



ABERGAVENNY TOWN COUNCIL STRATEGY & ACTION PLAN

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

November 2023



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. (16yrs now being able to vote).

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 RLDP 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.

The Town Council has adopted a RAG system (Red, Amber, Green) to identify our priorities:

RED – No progress AMBER – In Progress GREEN – Completed

FC: Full Council

P&R: Policy & Resources Committee

Env: Environment Committee

P&C: People & Communities Committee

April 2023

Priorities	Action	Partners	Lead Councillor	Latest Comments on progress
SECTION 6 ENVIORNMENT ACT				
1.Env: Promote the town as a destination that people want to visit.	Work with BBNPA to establish locations sustainable destinations.	Abergavenny District Tourism Association Brecon Beacons National Park Authority	Cllr Holland Cllr Bowyer	AMBER: Meeting with MCC, BBNP to discuss TIC funding and priorities.

<p>2.Env/P&C: To create a brand for Abergavenny as a tourist destination.</p>	<p>Work with Visit Monmouthshire and other partners to develop Abergavenny as a destination. Develop, evolve and promote Abergavenny In Bloom. To engage with MCC in creating Placemaking Plans and utilising Transforming Towns Funding. Integrate Smart Town Technology.</p>	<p>National Trust Y Fenni Business Community Food Festival Tourist Information Centre Community Groups Monmouthshire Destination Partnership Board. MCC Owen Davies Consultancy</p>		<p>Continued promotion of Wales in Bloom, gaining GOLD award in 21,22, and 23 with entry into Britain In Bloom Town Category for 2023. New planters ordered which will have Town Council and Abergavenny in Bloom branding. Placemaking engagement has started, meeting scheduled 16th Oct '23. Smart tech installed to monitor soil moisture levels to assess watering needs of planters.</p>
<p>3.Env: Improve the townscape</p>	<p>Support groups that focus on improving the environment (Waste Reduction and Recycling).</p>	<p>MCC Keep Abergavenny Tidy Keep Wales Tidy Town Team Abergavenny In Bloom groups.</p>	<p>Cllr Jones Cllr Barnes Cllr Eldridge</p>	<p>AMBER Abergavenny in Boom rolling out hanging baskets to improve street scape with business support for 2023. Competing in Britain In Bloom to represent Town Category for Wales in 2023. Business sector engagement with provision of hanging baskets</p>
<p>4.Env: To improve the maintenance and enhancement of Bailey Park, Linda Vista Gardens, Castle</p>	<p>Enhance maintenance of greenspaces within the Town Crew work schedule. Improve and protect the heritage (natural and built) of these areas</p>	<p>Voluntary organisations MCC Green Infrastructure Team</p>	<p>Cllr G Wilde</p>	<p>AMBER: Creation of the Mill Wheel Herb bed at the Community Orchard. Community Orchard Cooperation agreement in place.</p>

Meadows, Belgrave Park, Swan Meadows, Gavenny Meadows, Laurie Jones Community Orchard.				Public Art – butterfly and bee murals commissioned in Bailey Park, with view to add larger mural ‘wonderful weeds’ at far end of park in conjunction with local business sponsorship and MCC support.
5.Env: Contribute to the MCC Green Infrastructure (GI) Strategy and resulting projects	Engage with MCC on the GI strategy	MCC (Local Places for Nature, Nature isn’t Neat, Gwent Green Grid Partnership) Natural Resources Wales	Cllr	AMBER: Engaged with MCC teams listed on future projects. Engagement for funding throughout Abergavenny for Places for Nature funding
6.Env: Monitor the issue of river pollution, particularly the Gavenny, Cibi Brook, Nant Iago, and River Usk.	To engage with stakeholders to establish progress on interventions on tributaries and waterways.	MCC Natural Resources Wales Welsh Government Welsh Rivers Union	Cllr G Wilde Cllr Barnes	AMBER: 1 Promote volunteering to monitor the Usk via ‘Save the River Usk’. They are only aware of one other volunteer in Abergavenny. 2 Provide equipment to one or two volunteers per year. (£150 each). 3 Consider a donation to ‘Save the River Usk’ perhaps via Kim Waters and Angela Jones.
7.Env: Deliver the environmental improvement plan	Bus Station Improvements Gabb Square Penypound	Local voluntary groups MCC, Residents WG (Green Infrastructure Plan)	Cllr Holland	AMBER Bus Station seeded with green manure in preparation for planting. Community Nature Spaces Project with MCC underway

<p>8.Env: Promote ATC's Climate Crisis Policy</p>	<p>Reduce the use of single-use plastic. Support insulation and photovoltaic projects. Promote the Refill Scheme.</p>	<p>Refill Cymru Plastic Free Abergavenny Town centre businesses Schools</p>		<p>RED</p>
<p>9.Env: To support voluntary environmental groups with working towards a more sustainable future.</p> <p>To inform and promote environmental sustainability.</p>	<p>Work with MCC to increase the number of volunteers active in Friends of groups</p> <p>Agree multi-year funding arrangements where appropriate</p> <p>Work with CSOs, Businesses, State and other actors to achieve our aims through events, publicity, promotions, sponsorship and direct actions</p>	<p>Voluntary Environmental Groups MCC Keep Abergavenny Tidy Keep Wales Tidy Gwent Association Voluntary Organisations Friends of the Earth Greener Abergavenny</p>	<p>Cllr Barnes Cllr Jones</p>	<p>AMBER: Funding support for KAT projects, support for Greener Abergavenny environmental fair 1.10.23</p>
<p>10.Env: Enhance and promote biodiversity</p>	<p>Encourage council contractors to increase pollinator friendly planting</p> <p>Green the public estate</p> <p>Improve the Gavenny corridor</p> <p>Promote the leaflet (paper and electronic) of a walk joining up the different</p>	<p>Bee friendly Monmouthshire</p> <p>Monmouthshire County Council</p>	<p>Cllr G Wilde Cllr Barnes</p>	<p>AMBER: Park Road Bus Stop GI planting, Civic Society pollinator friendly planting</p> <p>Reprints show success of the walk.</p>

	greenspaces in the town and promoting their biodiversity			
A Prosperous Wales				
11.P&C: Create business resilience links within the town; Create links with larger independent businesses; Attract small medium enterprise into the town (RLDP) Work with town centre businesses and others to promote the town and what it has to offer	Work with MCC & third sector. To regularly check the Welsh Indices Multiple Deprivation figures for the 6 wards. Promote use of Smart Town Technology; Support : TIC, Abergavenny & District Tourism Association, Food Festival	MCC Abergavenny Transition Town Civic Society Brecon Beacons National Park Authority Y Fenni Business Community, Tourist Information Centre, Abergavenny District Tourism Association, Abergavenny Food Festival	Cllr Nicholson Cllr Jones Cllr J George	RED
12.P&C/Env: Improve the appearance of the town centre	Engage with Businesses and Wider Community on Placemaking Plans and Transforming Towns funding; To provide bright and colourful floral displays. To provide Christmas Lighting.	Town Team MCC Keep Abergavenny Tidy Keep Wales Tidy Abergavenny in Bloom Y Fenni Business Community	Cllr Jones	AMBER: Business sector engagement with provision of hanging baskets
13.P&C: Create closer links with Nevill Hall Hospital	To make contact with Nevill Hall Hospital administration	Aneurin Bevan University Health Board	Cllr Jones	RED – tell them they are our theme for Britain in Bloom

(Largest employer in the area)				
14.Env: To have public toilets which meet the needs of users.	Continue financially contributing to ensure that MCC keep 3 blocks of public toilets open	MCC Disability groups Baby/Toddler groups	Cllr Barnes	AMBER
15.Env: Cleaner streets	<p>To incorporate street cleaning arrangements into the Town Crew initiative. Engage with KAT on their monthly litter picks. Litter free pedestrianised zones.</p> <p>Provide dog waste bins throughout the town Promote the 'give dog fouling the red card' campaign</p> <p>To bring in MCC Public Space Protection Orders where dog fouling is a particular issue and Increase enforcement of byelaws</p>	MCC Keep Abergavenny Tidy Keep Wales Tidy	Cllr Jones	<p>AMBER: Integration complete with Town Team. Recognise efforts of KAT to engage businesses to engage with LFZ initiative with KWT.</p> <p>Engaged with MCC on Public Spaces Protection Order</p> <p>Regular attendance at Dog Fouling Working Group</p> <p>Grant aid to KAT, regular provision of data on litter collections.</p> <p>PSPO consultation responded to.</p>
16.P&C: Abergavenny is a Fairtrade Town	Re-establish links with and continue to support Fairtrade Abergavenny	Fairtrade Abergavenny	Cllr Barnes Cllr Wilde	AMBER: Cllr Barnes has re-established contacts and building relationships.
A Resilient Wales				
17.P&R: Local training designed to	Encourage the local development of training opportunities for younger	Close consultation with MCC/MonLife – Youth	Cllr Groucutt	RED

support the economy.	people as well as adult re-skilling by utilising further and higher education. Advocating for training across the town.	Service, and Coleg Gwent		
18.P&C: To create an accessible town	Engage with organisations which offer training and support to develop accessibility of the town	Sight Cymru UCAN	Cllr Holland	AMBER: Abergavenny Town Council recognised as a Sight Friendly Organisation
19.P&C: 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 what having the vote at 16 means. Develop a closer strategic and collaborative relationship with the Youth Services and the schools.	MCC Youth Service Gwent Association of Voluntary Organisations, King Henry VIII 3-19 School Cantref Primary School Our Lady & St Michael's RC Primary School Deri View Primary School Ysgol Gymraeg y Fenni Primary School	Cllr Nicholson Cllr Callard	RED
20.P&C: Improve understanding of the provision for youth in the town and take forward identified projects.	Continue discussions with MCC Youth Service and other agencies. To promote the undertaking of an audit of youth provision by partner organisations.	MCC Youth Service, Abergavenny Community Enterprise, Abergavenny Community Centre, 7Corners Gwent Association of Voluntary Organisations, MCC	Cllr Jones	AMBER: Engaged with MonLife to work on offering a wider range of facilities for the Youth Service
A Healthier Wales				

21.Env: Support initiatives to create allotments and community growing spaces.	Re-open dialog with MCC on allotment plans. Assess need and demand for allotments. Ensure allotments and growing spaces are included in the RLDP. To engage Community Orchard with encouraging community growing initiative	MCC Laurie Jones Community Orchard Nevill Hall Hospital	Cllr Jones Cllr Burch	AMBER: Community Orchard – looking to take on Incredible Edibles Cllr Burch in conversation with Nevill Hall Hospital on developing community growing space.
22.P&C: Support young people with mental health issues to access the 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, Abergavenny Community Enterprise, Mind in Gwent.	Cllr Groucutt Cllr Jones Cllr Wilde	RED
23.Env: Support Schools with community growing initiatives	Encourage uptake of funding and growing packages available from various bodies. Encourage new growing spaces at KHS.	Royal Horticultural Society Keep Wales Tidy One Voice Wales King Henry VIII School	Cllr Eldridge Cllr G Wilde Add other School Governors	AMBER: OLSM Tree planting, Seed to Fork project and peace garden. Cantref engaged in tree planting in other areas around town.
24.P&C: Support mental health wellbeing	Support MIND in Gwent	Mind in Gwent	Cllrs Groucutt, Jones and Wilde	RED
25.P&C: Promote Healthy Weight, Healthy Wales initiative	Explore cooperation with Aneurin Bevan University Health Board	Aneurin Bevan University Health Board MCC		AMBER: Town Clerk on working group

		Gwent Public Services Board		
26.Env: Promote Active Travel and leisure activities	Support MonLife with promotion of Active Travel and leisure initiatives	MCC / MonLife Welsh Government	Cllr Simcock	AMBER: Facilitated stakeholder meeting and drop in session for the public
27.P&C: Public service provision to accommodate the needs of older people	Consider the impact of service delivery options to the elderly. Take into account mobility and accessibility issues that may arise from development and planning proposals.	MCC Older people groups Promobility Group Mardy Park Resource Centre Abergavenny Community Centre Abergavenny Community Enterprise Citizens Advice Bureau	Cllr Barnes Cllr Wilde	RED
28.P&C: Promote intergenerational interaction in the activities and festivals that the Town Council supports	Support activities and festivals that promote intergenerational interaction	MCC	Cllr Callard Cllr Powell	RED
29.P&C: Support services that support older people	Continue financial support to Mind Monmouthshire; Continue financial support to Abergavenny Citizens Advice Bureau	Mind in Gwent Citizens Advice Bureau	Cllr M Groucutt	RED
A More Equal Wales				
30.P&C: Signpost to services that	Promote Money Matters initiative.	MCC	Cllr Nicholson	RED

offer cost-of-living support	Supporting libraries, & provision of warm spaces			
31.Env: Examine ways of improving access for the disabled and less abled	Improvements in the Railway Station, including the installing of lifts	National Rail Network	Cllr Bowyer Cllr Powell	AMBER: Contact established with Transport for Wales Plans have been presented to MCC supported by Town Council. Recent planning application approved by MCC Raised beds at Station being adopted by Abergavenny Women's Institute - bringing on board to Abergavenny in Bloom initiative. 25.10.23: Works now underway to carry out improvement works.
A Wales of Cohesive Communities				
32.P&C: Encourage and support town events	Work with MCC market team and local businesses	MCC Y Fenni Business Community	Cllr Jones	RED
33.P&C: Provide engaging and stimulating activities for young people	Contribute towards activities organised by MonLife for all children. Arrange free events. Encourage town festivals to have relevant activities. Encourage schools to become involved with the work of the Town Council in	MCC / MonLife Abergavenny Round Table Abergavenny Rotary Club Festival organisers	Cllr Nicholson	AMBER: Theatre performance for Yr5&6 students in Abergavenny. Engage sponsored events to have relevant activities for young people.

	furthering the well-being objectives.			
34.P&C: Develop Abergavenny as a Town of Sanctuary	To work with the community to develop a manifesto for tolerance and sanctuary. To work with MCC to assimilate refugee families into our community. Facilitate links with Syrian, Afghan, Ukrainian and other groups.	MCC Abergavenny Town of Sanctuary Group	Cllr B Nicholson	RED
35.P&C: Encourage and support initiatives combatting issues of loneliness	Signpost to community and support groups	Abergavenny Community Enterprise Abergavenny Community Centre Gateway Church MCC Library Service	Cllr Nicholson	RED
36.P&R: Support for community centres	Continue to review cooperation agreements	Abergavenny Community Centre Abergavenny Community Enterprise	Cllr Barnes Cllr Groucutt	RED
37.P&C: School outreach (investigating the appointment of youth representatives)	Liaising with MonLife/MCC Youth Council and KHS School Council	MCC King Henry VIII 3-19 School	Cllrs Nicholson and Callard	RED
38.P&C: Pro Mobility Forum	Engage with the Promobility Group	Promobility Group	Cllr Barnes	AMBER Meeting monthly, achieving lots with good responses and actions from MCC.

A Wales of Vibrant Culture and Thriving Welsh Language				
39.P&C: Create links with Welsh Medium primary school	Establish links	Ysgol Gmraeg Y Fenni	Cllr Jones	RED
40.P&R: Appropriate Council literature is produced bilingually	Ensure annual report is bilingual Update Website	MCC Translation services	Cllr Nicholson	RED
41.P&C: Liaise with Welsh culture societies	Support Abergavenny Eisteddfod	Abergavenny Eisteddfod Society	Cllr Simcock and Jones	RED
A MORE RESPONSIVE TOWN COUNCIL (A GLOBALLY RESPONSIBLE WALES)				
42.P&C: To work with the Rotary Club in connection with their international work. Support Town Twinning.	Continue to develop the link with Abergavenny Rotary, and cooperate on mutually agreeable projects that meet our mutual aims	Abergavenny Rotary Club	Cllr Eldridge Cllr Jones	AMBER: Contact made with Rotary, nominated representative established.
43.FC: Improve communication	Maintain the Town Council Facebook page. Regularly update the website.	Various	Cllr Nicholson (Website)	AMBER: Website under development with local media company.

	Issue regular press releases on Council activity. Prepare the Abergavenny Chronicle column (Create Editorial Team). Continually review community engagement.		Chairs of Committees and Cllr Eldridge (Press)	
44.FC: Encourage wider community engagement on Town Council activities	Identify innovative methods to capture community views. Encourage engagement from the public at Council meetings.	Various	All Councillors	AMBER: social media engagement increasing via promotional work with local media company.
45.FC: Engage with and influence policymakers across a wide range of issues	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 Welsh Government Natural Resources Wales Aneurin Bevan University Health Board	All Councillors	AMBER: working with MCC on new consultation methods including feedback on virtual space for Local Transport Plan.
46.FC: Increase the knowledge base of Councillors	Offer training to Councillors. Publish training records for Councillors.	One Voice Wales Society of Local Community Councils Planning Aid Wales	All Councillors	RED