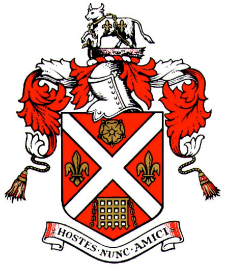


# ABERGAVENNY TOWN COUNCIL

Workshop – 1<sup>st</sup> October 2022

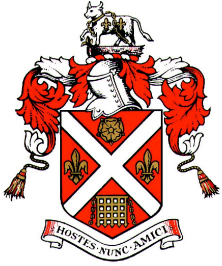




# Abergavenny Town Council



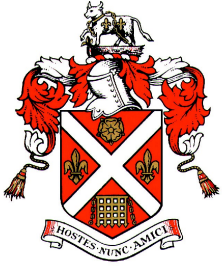
**Member/Staff Workshop to  
Consider Key themes of  
importance to the Council and to  
Identify Action Plan  
Requirements and Supporting  
Elements to help build a forward-  
looking vision and strategy for  
the period 2023-2027**



# What the session includes

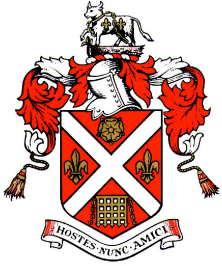
- **Presentation on what is a strategy?/mission statements/values and beliefs/Well Being Goals/SMART action plans**
- **Break-Out Groups (4 sessions)**
- **Plenary Sessions (4 Sessions)**
- **Closing Remarks from the Mayor**





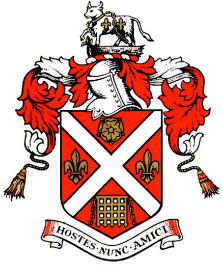
# What is a Strategy?

- Is a tool to help the Council structure its resources to support its activities in a planned and coherent way
- It enables the Council to prioritise its actions to meet a common goal for the town
- It should identify how it will work with its key stakeholders and partners



# Elements of a Strategy

- Know where you are
- Have a clear understanding of the needs of the town
- Determine the values that underpin the way the Council wishes to operate
- What is your mission statement?
- Actions designed to support implementation
- Arrangements for review of the Strategy

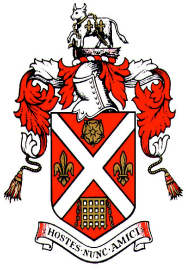


# Values and Beliefs Some Examples



- **Trust and respect**
- We trust residents to make choices and decisions that are best for them. We will help when we are needed. The way we work together as staff, councillors, and partners reflects trust and respect for each other.
- **Pride**
- Our elected councillors and our staff are proud to work for us. They are committed to making our town a great place to live, and even a better place to do business.





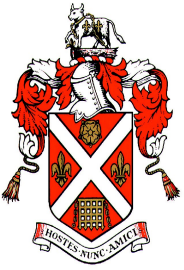
# Values and Beliefs (Cont.)

Un Llais Cymru



One Voice Wales

- **Working as a team**
- The way we work together as councillors and staff makes sure we are the best we can be. We avoid duplication, tackling inefficiency and improving service and experience of residents and customers.
- **Being valued**
- We recognise our many responsibilities for keeping the area and our residents safe and prosperous. We recognise our councillors and staff for their contribution and for our success.



# A Mission Statement

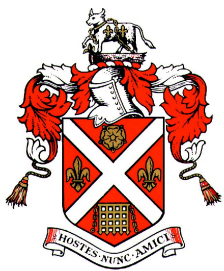
Un Llais Cymru



One Voice Wales

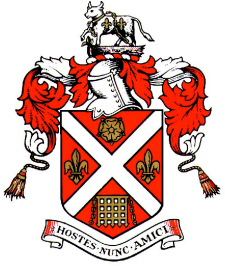
- Keep it simple – single sentence if possible
- It ensures everyone in the Council and the town understands the motivation of the Council and serves as a foundation for the development and implementation of the strategy





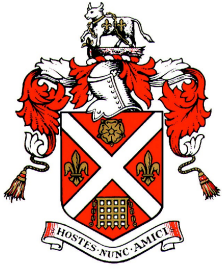
# An Action Plan to develop key themes – CREATING A SMART PLAN

- Specific
- Measurable
- Attainable
- Realistic
- Timely



# Being Specific

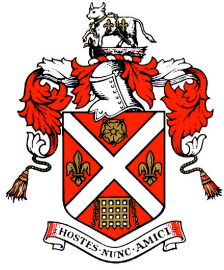
- **Who is involved?**
- **What is to be achieved?**
- **Where is it to be achieved e.g. location**
- **When is it to be achieved by?**
- **What is needed to achieve the action (e.g. resources) and what constraints are involved?**
- **What will be the benefits of the action?**



# Measurable

- What is the criteria for measuring progress towards achievement?
- How much? How many? How will I know when the action is accomplished? – **Use of Evidence**





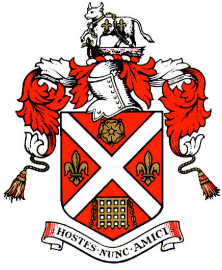
# Attainable

- **Need to assess whether the desired outcome is attainable**
- ***When you identify goals that are deemed extremely important and there is a sense of all round ownership; the attitudes, abilities, skills and resources need to be developed to support their attainability.***



# Realistic/Relevant

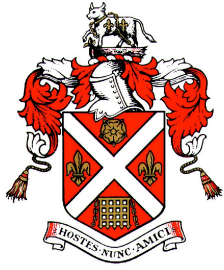
- All those involved must be willing and able to work towards achievement
- A goal can be high as well as realistic if there is full ownership
- A high goal can be easier to achieve as a low goal is often not given the same level of urgency
- Ensure that the agreed actions are going to achieve the set objective



# Timely

- Without a deadline there will no sense of urgency
- You must give a date as to when the actions will be achieved by





# Example of a poor action plan

**Aim** – Sustainable Development and Behaviours

**Objective** – A green agenda for all

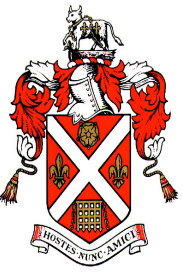
**Action** – An application for green dragon status be prepared

**Those involved** – Staff

**Evidence** – Application submitted to Town Council for approval

**Accountable Lead** – Town Clerk

**Deadline** – in about 6 months time



Un Llais Cymru



One Voice Wales

# Example of an improved action plan

**Aim** – Sustainable Development and Behaviours

**Objective** – A green agenda for all

**Action** – Identify each of the key actions needed to achieve the green dragon standard

**Those involved** – Identify the members of staff who will take various lead roles in each of the actions

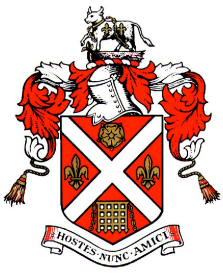
**Evidence** – Application submitted to Awarding Body and awarding decision made

**Accountable Lead** – Town Clerk

(might be sensible to have a lead Councillor or Sub-Committee working with the Clerk)

**Deadline** – Put in exact deadline for submission





Un Llais Cymru



One Voice Wales

# Structure

## Well Being Principles

Theme 1 A globally responsible Wales

Theme 2 A prosperous Wales

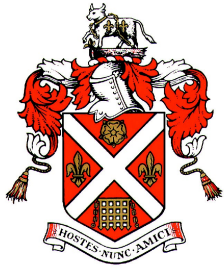
Theme 3 A resilient Wales

Theme 4 A healthier Wales

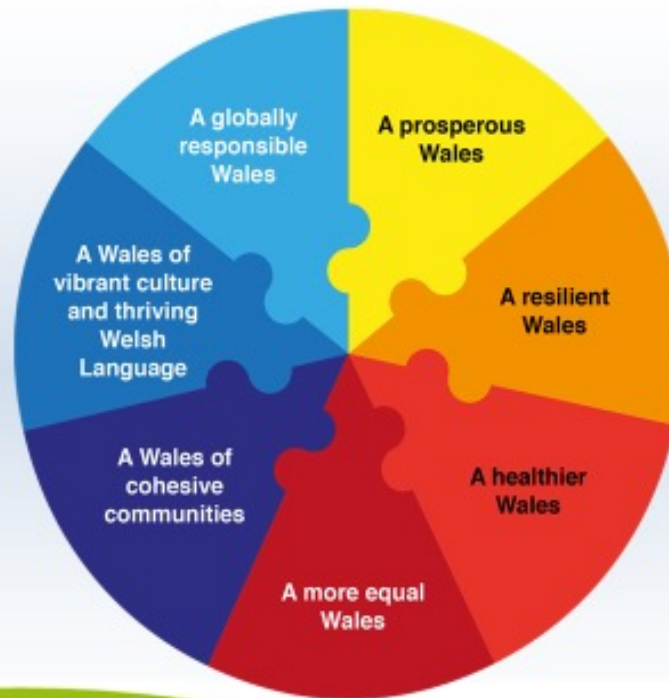
Theme 5 A more equal Wales

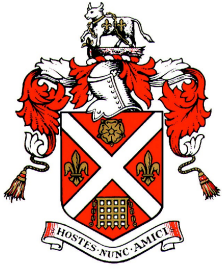
Theme 6 A Wales of Cohesive Communities

Theme 7 A Wales of vibrant culture and thriving  
Welsh language



# The Well-being goals

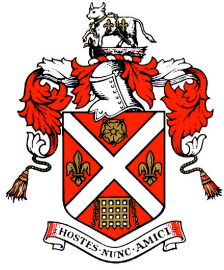




# The 7 Well-being goals

## A prosperous Wales:

- An innovate, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

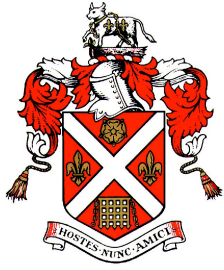


# The 7 Well-being goals



## A resilient Wales:

- A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).

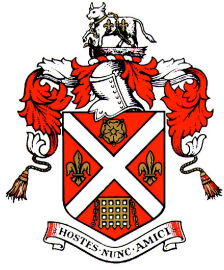


# The 7 Well-being goals



## A healthier Wales:

- A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.



# The 7 Well-being goals



## A more equal Wales:

- A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).



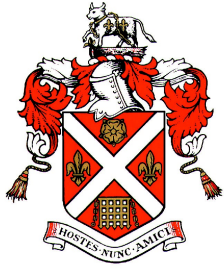
# The 7 Well-being goals



## A Wales of cohesive communities:

- **Attractive, viable, safe and well-connected communities.**





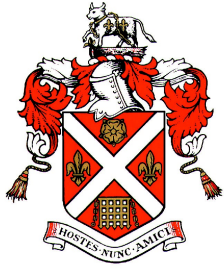
# The 7 Well-being goals



## A Wales of vibrant culture and thriving Welsh language:

- A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.





# The 7 Well-being goals



## A globally responsible Wales:

- A globally responsible Wales. A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being and the capacity to adopt to change (for example climate change).