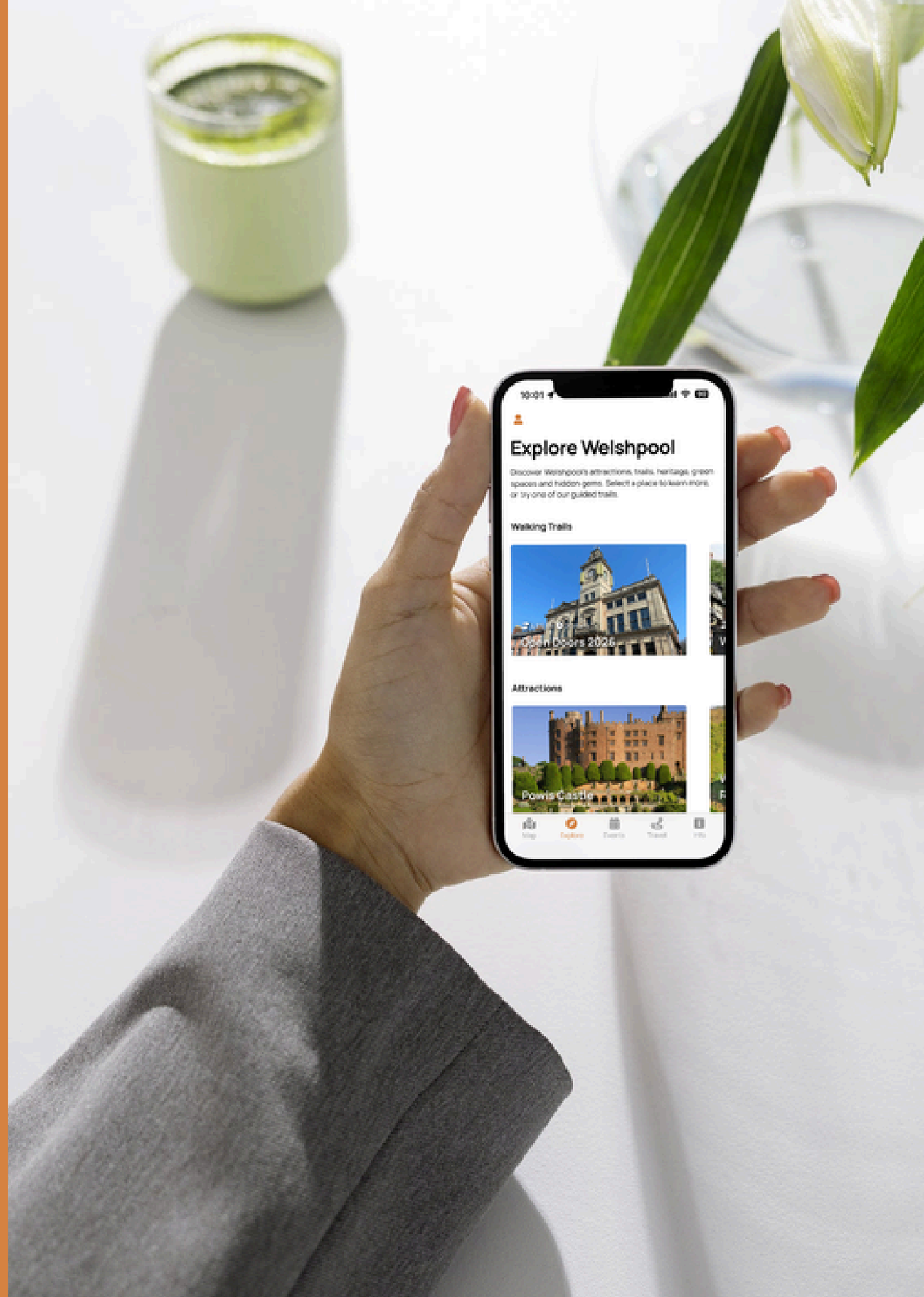
YMWELWCH Â'R TRALLWNG
VISIT WELSHPOOL

VISIT WELSHPOOL

Mobile App

July 2026

Cyngor Tref Trallwng
Welshpool Town Council



Background

The application has been developed entirely in-house by utilising existing officer resources. Developing the application internally has enabled the Council to create a bespoke platform specifically designed around the needs of Welshpool whilst avoiding the considerable ongoing licensing costs associated with commercial tourism applications.

The application is available for both Android and Apple mobile devices and has been designed to become the Council's principal digital visitor information platform.

Whilst there are many tourism applications available, these are generally regional in nature and do not provide the level of local information, integration or flexibility required by the Council. The Visit Welshpool application has therefore been designed specifically around Welshpool's visitor economy, community facilities and events programme.

The application will continue to evolve over time as additional attractions, features and services are introduced.

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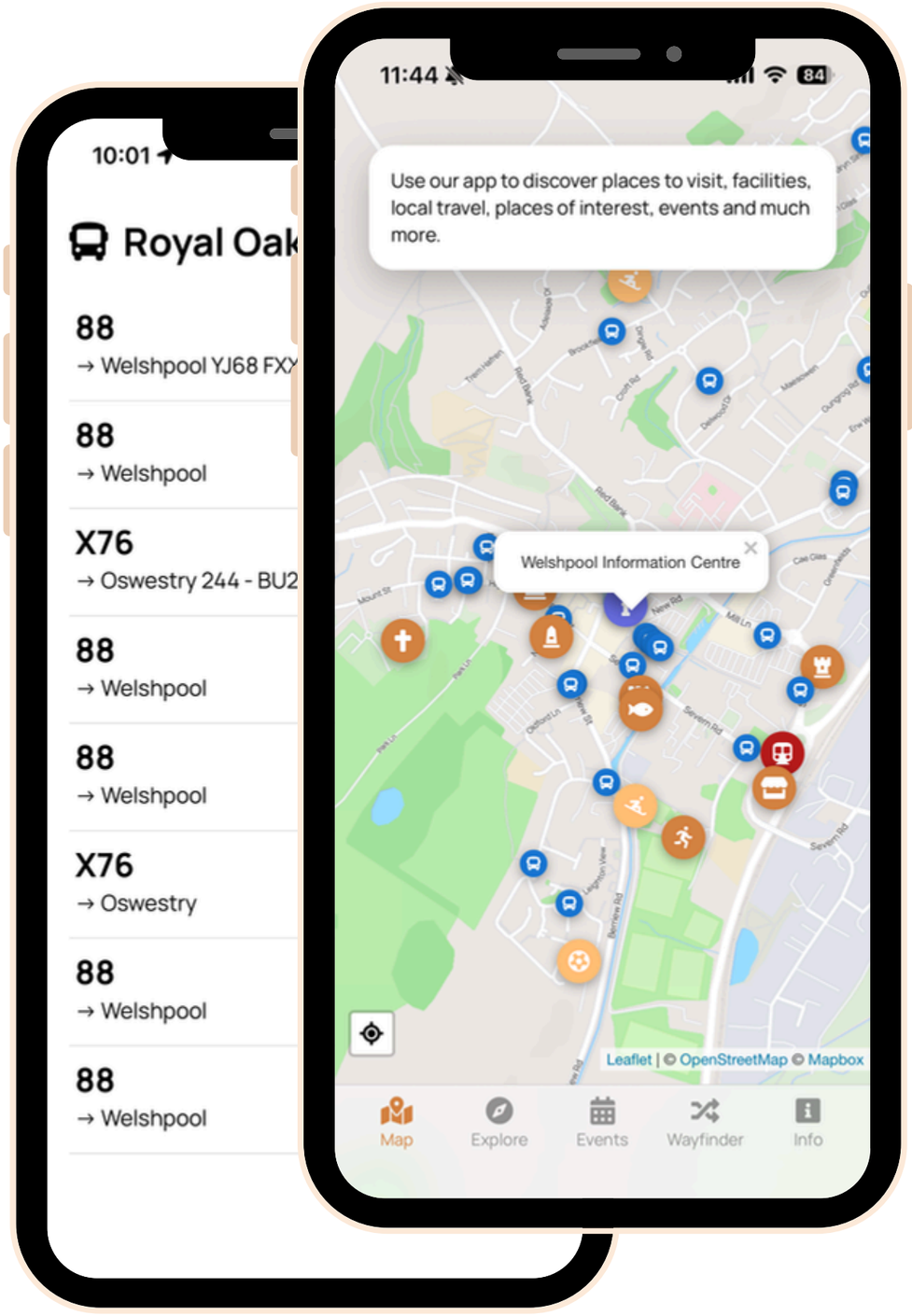
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Interactive Map

The interactive map forms the heart of the application.

Rather than requiring visitors to search through webpages, users are presented with an interactive town map displaying attractions, facilities, transport information and points of interest.

Selecting any location displays additional information together with quick actions such as obtaining directions or viewing further information. Selecting a bus stop for example will display real time information for that stop.



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Explore

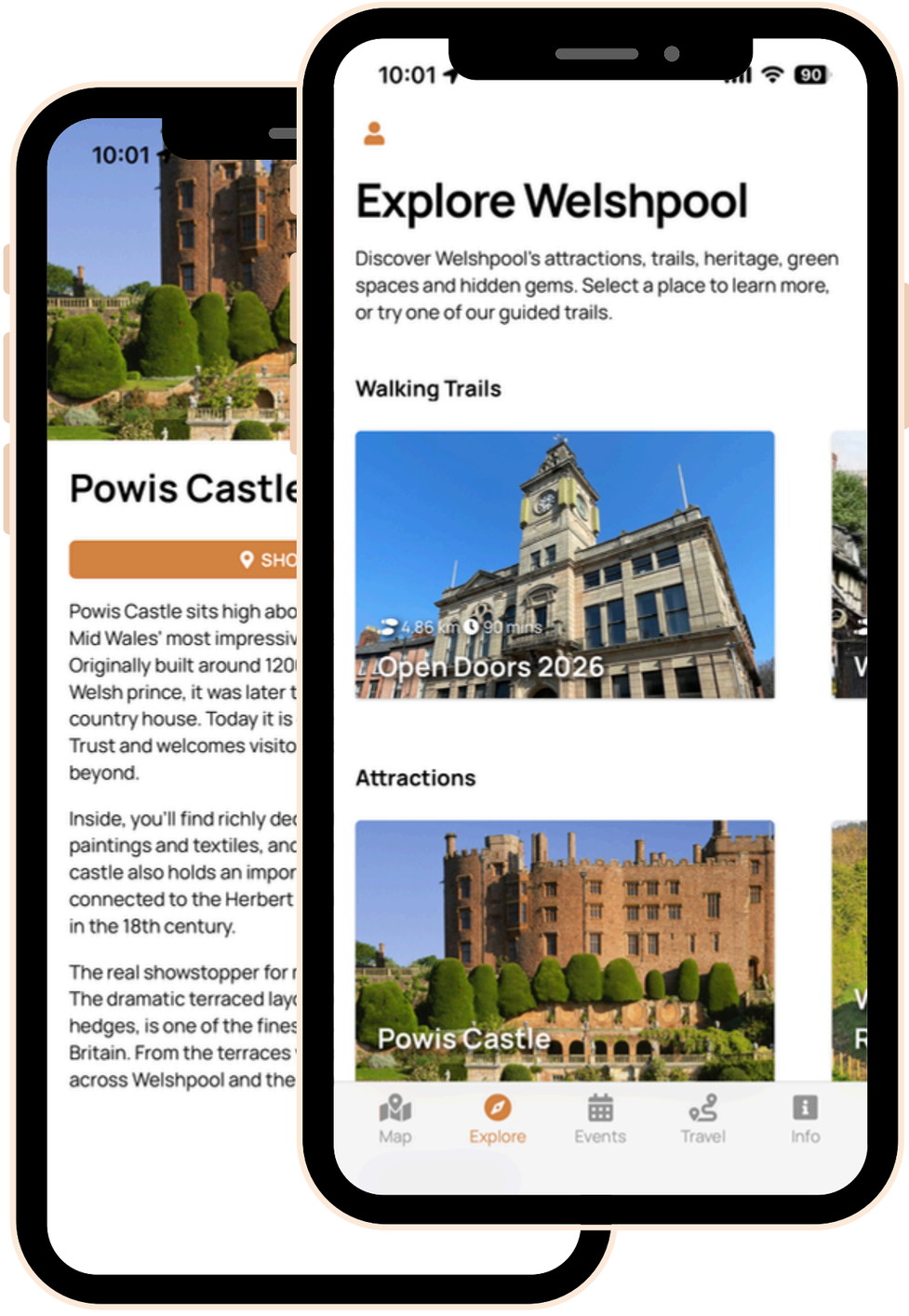
The Explore section showcases places to visit throughout the town.

Locations are grouped into categories allowing visitors to browse attractions intuitively.

Each attraction includes:

- high quality photography;
- detailed descriptions; and
- direct integration with the interactive map

The structure also enables officers to add new attractions quickly as additional content becomes available.



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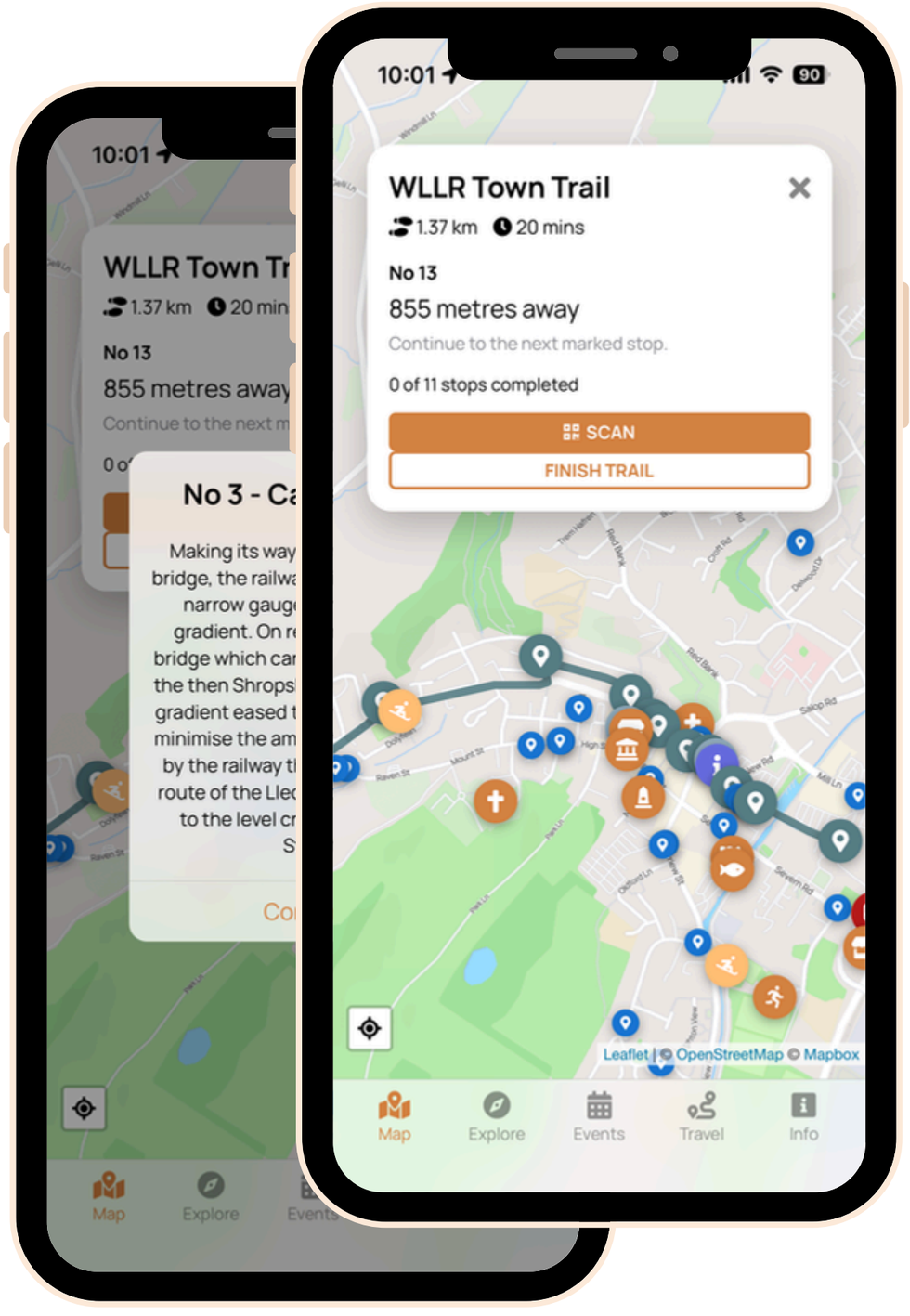
Trails

Users may simply view a walking trail, examine the route and explore individual points of interest before deciding whether to undertake the walk.

Alternatively, visitors may start a fully guided trail.

Using the GPS functionality built into modern smartphones, the application can:

- guide users between locations;
- identify the next point of interest;
- calculate the remaining distance;
- automatically recognise arrival at each waypoint;
- display interpretation and historical information at the appropriate location;
- record progress throughout the trail.



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Events

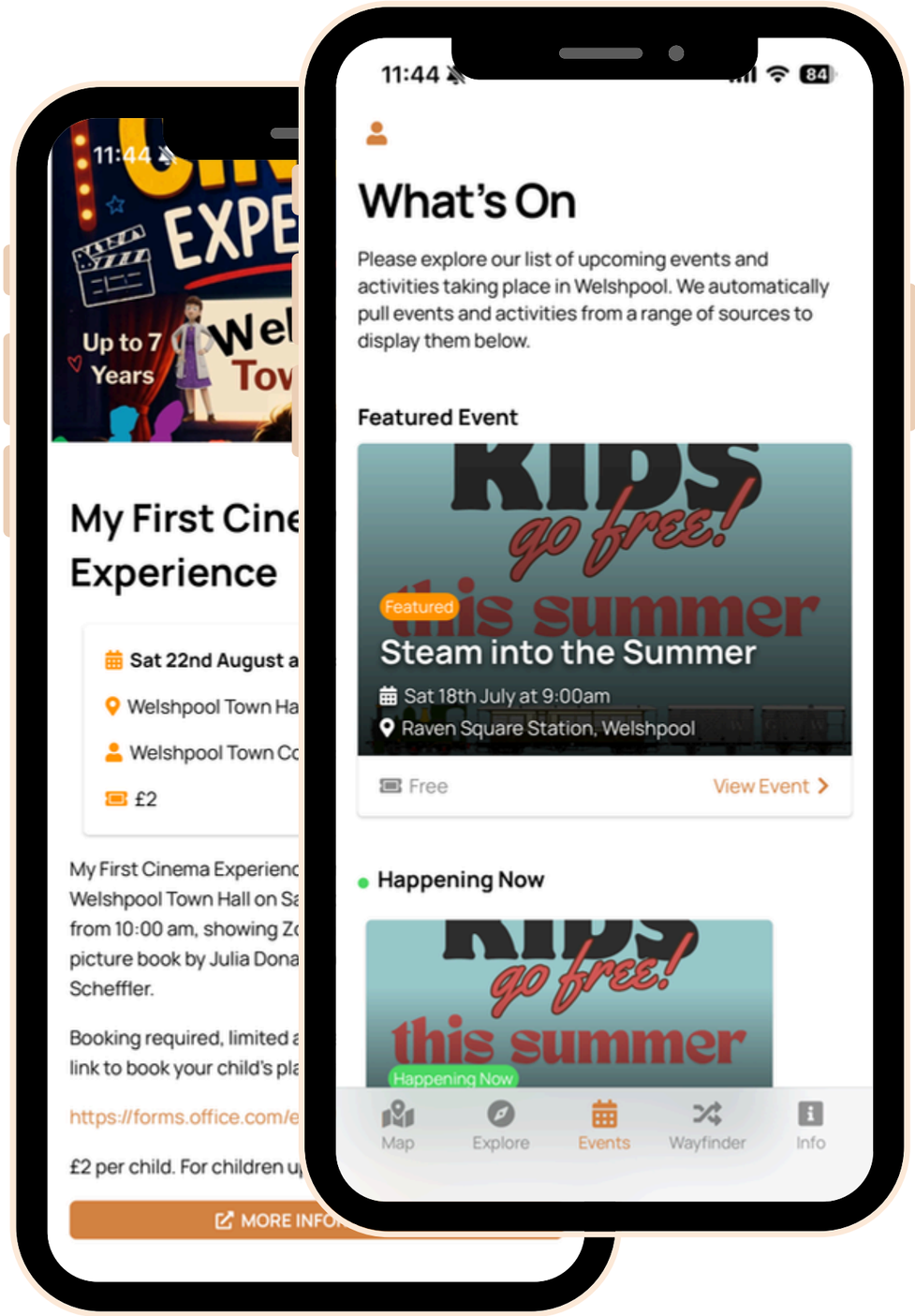
The application includes a live events section drawing information directly from the Visit Welshpool events directory.

Each event includes:

- event description;
- dates and times;
- venue information;
- promotional imagery;
- direct links to additional information.

As event information is updated centrally, the application automatically reflects those changes.

Staff within the Information Centre and the Council will be responsible for adding new events, along with accepting events submitted by the public.



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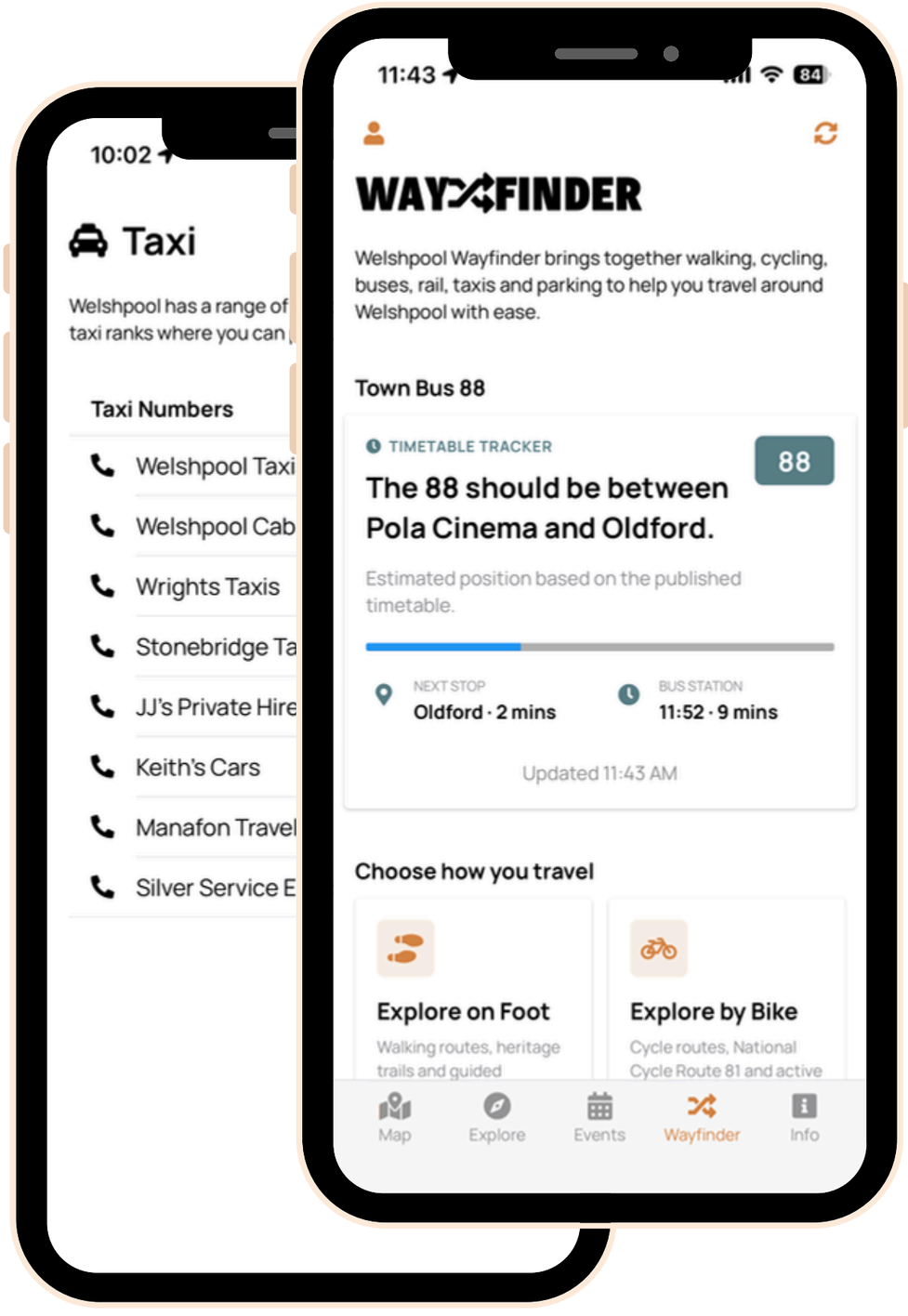
Welshpool Wayfinder

The application includes a dedicated transport section designed to encourage sustainable travel and assist visitors in navigating the town.

Information is provided for:

- walking;
- cycling;
- taxis;
- rail services;
- parking.

The application also incorporates a live tracker for the Town Bus service, enabling users to monitor the progress of the service throughout its journey.



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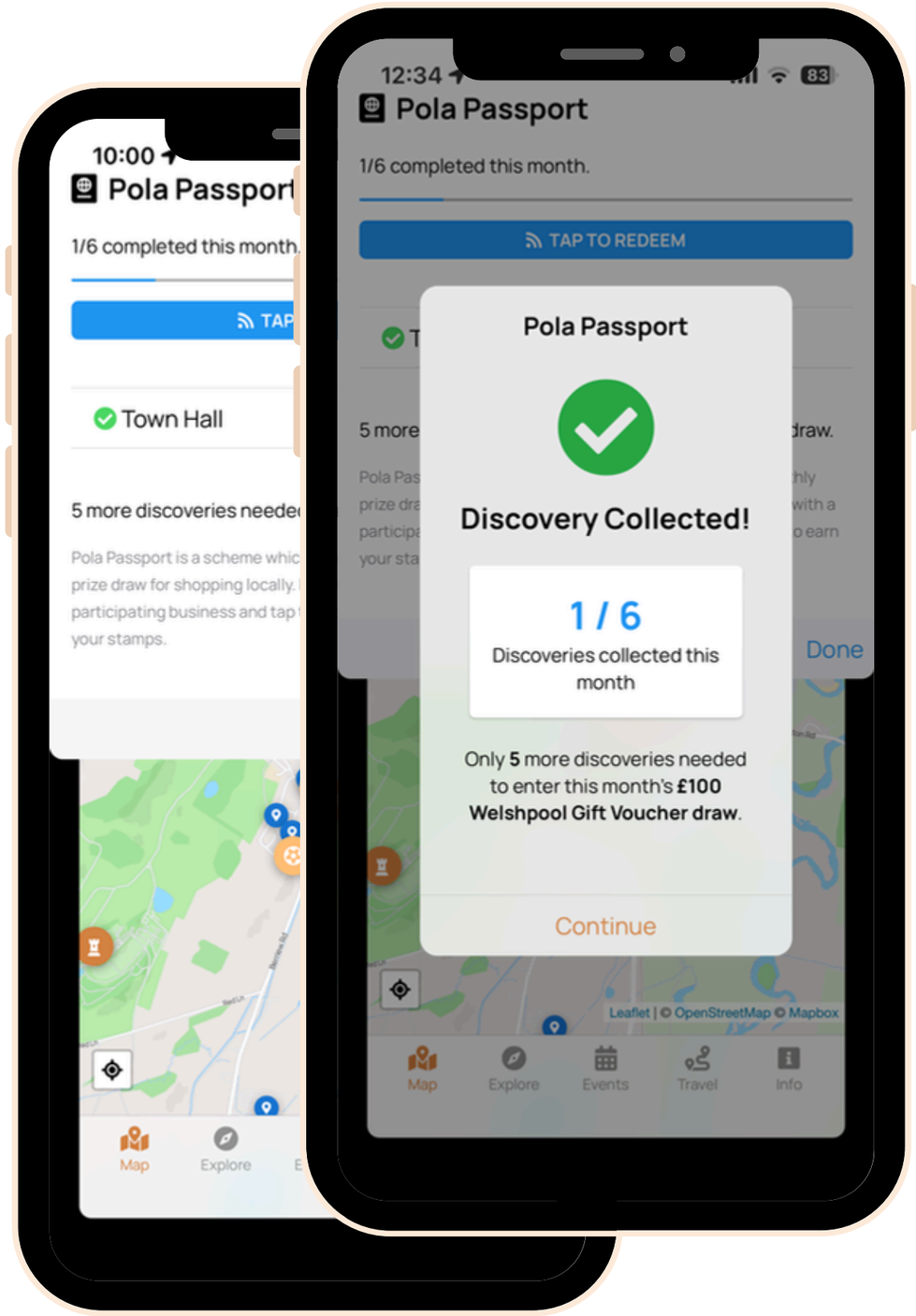
Pola Passport (TBC)

The application also introduces Pola Passport, a digital loyalty initiative intended to encourage visitors and residents to support participating local businesses. **This initiative is subject to Council approval.**

Participating businesses are equipped with NFC technology enabling customers to collect digital stamps through qualifying purchases with a tap of their phone.

The application records visitor progress automatically and confirms eligibility for monthly prize draws **(prizes TBC).**

The scheme has been designed to support local businesses whilst encouraging repeat visits into the town centre.



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Future Opportunities & Financials

The application has deliberately been designed as a platform capable of continual development.

Future opportunities include:

- additional guided trails;
- augmented reality experiences;
- children's discovery trails;
- seasonal campaigns;
- push notifications;
- event ticketing integration;
- Welsh language expansion;
- accessibility enhancements.

By undertaking development internally the Council retains full ownership of the software, content and intellectual property whilst avoiding recurring commercial licensing costs.