



ABERGAVENNY TOWN COUNCIL STRATEGY & ACTION PLAN

'Working for and with all the people and communities of Abergavenny'

NOVEMBER 2022 DRAFT



Abergavenny Town Council Strategy & Action Plan

Abergavenny Town Council is committed to making Abergavenny prosperous, vibrant and sustainable. Abergavenny and its facilities serve a much wider catchment area. Abergavenny is a tourism destination with thousands of visitors every year.

The Town Council mission is *“Working for and with all the people and communities of Abergavenny”*

The Council endeavours to be transparent and open to the community it serves. Public bodies in Wales have the duty to develop policy which furthers the seven goals of the Wellbeing of Future Generations (Wales) Act 2015.

The Abergavenny Town Council will work within the goals of the Future Generations Act, and the MCC Wellbeing Plan to deliver consensus policies based on agreed strategies. Working together we can achieve more.

We are facing the still-present consequences of the Covid 19 Pandemic. The economic situation will place increasing pressures on resources of the Welsh Government and Local Authorities, including the Town Council. The cost of living crisis hits more and more in our community. We must strive to make the best use of resources. With limited resources we must set priorities to give all protection possible to the most deprived and needy.

Identifying our priorities

The priority areas identified by the Town Council include:

Children & Young People

The young people in the town are our future. The Council will work in partnership with other organisations to improve the opportunities for young people through the provision of activities and facilities. By supporting local organisations that support mental health, the Town Council can ensure young people with emerging mental health issues have access to and are offered appropriate support. We have already made a start by working with schools and agencies involved with young people.

The Town Council will forge strong links with schools to increase the understanding of the local democratic process and the role of local councils.

Challenges of Demographic Change

Abergavenny has an ageing population. The Town Council will ensure there is provision and support for the older generation and will seek innovative ways to bring different generations together. Local organisations support mental health and the Town Council can ensure that appropriate support is available locally. We have a role to play in making representation during the preparation of the Local Development Plan to ensure that planning policies take account of the needs of an ageing population.

Environment and Climate Change

Abergavenny is fortunate to have fantastic greenspaces within the town and more can be done to enhance these spaces for nature and for people. The Town Council will promote partnership working and support for such endeavours such as the delivery of MCC's Green Infrastructure Strategy. The Town Council has a duty to protect, enhance and promote biodiversity. The Council will engage with local environmental groups. Everyone has a part to play in tackling the climate emergency. The Town Council will monitor the impact of its own practices.

Communities and Businesses are Economically Thriving and Well Connected

The Town Council delivers or financially supports services which contribute to this objective. These include Abergavenny in Bloom, public toilets, Tourist Information Centre, street sweeping and provision and emptying of dog waste bins. To buck the bleak economic forecast and cost of living crisis, the Town Council will play its part alongside business groups, other public sector organisations as well as local and national government.

A Responsible Town Council

The Council has a role to play in making representation during the preparation of the Local Development Plan to ensure that the LDP promotes local industry in Abergavenny so that there is a more appropriate balance between land allocated for housing and employment.

The Town Council has different roles. The Town Council can directly pay for something to happen. It can assist others to make things happen. It can promote different activities. It can act as the voice for the town in discussions with other organisations.

The Town Council must continue to inform people about what we do and why.

The Town Council wants to be more creative in how it works in partnership with local organisations to achieve its aims.

The public can attend and speak at Town Council meetings and are encouraged to do so. A priority for the Town Council is to increase engagement between the Town Council and residents.

Priorities

A = To be given urgent attention and completed within a timescale of up to 3 months

B = To be given early attention and completed within a timescale of 6 months

C = To be given medium term attention and completed within 12 months

D = A longer term action that may require a period greater than 12 months to complete

November 2022

A Globally Responsible Wales						
Priorities	Action	Partners	Lead Councillor	Priority A/B/C/D	Cost	Latest Comments on progress
Become involved in town of sanctuary/Fairtrade Town/Create improved links with local groups such as the Rotary Club with international links and town twinning	To work with MCC to assimilate refugee families into our community	MCC Town of Sanctuary		A/D		
Promote the town as a destination that people want to visit	Work to make Sugar Loaf a sustainable destination Abergavenny In Bloom	ADTA Y Fenni Business Community Food Festival TIC		C		
To undertake a tourism audit and work with MCC to create a brand for Abergavenny as a tourist destination		Monmouthshire Destination Partnership Board		D		
Improve the townscape	Support groups that focus on ameliorating the environment (Waste Reduction/Recycling)	MCC KAT KWT Town Team		A/D		
To improve the maintenance and enhancement of Bailey	Enhance maintenance of greenspaces within	MCC, voluntary organisations, MCC GI Team	Cllr T Konieczny	S – M		

Park, Linda Vista Gardens and Castle Meadows	the Town Crew work schedule Improve and protect the heritage (natural and built) of these areas					
Contribute to the MCC Green Infrastructure (GI) Strategy and resulting projects	Engage with MCC on the GI strategy	MCC NRW	Cllr Konieczny			
Take steps to address the issue of river pollution	Initial contact to be made as soon as possible, meetings to be set up within 3 months and report back to Council in 12 months	MCC, NRW, WG and the Welsh River Union		B/C		
Deliver the environmental improvement plan	Bus Station Improvements Gabb Square Penypound	local voluntary groups, MCC, residents and WG (Green Infrastructure Plan)		A/D		
Promote ATC's Climate Crisis Policy	Reduce the use of single-use plastic Support insulation and photovoltaic projects Promote the Refill Scheme	Refill Cymru Plastic Free Abergavenny Town centre businesses Schools	Cllr T Konieczny			

To provide voluntary environmental groups with a more sustainable future	Work with MCC to increase the number of volunteers active in Friends of groups Agree multi-year funding arrangements where appropriate	Voluntary Environmental Groups MCC KAT KWT GAVO				
Enhance and promote biodiversity	Direct council contractors to increase pollinator friendly planting Green the public estate Improve the Gavenny corridor Promote the leaflet (paper and electronic) of a walk joining up the different greenspaces in the town and promoting their biodiversity	Bee friendly Monmouthshire Monmouthshire CC	Cllr T Konieczny			
A prosperous Wales						
Create business resilience links within the town		YFBC		B		

Create links with larger independent businesses		YFBC		A		
Work with town centre businesses and others to promote the town and what it has to offer	Promote use of Smart Town Technology; Support : TIC, Abergavenny & District Tourism Association, Food Festival	MCC, BBNPA Y Fenni Business Community, Tourist Information Centre, ADTA, Abergavenny Food Festival	Cllr T Konieczny		£10,000pa £1,800 pa £10,000pa	
Improve the appearance of the town centre	Engage with Businesses and Wider Community: To provide bright and colourful floral displays Litter free pedestrianised area To provide Christmas Lighting	Town Team MCC KAT KWT Abergavenny in Bloom YFBC	Cllr T Konieczny		£30,000pa £20,000pa	
Create closer links with Neville Hall (Largest employer in the area)		ABUHB		A		
Attract small medium enterprise into the town (RLDP)	Work with MCC & third sector	MCC ATT Civic Society		C		

Undertake an audit of employment opportunities in the town	Work in collaboration with MCC	MCC		A		
Attract light industry into the town to diversify and reduce the current reliance on retail (RLDP)	Work with MCC to establish candidate sites for Employment Land	MCC		D		
To have public toilets which meet the needs of users.	Continue financially contributing to ensure that MCC keep 3 blocks of toilets open	MCC Disability groups Baby/Toddler groups	Cllr T Konieczny		£70,000pa	
Cleaner streets	To incorporate street cleaning arrangements into the Town Crew initiative	MCC	Cllr T Konieczny		£115,000pa	
Reduce the incidences of dog fouling in the town	Provide dog waste bins throughout the town Promote the 'give dog fouling the red card' campaign To bring in MCC Public Space Protection Orders where dog fouling is a particular issue	MCC			£15,000pa	

	Increase enforcement of byelaws					
A resilient Wales						
Local training designed to support the economy having regard to the offering from further and higher education	Encourage the development of training opportunities for younger people as well as adult re-skilling	Close consultation with MCC and the WG		C		
CHILDREN & YOUNG PEOPLE						
Develop a closer strategic and collaborative relationship with schools				B		
Ensure young people with emerging mental health issues have access to and are offered appropriate services	Monitor current provision and identify any gaps Support the SHIFT project that provides emotional wellbeing support to young people aged 11+	Schools, MCC Youth Services, ACE, Mind Monmouthshire			SHIFT £5000pa	
Increase opportunities for young people to have a say in what happens in their town	Arrange regular meetings with schools Establish links with schools to promote understanding of local democracy and	Schools, MCC Youth Service GAVO, KHS				

	what having the vote at 16 means					
Improve understanding of whether youth provision in the town is appropriate & sufficient and take forward identified projects.	Continue discussions with MCC Youth Service and other agencies Promote with partners the desirability of undertaking an audit of youth provision	MCC Youth Service, ACE, Aber Community Centre, 7 Corners GAVO, MCC Partnerships, MCC Grounds				
Provide engaging and stimulating activities for young people	Contribute towards activities organised by MonLife for all children Arrange free events for children and young people Encourage town festivals to have activities for children and young people Encourage schools to become involved with the work of the Town Council and other bodies in furthering the well-being objectives	MCC ATC Round Table Rotary Festival organisers			£15,000pa £1000 for Town Council events	
A healthier Wales						

Support initiatives to create allotments and community growing spaces including schools	Re-open dialog with MCC on allotment plans Assess need and demand for allotments	MCC				
Support MIND (Mental Health Issues)					£10,000pa	
Explore cooperation with Aneurin Bevan University Health Board						
Support active travel and leisure initiatives		MCC WG				
Public service provision accommodates the needs of older people	Consider older people in service delivery options, improvements to the toilets Monitor planning applications for any development proposals that may give rise to mobility issues Continue to work with organisations that support older people	MCC Older people groups Promobility Group Mardy Park Resource Centre Abergavenny Community Centre ACE				
Improve intergenerational interaction	Support activities and festivals that promote	MCC				

	intergenerational interaction					
Promote events for older people	Arrange free events of interest to older people					
Support services that support older people	Continue financial support to Mind Monmouthshire Continue financial support to Abergavenny Citizens Advice Bureau		Cllr M Groucutt		£10,000pa £14,000pa	
A more equal Wales						
Investigate the provision of cost-of-living support				A		
Examine ways of improving access for the disabled and less abled	Improvements in the Railway Station, including the installing of lifts			B		
Assist families experiencing poverty	Supporting foodbanks, libraries, & provision of warm spaces			A B A		
A Wales of Cohesive Communities						
Encourage and support town events (e.g., similar to Jubilee/Night Markets)	Work with MCC market team and local businesses	MCC YFBC		C		

Encourage and support initiatives combatting issues of loneliness				B		
Provision of support for community centres		ACT ACE		C		
School outreach (appointment of youth representatives)	Liaising with KHS School Council and MCC Youth Council	MCC KHS		C		
Pro Mobility Forum	Regular support and updates			C		
A Wales of vibrant culture and thriving Welsh language						
Support Welsh Medium schools						
Promote bilingual signs						
Ensure Council literature is bilingual						
Possible support for Welsh culture societies	Abergavenny Eisteddfod					
A MORE RESPONSIVE TOWN COUNCIL						
Improve communication	Maintain the Town Council Facebook page Regularly update the website Issue regular press releases on Council activity		Mayor			

	Prepare the Abergavenny Chronicle column					
Encourage wider community engagement on Town Council activities	Identify innovative methods to capture community views		Mayor All Councillors			
Engage with and influence policymakers across a wide range of issues	Build good working relationships with a range of policy makers Respond to relevant consultations Be the facilitator for local organisations to have a voice on policies that impact on Abergavenny Input into the RLDP review process	MCC WG NRW ABHBT	Mayor All Councillors			
Increase the knowledge base of Councillors	Offer training to Councillors Raise awareness of good practice within the sector and by topic	OVW	Mayor All Councillors			