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**ABERGAVENNY TOWN COUNCIL**

**STRATEGY & ACTION PLAN**

*‘Working for and with all the people and communities of Abergavenny’*

 ***JUNE 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 involvedwith 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**

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| **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.2.Env/P&C: To create a brand for Abergavenny as a tourist destination. | Work with BBNPA to establish locations sustainable destinations.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. | Abergavenny District Tourism AssociationBrecon Beacons National Park AuthorityNational TrustY Fenni Business CommunityFood FestivalTourist Information CentreCommunity GroupsMonmouthshire Destination Partnership Board.MCCOwen Davies Consultancy | Cllr HollandCllr Konieczny | AMBER: Continued promotion of Wales in Bloom, gaining GOLD award in 21 and 22, with entry into Britain In Bloom Town Category for 2023. New planters ordered which will have Town Council and Abergavenny in Bloom branding. |
| 3.Env: Improve the townscape | Support groups that focus on improving the environment (Waste Reduction and Recycling). | MCCKeep Abergavenny TidyKeep Wales TidyTown TeamAbergavenny In Bloom groups. | Cllr JonesCllr BarnesCllr Eldridge | AMBERAbergavenny 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. |
| 4.Env: To improve the maintenance and enhancement of Bailey Park, Linda Vista Gardens, Castle Meadows, Belgrave Park, Swan Meadows, Gavenny Meadows, Laurie Jones Community Orchard.  | Enhance maintenance of greenspaces within the Town Crew work schedule.Improve and protect the heritage (natural and built) of these areas | Voluntary organisationsMCC Green Infrastructure Team | Cllr Konieczny | AMBER |
| 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 Konieczny | AMBER: Engaged with MCC teams listed on future projects. |
| 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 KoniecznyCllr Barnes | RED |
| 7.Env: Deliver the environmental improvement plan | Bus Station ImprovementsGabb SquarePenypound | Local voluntary groups MCC, ResidentsWG (Green Infrastructure Plan) | Cllr Konieczny | AMBER |
| 8.Env: Promote ATC’s Climate Crisis Policy | Reduce the use of single-use plastic.Support insulation and photovoltaic projects.Promote the Refill Scheme. | Refill CymruPlastic Free AbergavennyTown centre businessesSchools | Cllr Konieczny | RED |
| 9.Env: To support voluntary environmental groups with working towards a more sustainable future. To inform and promote environmental sustainability. | Work with MCC to increase the number of volunteers active in Friends of groupsAgree multi-year funding arrangements where appropriateWork with CSOs, Businesses, State and other actors to achieve our aims through events, publicity, promotions, sponsorship and direct actions | Voluntary Environmental GroupsMCC Keep Abergavenny TidyKeep Wales TidyGwent Association Voluntary OrganisationsFriends of the EarthGreener Abergavenny | Cllr BarnesCllr Jones | RED |
| 10.Env: Enhance and promote biodiversity | Encourage council contractors to increase pollinator friendly plantingGreen 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 MonmouthshireMonmouthshire County Council | Cllr Konieczny | AMBERReprints show success of the walk. |
| **A Prosperous Wales** |  |  |  |  |
| 11.P&C: Create business resilience links within the town;Create links with larger independentbusinesses;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 | MCCAbergavenny Transition TownCivic SocietyBrecon Beacons National Park AuthorityY Fenni Business Community,Tourist Information Centre, Abergavenny District Tourism Association, Abergavenny Food Festival | Cllr NicholsonCllr JonesCllr Konieczny | **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 TeamMCCKeep Abergavenny TidyKeep Wales TidyAbergavenny in BloomY Fenni Business Community | Cllr KoniecznyCllr Jones | AMBER |
| 13.P&C: Create closer links with Nevill Hall Hospital (Largest employer in the area) | 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 |
| 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 | MCCDisability groupsBaby/Toddler groups | Cllr T Konieczny | AMBER |
| 15.Env: Cleaner streets | To incorporate street cleaning arrangements into the Town Crew initiative.Engage with KAT on their monthly litter picks. Litter free pedestrianised zones.Provide dog waste bins throughout the townPromote the ‘give dog fouling the red card’ campaignTo bring in MCC Public Space Protection Orders where dog fouling is a particular issue andIncrease enforcement of byelaws | MCCKeep Abergavenny Tidy Keep Wales Tidy | Cllr T KoniecznyCllr Jones | AMBER: Integration complete with Town Team. Recognise efforts of KAT to engage businesses to engage with LFZ initiative with KWT. Engaged with MCC on Public Spaces Protection OrderRegular attendance at Dog Fouling Working Group |
| 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 support the economy.  | Encourage the local development of training opportunities for younger people as well as adult re-skilling by utilising further and higher education.Advocating for training across the town. | Close consultation with MCC/MonLife – Youth Service, and Coleg Gwent | Cllr Groucutt | RED |
| 18.P&C: To create an accessible town | Engage with organisations which offer training and support to develop accessibility of the town | Sight Cymru | 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 ServiceGwent Association of Voluntary Organisations, King Henry VIII 3-19 SchoolCantref Primary SchoolOur Lady & St Michael’s RC Primary SchoolDeri View Primary SchoolYsgol Gymraeg y Fenni Primary School | Cllr NicholsonCllr 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, 7CornersGwent 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 | MCCLaurie Jones Community OrchardNevill Hall Hospital | Cllr JonesCllr Burch | AMBER: Community Orchard – looking to take on Incredible Edibles Cllr Burch in conversation with Nevill Hall Hospital on developing community growing space. |
| 22.&C: Support young people with mental health issues to access the appropriate services | Monitor current provision and identify any gapsSupport the SHIFT project that provides emotional wellbeing support to young people aged 11+  | Schools, MCC Youth Services, Abergavenny Community Enterprise, Mind in Gwent. | Cllr GroucuttCllr JonesCllr 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 SocietyKeep Wales TidyOne Voice WalesKing Henry VIII School | Cllr KoniecznyCllr EldridgeAdd other School Governors | RED |
| 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 BoardMCCGwent Public Services Board |  | AMBER: Town Clerk on working group |
| 26.Env: Promote Active Travel and leisure activities | Support MonLife with promotion of Active Travel and leisure initiatives | MCC / MonLifeWelsh Government | Cllr Simcock | RED |
| 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. | MCCOlder people groupsPromobility GroupMardy Park Resource CentreAbergavenny Community CentreAbergavenny Community EnterpriseCitizens Advice Bureau  | Cllr BarnesCllr 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 GwentCitizens Advice Bureau | Cllr M Groucutt | **RED** |
| **A More Equal Wales** |  |  |  |  |
| 30.P&C: Signpost to services that offer cost-of-living support | Promote Money Matters initiative.Supporting libraries, & provision of warm spaces | MCC | Cllr Nicholson | **RED** |
| 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 BowyerCllr Powell | AMBER: Contact established with Transport for WalesPlans have been presented to MCC supported by Town Council. Recent planning application approved by MCC |
| **A Wales of Cohesive Communities** |  |  |  |  |
| 32.P&C: Encourage and support town events  | Work with MCC market team and local businesses | MCCY 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 furthering the well-being objectives. | MCC / MonLifeAbergavenny Round TableAbergavenny Rotary ClubFestival organisers | Cllr Nicholson | AMBER: Theatre performance for Yr5&6 students in Abergavenny.Engage sponsored events to have relevant activities for young people.  |
| 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. | MCCAbergavenny 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 EnterpriseAbergavenny Community CentreGateway ChurchMCC Library Service | Cllr Nicholson | RED |
| 36.P&R: Support for community centres | Continue to review cooperation agreements | Abergavenny Community CentreAbergavenny Community Enterprise | Cllr BarnesCllr Groucutt | RED |
| 37.P&C: School outreach (investigating the appointment of youth representatives) | Liaising with MonLife/MCC Youth Council and KHS School Council | MCCKing 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 | AMBERMeeting 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 bilingualUpdate 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 EldridgeCllr Jones | AMBER: Contact made with Rotary, nominated representative established.  |
| 43.FC: Improve communication | Maintain the Town Council Facebook page.Regularly update the website.Issue regular press releases on Council activity.Prepare the Abergavenny Chronicle column (Create Editorial Team).Continually review community engagement.  | Various | Cllr Nicholson(Website)Chairs of CommitteesandCllr Eldridge(Press) | **AMBER** |
| 44.FC: Encourage wider community engagement on Town Council activities  | Identify innovativemethods to capture community views.Encourage engagement from the public at Council meetings.  | Various | All Councillors | RED |
| 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. | MCCWelsh GovernmentNatural Resources WalesAneurin Bevan University Health Board | All Councillors | RED |
| 46.FC: Increase the knowledge base of Councillors | Offer training to Councillors.Publish training records for Councillors. | One Voice WalesSociety of Local Community CouncilsPlanning Aid Wales | All Councillors | RED |