
Finding a New Route

– Creating a tourism vision for Newtown

2019 – 2024

Action plan

The content of this action plan complements the ideas gathering and conversations during 2018, culminating in the detail laid out in report 'Finding a new route 2019-2024'

While both the 'tourism plan' and 'action plan' have been commissioned and approved by the Town Council, their role is acting on behalf of Newtown as a whole. The plan seeks to embrace the actions of everyone that already contributes, or has opportunity to contribute, toward the development of tourism activity within the town and its immediate surrounds.

While the Town Council itself holds a legal remit for operating within its geographical council boundary, it remains very open to connection and joint working with others to deliver projects that benefit Newtown and its residents, in this instance within the remit of 'tourism'.

The Town Council acknowledges opportunity for greater connection with neighbouring communities, namely the key towns within the Upper Severn Valley (Llanidloes, Montgomery and Welshpool) and in developing its Newtown core will seek also to build relationship and project potential across the wider area, as necessary.

The action plan includes activity either being delivered or planned across a variety of organisation, group and individual and through annual review will be updated to reflect progressed and new potential as the town as a whole gains increased confidence in delivering cohesive tourism activity.

As reflected in the tourism plan, areas of activity are spread across the five areas of:

- Product development
- Place building
- People
- Profitable performance
- Promotion

In so doing complementing the regional and national (Wales) structures for development planning e.g Visit Wales strategic plan 'Partnership for Growth'.

Note: Open Newtown references the Town Council (TC) in partnership with Going Green For a Living Community Land Trust Ltd (GGFL)

Activity/What	Who (L – lead org)	Timescale					(Area noted in Town Plan)
		19/20	20/21	21/22	22/23	23/24	

Product development	Product Development							
	<ul style="list-style-type: none"> Driving a product-led approach Supporting high quality, reputation changing products and events 							
Set up art and treasure trails around the town centre <ul style="list-style-type: none"> Arts trails - programmed within Oriel Davies 5 year plans – trails and sound apps 	Town Council (L) Oriel Davies		20-23	20-23	20-23	20-23	Town Centre	
Create a number of wildlife walks	Open Newtown, Walking Newtown, Montgomeryshire Wildlife Trust		20-23	20-23	20-23	20-23	Green Spaces & Env	
Develop additional walking routes/trails for promotion <ul style="list-style-type: none"> 13 exist, 5-6 more in development Further routes to be developed Maintain existing routes Create a 'buggy' route 	Walking Newtown (L) Open Newtown (TC/GGFL) (L)	19-20 19-24 19-20	20-24 19-24	20-24 19-24	20-24 19-24	20-24 19-24		
Establish regular guided town walks	Town Council (L), Walking Newtown	19-20						
Establish an annual events programme <ul style="list-style-type: none"> Research other events for a new event for 2020 Support Food Festival Walking Festival (1-2 June 2019) <ul style="list-style-type: none"> Festival fringe event/s Plan and deliver a new event in 2020 <ul style="list-style-type: none"> Severn Rivers Festival/Salmon Festival (within existing funding proposal) Motte and Bailey re-enactment Organise, with others, further sport and recreation festivals 	Town Council (L), various orgs/groups	18-19					Culture, Arts and Events	
	Food Fest Committee, TC	19-20						
	Walking Newtown (L), Town Council	19-20						Sport & Rec
	Severn Rivers Trust (L)	19-21	19-20					Culture, Arts and Events
	Town Council (L)		20-21					
			20-23	20-23	20-23	20-23		

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Hold more cycle events	Open Newtown, Town Council (L)		20-23	20-23	20-23	20-23	Green Spaces & Env.
Support new sporting events	Open Newtown (TC/GGFL) (L)	19-20					Sport and recreation
Develop plans, in partnership with the Sarah Brisco Trust, for the transformation of Sarah Brisco House	Town Council (L)	18-19					Heritage
Start to campaign to raise funds for feasibility study for Canal Restoration	Town Council (L)	18-19					Heritage
Begin to restore a number of features alongside the canal	Town Council (L)	19-20					Heritage
Create a riverside park and work with Visit Wales to gain Attraction Status for the Riverside Park	Open Newtown (TC/GGFL) (L)	18-19					Green Spaces & Env.
Work in partnership with Going Green for a Living Land Trust to further enhance the open green and blue spaces	Town Council (L)	19-20					Green Spaces & Env.
Investigate the possibility of installing a number of cycle lockers <ul style="list-style-type: none"> Review cycle facility infrastructure 	Town Council (L)	19-20	20-21				Green Spaces & Env/ Sport & rec.
Identify and publish details of surrounding historical and heritage sites	Town Council (L)		20-23	20-23	20-23	20-23	Visitors and marketing
Build a new 'destination' play park	Open Newtown (TC/GGFL) (L)	18-19					Young People/ Sport & rec
Build a BMX track	Open Newtown (TC/GGFL) (L)	18-19					Young People/ Sport & rec
Maintain the skate park	Town Council (L)	18-19					Sport & rec.
Establish a hard play area near the town centre	Open Newtown (TC/GGFL) (L)		20-23	20-23	20-23	20-23	Young People

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Develop a space in Union Street to celebrate weaving industry	Town Council (L)		20-23	20-23	20-23	20-23	Heritage
Further restore the canal	Town Council (L), Canal and Rivers Trust, Friends of Mont Canal		20-23	20-23	20-23	20-23	Heritage
Start a project to develop St. Mary's churchyard by adding lighting and information boards	Town Council (L)	18-19					Heritage
Research the history of the Town Hall grounds	Town Council (L)	19-20					Heritage
Work with appropriate agencies for an archaeological dig of the Motte and Bailey castle <ul style="list-style-type: none"> Research /excavation scheduled 	Town Council (L)	19-20					Heritage
Commission Going Green for a Living Land Trust to enhance and maintain the riverside green spaces (Dolerw, Town Hall grounds, Trehafren and Vaynor fields, Trehafren hill)	Town Council (L)	18-19					Green Spaces & Env
Install sites on canal for small boat access	Open Newtown (TC/GGFL) (L)	19-20	19-20				Sport & rec.
Increased local /visitor engagement with the arts	Oriel Davies	19-23	19-23	19-23	19-23		
Increasing awareness of the Davies Sisters – linkage with the arts	Oriel Davies	19-23	19-23	19-23	19-23		
Development of cultural events <ul style="list-style-type: none"> Within the Textile Museum 	Newtown Textile Museum (L)	19-20	20-21				
Create linkage between local food producers and tourism businesses	Cultivate (L)	19-21	20-21				
Develop plans and build a bridge linking Canal Road/Pool Road	Powys County Council (Active Travel)	20-23	20-23	20-23	20-23	20-23	

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Place building	<ul style="list-style-type: none"> • Developing destinations that people want to visit and recommend • Providing opportunities for local communities to deliver memorable visitor experiences • Support the development of distinctive places, destinations and environments which are meaningful for a visitor and are attractive, interesting and fun. • Improve the reputation of Wales as a destination that provides a diversity of distinctive experiences including heritage and faith, music, arts, food, contemporary culture, ancestry and local events • Encourage more businesses to deliver a distinctive sense of place to visitors in order to utilise the best of Wales' culture and language • Improve the reputation of, highlight and promote Wales as a sustainable tourism destination • Increase the use of public transport for journeys to and within Wales. Working with partners who have both a track record of success and growth potential • Maximise the potential of the Welsh coast, specifically building on the Wales Coast Path • Encourage participation by businesses in schemes/activities which deliver enhanced environmental and business benefits • Building capacity of the industry • Supporting higher profitability in tourism businesses 							
Continue and expand the programme of providing more flowers and plants in the town centre.	Town Council (L)	18-19						Town Centre
Refurbish the Gravel Car Park toilets	Town Council (L)		20-23	20-23	20-23	20-23		Town Centre
Carry out a feasibility study into providing free WiFi in the town centre Town Centre	Town Council (L)	18-19						Town Centre/ Visitors and marketing
Consider and research the Town Council taking over cleaning of the town centre (known as street scene) <ul style="list-style-type: none"> • take over, if approved the cleaning of the town centre (street scene) 	Town Council (L)	18-19 19-20						Town Centre

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Look for ways to reduce waste and increase recycling within the town	Town Council (L)		20-23	20-23	20-23	20-23	Green Spaces and the Env
Commission a sculpture for the entrance to the Riverside Park	Town Council (L)	19-20					Culture, Arts and Events
Research, plan and design signs to promote Newtown – to be sited in fields near the ends of the by- pass <ul style="list-style-type: none"> Install (if approved) signs to promote Newtown to be sited in fields near the ends of the by-pass Install Gateway to Newtown signs on the entrances to Newtown from the by-pass Further encourage people to leave the by-pass and come to the centre of Newtown 	Town Council (L)	18-19 19-20 19-20	20-23	20-23	20-23	20-23	After the By-pass
Complete the commissioning and siting of an art installation near the eastern end of the by-pass	Town Council (L)	18-19					Culture, Arts and Events/ After the By-pass
Plant roadside bulbs on the entrances to Newtown from the by-pass	Town Council (L)	19-20					After the By-pass
Commission Going Green for a Living Land Trust to maintain the sporting areas of the riverside green spaces	Town Council (L)	18-19					Sport and recreation
Organise an annual Christmas window display competition for businesses in the town centre	Town Council (L)	18-19					Town Centre
Enhance the future retail core <ul style="list-style-type: none"> Plot potential/desired retail 	Town Council (L)	19-20					
Conduct regional visitor research, as part of the all Wales Visitor Survey, 2019	Powys County Council, Tourism Team (L)	19-20					

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People		People					
		<ul style="list-style-type: none"> Improve overall skill levels to meet the current and future needs of the tourism and hospitality sector 					
Establish a tourism group/network for multi-level communication and general tourism conversation/development of ideas <ul style="list-style-type: none"> Regular (monthly) comms Annual gatherings 	Town Council (L)	18-19					
Establish a cultural tourism communications group – for encouraging joint promotion, signposting, complementary diaries and exhibitions	Town Council (L), Oriel Davies and other arts organisations	19-20					
Training Walk leaders <ul style="list-style-type: none"> For leading guided walks within festival and as necessary, throughout the year (volunteer capacity dependant) 	Walking Newtown (L)	19-20					

Profitable performance		<ul style="list-style-type: none"> Working with partners who have both a track record of success and growth potential Maximise the potential of the Welsh coast, specifically building on the Wales Coast Path Encourage participation by businesses in schemes/activities which deliver enhanced environmental and business benefits Building capacity of the industry Supporting higher profitability in tourism businesses 					
Signposting – via tourism comms group	Town Council (L)	18-20					

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Promotion	<ul style="list-style-type: none"> Selling excellence through Wales offer of coastal and rural environment, culture, heritage, activities, events and distinctive destinations. Develop and distribute relevant and useful content that inspires visitors to choose specific product experiences in Wales 						
Develop plans for an improved Tourist Information Centre <ul style="list-style-type: none"> Provide intermediate hosting at the current location (TC building) Med-long term: move the location to 'Open Newtown' building at park entrance TIC set up advice/support from PCC, Tourism Team 	Town Council (L) Open Newtown		19-20				Visitors and marketing
Update the town website <ul style="list-style-type: none"> Re-design and upgrade Provide distinct visitor facing site and embedded Town Council area Update core town content on 'Mid Wales My Way' website 	Town Council (L)		20-23	20-23	20-23	20-23	Visitors and marketing
Provide the Town Council website in other languages	Town Council (L)		20-23	20-23	20-23	20-23	Visitors and marketing
Provide additional information at the railway station <ul style="list-style-type: none"> Obtaining 'Dementia Friendly' status (Jan-March 2019) Enhance information – boards 	Transport for Wales (L) Town Council (L)	2019	20-23	20-23	20-23	20-23	Visitors and marketing
Provide additional information boards around the town centre (TP) <ul style="list-style-type: none"> Large interactive information board planned (early 2019) Review of existing information boards and update as necessary 	Town Council (L)	19-20	20-23	20-23	20-23	20-23	Town Centre
Develop the 'Newtown Brand' <ul style="list-style-type: none"> Encourage a style suite for promotional materials 	Town Council (L)		20-21				Visitors and marketing
Event promotion <ul style="list-style-type: none"> Encourage greater use of Mid Wales My Way website (run by PCC) for event marketing 		19-20					