



WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022



A plan for Welshpool Area Tourism 2017 to 2022

Robert A Robinson FRICS FILCM
Town Clerk
Welshpool Town Council
Triangle House
Union Street
Welshpool SY21 7PG
Tel 01938 553142
Email: wtcouncil@btinternet.com
Web site: welshpooltownocuncil.gov.uk

February 2017

WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022



CONTENTS

1. Introduction	page 3
2. Tourism Base	page 4
3. Tourist provision in Welshpool	page 5
4. The role of the Town Council	page 7
5. Aims and Objectives	page 10
6. Action Plan	page 10
Appendix	
A) Map of Welshpool	page 12
B) Pictures of attractions	page 13

WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022

1. Introduction

1.1 Overall Plans of the Council

This document is prepared to be read alongside the Council Strategy and the Town & Community Plans in place.

1.2 Purpose of the Plan

The purpose of this plan is to recognise what Tourism activities take place in Welshpool today and what is desired to support the Tourism of the Town into the future.

1.3 Consultation

The Council did consult on the Tourism Plan with the following:

- i) Public.
- ii) Local Tourist Attractions.
- iii) Powys County Council.
- iv) Welsh Government.
- v) Visit Wales.

The Consultation results are set out at appendix C.

1.4 Publication of the Plan

The Tourism Plan is to be published as follows:

- i) On the Council Web Site.
- ii) On the Visit Welshpool Web Site.
- iii) Circulated to Welsh Government, Visit Wales and Powys County Council.
- iv) Available in hard copy at the Tourist Information Centre.

1.5 Connections

The Town is very accessible benefiting from the following:

- a) Reasonable road connections only 20 minutes from the A5.
- b) Good road connections to the West and to the coast.
- c) A good main line rail service (improved since May 2015).
- d) National Express Bus service.
- e) Local buses.
- f) Cycle routes.
- g) Local Airport
- h) Good car parking

WELSHPOOL TOWN COUNCIL

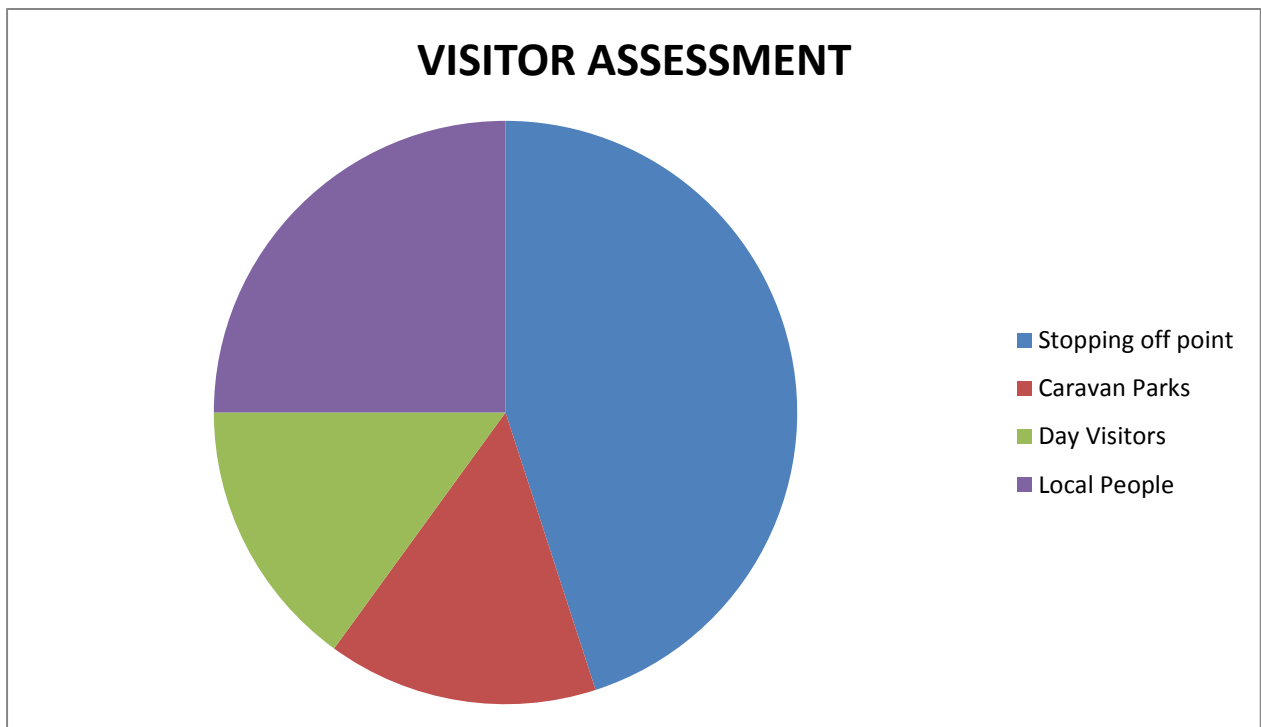
TOURISM PLAN 2017 TO 2022

2. Tourism Base

2.1 The base of Tourism in Welshpool

The Town Council has prepared an overview of the business completed in Welshpool from visitors which is as follows:

- i) 45% of visitors are stopping for an hour or so on their way to the Coast or another destination.
- ii) 15% of visitors are generated by the Caravan Parks and B&B's.
- iii) 15% of visitors make a specific trip to visit Welshpool.
- iv) 25% are local residents and businesses.



2.2 Information evidence

The information to support the above was taken from:

- i) Local business information.
- ii) Tourist Meetings.
- iii) Census 2011.
- iv) Local research.
- v) Tourist Information Centre.

WELSHPOOL TOWN COUNCIL

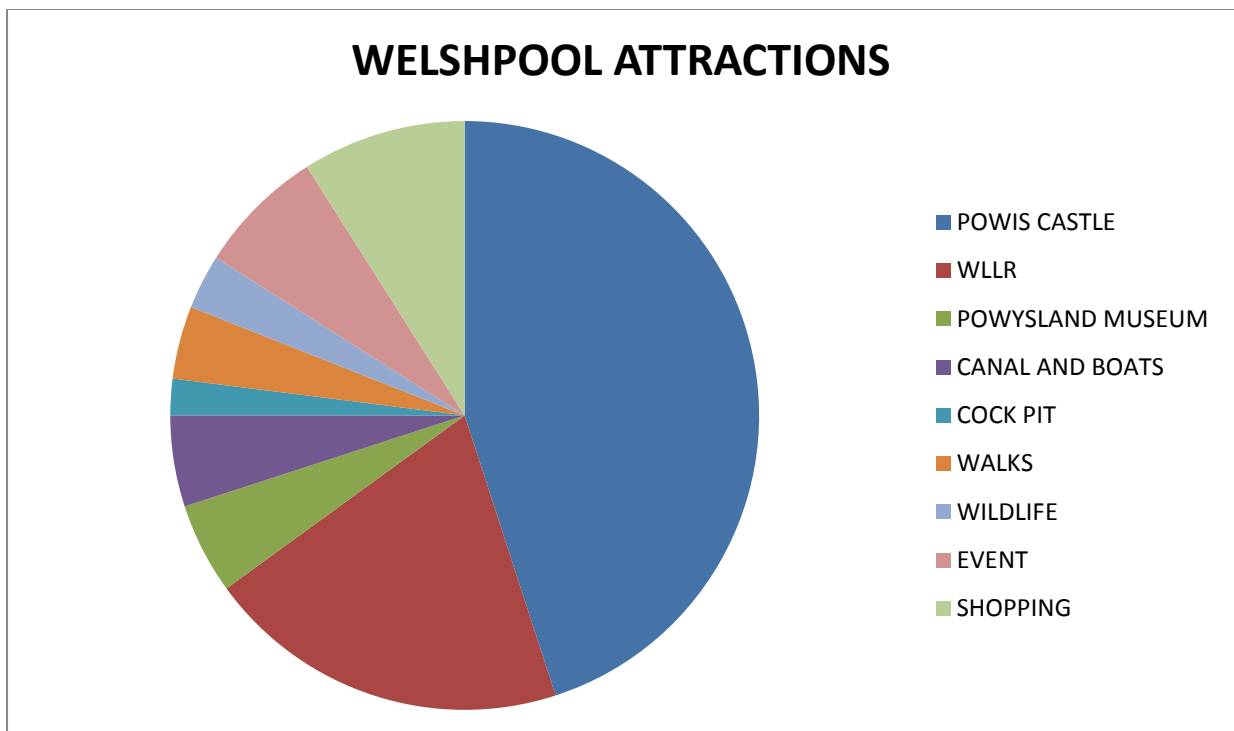
TOURISM PLAN 2017 TO 2022

3. Tourist provision in Welshpool

3.1 Local welshpool attractions

The Tourist Attractions in the immediate Welshpool area include:

- i) Powis Castle
- ii) Welshpool and Llanfair Light Railway
- iii) Powysland Museum
- iv) Canal with boat trips in the summer
- v) The Cock Pit (only one in Wales on its original site)
- vi) Gwyndaf Way
- vii) Walking
- viii) Coed Y Dinas & Severn Farm Ponds Bird Reserves
- ix) Events
- x) Good local shops with independent traders
- xi) Town Hall and Quirky Market



WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022

3.2 Attractions in local area

The other attractions close to Welshpool include:

- i) Llanfyllin Workhouse Llanfyllin
- ii) Glan Severn Gardens Berriew
- iii) Lake Vernwy
- iv) Gregynog Hall and Gardens Tregynon
- v) Montgomery Castle Montgomery
- vi) Robert Owen Museum Newtown
- vii) Textile Museum Newtown
- viii) Machinations Llanbrynmair
- ix) Pistyll Rhaeadr nr Llanrhaeadr YM
- x) Coed Y Dinas Country Store
- xi) The Edinburgh Woollen Mill (Old Station) Welshpool

3.2 Tourism Support

Supporting the local tourist attractions are many establishments from restaurants to sports and from cafes to hotels. Some are listed here:

- a) Royal Oak Hotel.
- b) Corn Store Restaurant.
- c) Cafes (Coco's, Pinewood, Bay Tree, Greys and others).
- d) Quirky Market with café.
- e) Various Indian and Chinese restaurants etc.
- f) Free public toilets.
- g) Gift shops.
- h) Smithfield Bell Pub and Restaurant.
- i) Various public houses.
- j) A variety of takeaways.
- k) Edinburgh Woollen Mill.
- l) Coed Y Dinas Country Store.

3.3 Tourist Information

The Town Council has run the Tourist Information Centre since taking it over from Powys County Council in 2009.

The Centre offers the following facilities:

- i) Trained staff in a fully networked centre.
- ii) Bed bookings and accommodation.
- iii) Main Line Rail Tickets.
- iv) National Express Tickets.

WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022

- v) Coach Tours and Holidays.
- vi) Tourist Information booklets.
- vii) Fishing licenses.
- viii) Gifts, maps and books.
- ix) Ordnance survey mapping centre.
- x) Refreshments.
- xi) The 'Bagology ' handbag and accessories centre.
- xii) Local information and events booklets.
- xiii) Community Information board.
- xiv) Free public toilet provision.

3.4 Publicity

The Tourist Information Service also provides:

- i) A Visit Welshpool web site.
- ii) Mid Wales Maps and Tourism Booklets.
- iii) A facebook page.
- iv) Events booklets
- v) Town Guide

3.5 Visit Welshpool

The Visit Welshpool web site is updated daily and includes information on Mid Wales as well as Welshpool itself.



WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022

4. The role of the Town Council

4.1 The roles of each authority

The Tourism Roles for each principle and local authorities are identified as:

No	Authority	Activity
1	Welsh Government & Visit Wales	All Wales strategy including promotion. Visit Wales co-ordination of agencies. Funding for specific Tourism purposes.
2	Powys County Council	County Wide Web Site. Promotion of Tourism within Powys.
3	Welshpool Town Council	Tourist Information Centre. Visit Welshpool Web Site. Local booklets. Events. Work with others regarding the Cambrian Lines. Hosting Tourism Meetings.
4	Local Tourism businesses	Promotion of their own business.

4.2 What the Town Council is doing

The Town Council is offering and able to offer support to the Tourist Industry within its powers as follows:

Visit Welshpool Web Site

Maps and local attraction information booklet including a Town Guide

Events booklet listing all local events taking place in the Town

Provision of a fully networked Tourist Information Centre

Surveys and support to the Welsh Government via the Shrewsbury

Aberystwyth Rail Liaison Committee

Hosting two Tourism Meetings per annum with the local attractions and

Powys County Council.

Outer Park kept available for Walking

Five playgrounds.

A Country Park and Adventure Playground.

Sports and recreation facilities.

Recreation Centre (in partnership) and Scansis All Weather Pitch

Finger Post signage

Maintenance of the Cock Pit.

Maps and information boards around the Town

Motte and Bailey Castle with WLLR Transfer Docks (under refurbishment

WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022

Provision and maintenance of the Town Trail

Maintenance of the Welshpool and Llanfair Light Railway Trail

Welcome to Welshpool Signs

Provision of events including:

- Bob Jones Memorial Air Show & Transport Festival
- Canal and Food Festival
- Carnival
- Festival of Sport
- Fireworks Display
- Remembrance Events including a Festival of Remembrance
- Winter Festival
- Christmas Lights
- Easter Egg Hunt
- Dragon Hunt
- Town Hall Lighting effects
- Shop Window competitions
- Flicks in the Sticks (monthly cinema)
- Town Hall tours

The Town Council also provides a Street Scene service providing Street Cleaning, verge maintenance, control of fly tipping, maintenance of open spaces etc.

The Town Council also provides and is able to offer support to a range of other events.

4.3 What the others in the Town are doing

Other groups and individuals are providing Events which benefit the Town including:

- Country and Western 3 day event
- Powis Castle Events Schedule
- Welshpool and Llanfair Light Railway Events Schedule
- Canal activities including boat trips along the canal
- 1940's weekend
- Music Festival
- Various smaller events

WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022

5. Aims and Objectives

5.1 The overall vision

There are a lot of good activities happening in Welshpool to attract the visitor. This plan sets out a strategy to improve what we have and build on the current work.

5.2 Specific Tourism aims

The specific tourism aims are:

- a) To continue the provision of a full Tourist Information Centre along with Visit Wales web site, publicity booklets and other support to Tourism in the area.
- b) To provide a Town Centre Tourist Attraction
- c) To actively support the re-opening of the Montgomeryshire Canal
- d) To actively support improvements to the Cambrian Rail Services
- e) To develop the Motte and Bailey Castle and Railway Docks

6. Action Plan

6.1 Specific actions short term

To achieve the following 3 objectives:

- 1 Re-brand tourism publicity material.
- 2 Publicity to promote the new shop element.
- 3 Increase publicity of the centre with the public toilets.

6.2 Specific actions medium term

To achieve the following 3 objectives:

- 1 To increase income.
- 2 To expand links with other tourism outlets.
- 3 To support new events coming to Welshpool.

WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022

APPENDIX A

MAP OF WELSHPOOL



WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022

APPENDIX B



WELSHPOOL TOWN COUNCIL

TOURISM PLAN 2017 TO 2022

