceived as overly formal, with some attendees feeling uncomfortable or that they were being "told off." It was explained that the Assembly Room had been arranged with rows of chairs simply because attendance numbers had been unknown.

It was also suggested that reluctance to become involved may stem from the perception that the Carnival is primarily a Town Council event rather than a community-led celebration.

Carnival Theme

Feedback received whilst distributing promotional material indicated that some local public houses believed the Carnival theme may have discouraged entries for the parade and floats.

Advertising and Promotion

Concerns were raised that the Carnival had either not been advertised early enough or that publicity had not reached enough people.

It was explained that the promotional campaign included:

- Large roadside banners.
- Posters delivered to businesses throughout Welshpool town centre.
- Posters and flyers circulated to local schools, nurseries, traders and caravan sites.
- Branded drinks mats.
- Social media promotion.

It was acknowledged that, despite these efforts, many people reported not seeing the event publicity or invitations to the pre-Carnival meetings, whilst having seen the advertisement for the post-event feedback meeting.

Suggestions for future promotion included:

- Creating a dedicated Carnival Facebook page and annual Facebook Event.
- Advertising in the County Times.

Fundraising

The meeting discussed the importance of organising fundraising activities throughout the year to generate additional income for future Carnivals.

Road Closure Costs

Attendees were informed that the road closure required for the parade, approved through Powys County Council, had cost almost £2,000.

Stall Fees

The cost of trade stalls was discussed, with some attendees suggesting that fees should be reduced to £10. It was explained that the 2026 Carnival had attracted the highest number of traders in recent years.

A suggestion was also made to explain more clearly how stall fees contribute towards the overall cost of the event, as this may encourage additional stallholders to participate.

Funfair

Concerns were raised regarding the size of the funfair. It was explained that, following the move from Sunday to Saturday, the usual funfair provider had already committed to another event and therefore arranged for an alternative provider.

It was noted that, should the Carnival return to a Sunday in future years, it may be possible for the original provider to return.

Activities for Teenagers

Some feedback suggested there were limited activities specifically aimed at teenagers.

It was noted that the inflatables, particularly the Knockout inflatable, were well used by older children and teenagers. Interactive activities were also provided by local sports clubs, Wales's Strongest Man and Feathers Charity.

Music

The importance of live music during the parade was discussed.

It was explained that Batala Bermo Samba Band had originally been booked to accompany the parade. Following its cancellation, the band instead performed two live sets on the Recreation Ground.

Partnership Working

The meeting recognised the importance of shared responsibility for organising future Carnivals.

It was agreed that the event should continue as a partnership between the Town Council and the wider community. While the Town Council could continue to provide insurance, practical support and financial assistance, greater community involvement would be essential to ensure the Carnival's long-term success.

Additional Feedback Received

Additional comments received included:

- Performers should be welcomed on arrival by an event representative.
- The stage location was not ideal for performers needing access to the changing rooms.
- The changing rooms were untidy, lacked privacy and remained accessible to the public during the event.
- Performance schedules should be managed more effectively to minimise overruns.
- Performers should not be required to contact the PA provider directly regarding technical requirements before the event.
- All performers and contributors should receive a formal thank-you following the Carnival.

Next Steps

It was noted that all comments, suggestions and feedback received would be presented to the Town Council's Events Committee for consideration. The Committee would review the feedback and determine the next steps regarding the future organisation and delivery of Welshpool Carnival.