

Interim Strategic Plan - Action Plan for Events & Planning Committee

Town Centre & Regeneration

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Develop a Place Plan to be adopted by Powys County Council						
PP1	E&P	Explore appetite from PCC to adopt as SPG / learn more about RLDP process	TC/EO £	Year 1	Not yet started	
PP2	E&P	If appropriate, launch workshops with residents, businesses, and community groups	TC/EO/CM £	Year 2	Not yet started	
PP3	E&P	Draft plan including town centre, housing, transport, parking, and open space priorities	TC/EO/CM £	Year 2-3	Not yet started	
PP4	E&P	Submit to Powys County Council for adoption into planning framework	TC/EO/CM £	Year 3	Not yet started	

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Enhanced events programme						
EV1	E&P	Strengthen Carnival Committee/Working Group with more community and business representation	EO £	Year 1	Started	The creation of a Carnival 'Committee' to feed into the Carnival is contained within the proposals being discussed by E&P.
EV2	E&P	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	Not yet started	
EV3	E&P	Improve event marketing with banners, signage and earlier social media promotion	EO/CM ££	Year 1	Not yet started	Extra resource required in Year 1 budget – TC to explore underspends.
EV4	E&P	Expand Winter Festival with competitions, music, family activities and more following 2025 event	EO £	Year 2	Not yet started	
EV5	E&P	Trial new event formats (e.g. 1960s weekend, musical festival, storytelling sessions, heritage events, arts etc)	EO/CM/TICM ££	Year 2-3	Not yet started	

Develop Welshpool as a destination						
VW1	E&P	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 £	Year 1	Started	Preliminary scoping exercise undertaken to explore options. A full report to be prepare for E&P in November.
VW2	E&P	Work with regional tourism to create packages and link to enhanced events programme	EO/CM/TICM £	Year 2	Not yet started	
VW3	E&P	Promote unique experiences through local businesses e.g. food tours, craft workshops	EO/CM/TICM £	Year 2-3	Not yet started	
Improve the Tourist Information Centre						
TIC1	E&P	Review current operations, opening hours and promotion of service	TC/TICM £	Year 1	Not yet started	
TIC2	E&P	Update offering and explore digital resourcing	TC/TICM/CM ££	Year 2	Not yet started	
TIC3	E&P	Develop TIC into a booking and information hub for events, attractions, trails and more	TICM £	Year 2-3	Not yet started	

Improving the Council

Ref	Committee	Action	Resource	Timescale	Progress	Comments
Improve communication, transparency and accountability						
CO1	E&P	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	Not yet started	
Strengthen engagement with the community						
EN3	All	Create a volunteer strategy and explore possible coordination roles to support more structured involvement	All ££	Year 2-3	Not yet started	