



ABERGAVENNY TOWN COUNCIL STRATEGY & ACTION PLAN

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

MARCH 2024



Abergavenny Town Council Strategy & Action Plan

[Abergavenny Town Council](#)'s mission is to: "*Work for and with all the people and communities of Abergavenny.*" The Town Council is committed to making Abergavenny prosperous, vibrant and sustainable. The Council endeavours to be transparent and open to the community it serves. This Strategy and Action Plan outlines how we intend to meet our priorities over the current elected term (May 2022 - May 2027).

Context

As a town, we are experiencing the effects of global climate and economic crises. The economic situation places increasing pressures on resources of the Welsh Government and Local Authorities, including the Town Council. The cost-of-living crisis is affecting more people in our community. With limited resources we have set priorities which give all protection possible to the most underserved and vulnerable. We strive to make the best use of resources, enabling our community to be as resilient as possible.

The role of the Town Council

The Town Council has different roles. It can:

- directly pay for something to happen
- assist (financially or in other ways) other organisations to make things happen
- promote different activities
- act as the voice for the town in discussions with other organisations
- engage with and influence policymakers across a wide range of issues

The Town Council must:

- continue to inform people about what we do and why
- be open and transparent to the public. The public can attend and speak at Town Council meetings and are encouraged to do so.

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 mental health organisations, the Town Council ensures

young people are offered appropriate support. Sixteen-year-olds can vote in Welsh Elections and so we are forging 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 support partner organisations to ensure there is appropriate provision for the older generation and will seek innovative ways to bring different generations together. We have a role to play in making representation during the preparation of the [Replacement 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 wonderful green spaces within the town. The Town Council has a duty to protect, enhance and promote biodiversity and is working with local environmental groups to do so. The Town Council will promote partnership working and support the delivery of [Monmouthshire County Council's Green Infrastructure Strategy](#).

Communities and Businesses are Economically Thriving and Well Connected

Abergavenny is a thriving and diverse town centre, with events and festivals throughout the year. 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. Within the context of the challenging economic forecast and cost of living crisis, the Town Council is working alongside business groups, public sector organisations as well as MCC to support a thriving and well-connected town.

A Responsible Town Council

The Council has a role to play in making representation during the preparation of the Replacement Local Development Plan to ensure that this promotes local industry in Abergavenny so that there is a more appropriate balance between land allocated for housing and employment. We have an active role in community safety, meeting regularly with local Police.

Structure of the below document

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 Town Council monitors the impact of its own practices, and report under [Section 6 on the Environment \(Wales\) Act 2016](#). These requirements are indicated in the table below.

The Town Council has adopted a RAG system (Red, Amber, Green) to identify our priorities: RED – No progress; AMBER – In Progress; GREEN – On Target.

The table has the following headings: Priorities, Action, Partners, Lead Councillor(s), Latest Comments on progress. Comments are updated on a quarterly basis.

Acronym explainer

Each priority is allocated to a committee within the Council, to bring clarity to who is working on what. The committees are:

Full Council	FC
Policy & Resources Committee	P&R
Environment Committee	EC
People & Communities Committee	P&C

Category across different Acts	Priorities	Action	Partners	Lead Councillor	Latest Comments on progress
Section 6 of the Environment Act; A Globally Responsible Wales;	1.EC: Promote the town as a destination that people want to visit, creating a brand for Abergavenny as a tourist destination	Work with Bannau Brycheiniog National Park (BBNP) to establish locations sustainable destinations. Work with Visit Monmouthshire and other partners to develop Abergavenny as a destination.	<ul style="list-style-type: none"> • Abergavenny District Tourism Association • Bannau Brycheiniog National Park Authority • National Trust 	Cllr Holland Cllr Bowyer	GREEN: Meeting with MCC, BBNP to discuss Tourist Information Centre funding and priorities. Agreement from MCC to allow TIC use of space for 2024/25. Working on increasing offer to improve retail sales.

		<p>Develop, evolve and promote Abergavenny In Bloom. Engage with MCC in creating Placemaking Plans and utilising Transforming Towns Funding. Integrate Smart Town Technology.</p>	<ul style="list-style-type: none"> ● Y Fenni Business Community ● Food Festival ● Tourist Information Centre ● Friends of Bailey Park, Castle Meadows, and Linda Vista Gardens, and Community Orchard ● Monmouthshire Destination Partnership Board ● Monmouthshire County Council (MCC) ● Owen Davies Consultancy 		<p>Continued promotion of Wales in Bloom, gaining GOLD award in 21,22, and 23, and at Britain In Bloom Town Category for 2023. Winners of the Sustainable Gardening Award at RHS Britain In Bloom 2023. New planters installed for municipal plantings. Smart tech: installed to monitor soil moisture levels to assess watering needs of planters. Invited to speak at the Smart City Conference in Wrexham March 2024. Replacement planters for Frogmore Street in progress. Placemaking engagement: ongoing.</p>
Section 6 of the Environment Act; A Prosperous Wales	2.EC: Contribute to Abergavenny being a clean and attractive town	<p>Support groups that focus on improving the environment.</p> <p>To provide bright and colourful floral displays. To provide Christmas Lighting.</p>	<ul style="list-style-type: none"> ● MCC ● Keep Abergavenny Tidy ● Keep Wales Tidy ● Town Team ● Abergavenny In Bloom group ● Greener Abergavenny 	Cllr Jones Cllr Barnes Cllr Eldridge	<p>GREEN: Abergavenny in Bloom rolling out hanging baskets to improve streetscape with business support. Investing in replacement planters. Competed in Britain In Bloom to represent Town Category for Wales in 2023. Christmas lighting going out to tender in 2024.</p>
Section 6 of the Environment Act;	3.EC: Improve the maintenance and enhancement of greenspaces: Bailey	Enhance maintenance of greenspaces within the Town Crew work schedule.	<ul style="list-style-type: none"> ● Friends of; Bailey Park, Castle Meadows, Linda Vista 	Cllr G Wilde, Cllr Simcock, Cllr Wright,	<p>GREEN: Creation of the Mill Wheel Herb bed at the Community Orchard.</p>

	Park, Linda Vista Gardens, Castle Meadows, Belgrave Park, Swan Meadows, Gavenny Meadows, Laurie Jones Community Orchard.	Improve and protect the heritage (natural and built) of these areas	<p>Gardens, Community Orchard.</p> <ul style="list-style-type: none"> ● MCC Green Infrastructure Team ● Gwent Green Grid Partnership ● Abergavenny Civic Society 	Cllr Bowyer, Cllr Eldridge,	<p>Community Orchard Cooperation agreement in place. 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.</p> <p>Holding events in Bailey Park utilising bandstand and highlighting public art trail.</p>
Section 6 of the Environment Act;	4.EC: Monitor the issue of river pollution, particularly the Gavenny, Cibi Brook, Nant Iago, and River Usk	To engage with stakeholders tackling pollution on tributaries and waterways.	<ul style="list-style-type: none"> ● MCC ● Natural Resources Wales ● Welsh Rivers Union ● Save the River Usk ● Friends of Castle Meadows 	Cllr G Wilde Cllr Barnes	<p>GREEN: 1 Promote volunteering to monitor the River Usk.</p> <p>2 Consider providing equipment to one or two volunteers per year. (£150 each).</p> <p>3 Working with ‘Save the River Usk’ and Welsh Rivers Union.</p> <p>4. Water Testing project by FoCM – approval of funding to purchase scientific equipment.</p>
Section 6 of the Environment Act;	5.EC: Complete the Environmental improvement plan created in 2017-22 term	<p>Bus Station Improvements</p> <p>Gabb Square</p> <p>Penypound</p> <p>Green Infrastructure Plan – green and blue corridor projects</p>	<ul style="list-style-type: none"> ● MCC ● Welsh Government 	Cllr Holland	<p>AMBER</p> <p>Castle Street and Tudor Street car park beds completed.</p> <p>Bus Station: beds to be repaired, ground planted with green manure seed to encourage better nutrient quality of soil.</p> <p>Staging of Gabb Square project commissioned.</p> <p>Community Nature Spaces Project with MCC underway.</p>

<p>Section 6 of the Environment Act; A resilient Wales, A Globally Responsible Wales</p>	<p>6.EC: Promote environmental sustainability</p>	<p>Work with MCC to increase the number of volunteers active in Friends of groups.</p> <p>Support voluntary environmental groups working towards a more sustainable future.</p>	<ul style="list-style-type: none"> ● MCC ● Keep Abergavenny Tidy ● Keep Wales Tidy ● Gwent Association Voluntary Organisations ● Friends of the Earth ● Greener Abergavenny ● Gwent Green Grid Partnership 	<p>Cllr Barnes</p> <p>Cllr Jones</p>	<p>GREEN: Funding support for Keep Abergavenny Tidy projects, support for annual Greener Abergavenny environmental fair.</p>
<p>Section 6 of the Environment Act;</p>	<p>7.EC: Enhance and promote biodiversity</p>	<p>Ensure contracts have a biodiversity aspect, to increase pollinator friendly planting, and consider this in responses to planning applications.</p> <p>Educate the public about biodiversity via social media and website.</p> <p>Promote Exploring places in nature leaflet (paper and electronic) of a walk joining up the different greenspaces in the town and promoting their biodiversity</p>	<ul style="list-style-type: none"> ● Bee friendly Monmouthshire ● MCC 	<p>Cllr G Wilde</p> <p>Cllr Barnes</p>	<p>AMBER: Park Road Bus Stop - encourage Green Infrastructure planting.</p> <p>Civic Society pollinator friendly planting at Fairfield Car Park.</p> <p>Reprints show success of the walk leaflet.</p>
<p>A Prosperous Wales; A Wales of</p>	<p>8.P&C: Create business resilience links within the town</p>	<p>Work with MCC & third sector. Promote use of Smart Town Technology.</p>	<ul style="list-style-type: none"> ● MCC ● Abergavenny Transition Town ● Civic Society 	<p>Cllr Nicholson</p> <p>Cllr Jones</p> <p>Cllr George</p>	<p>AMBER: Outdoor Christmas Market event organised by Nevill Street traders supported by Town Council in 2022 and 2023.</p>

Resilient Communities		<p>Work with town centre businesses and others to promote the town and what it has to offer.</p> <p>Engage businesses and town centre users with Place Making to access future Transforming Towns funding.</p>	<ul style="list-style-type: none"> • Bannau Brycheiniog National Park Authority • Y Fenni Business Community, • Tourist Information Centre • Abergavenny District Tourism Association, • Abergavenny Food Festival • Abergavenny Market Traders • Keep Abergavenny Tidy 		<p>Creation of Events Page on Town Council website to encourage promotion of festivals and events in and around Abergavenny.</p> <p>Online events meetings are held regularly to enable all groups to coordinate efforts for festivals and activities.</p>
A Prosperous Wales; A Healthy Wales	9.P&C: Create closer links with Nevill Hall Hospital (the largest employer in the area)	To make contact with Nevill Hall Hospital administration, to discuss opportunities for partnership. Make contact with Friends of Nevill Hall Hospital.	<ul style="list-style-type: none"> • Aneurin Bevan University Health Board • Friends of Nevill Hall Hospital 	Cllr Jones Cllr Burch Cllr G Wilde	RED – NHS at 75 theme for Britain in Bloom
A Prosperous Wales; A More Equal Wales; A Healthier Wales	10.EC: Ensure the provision of public toilets which meet the needs of users	<p>Continue financially contributing to ensure that MCC keep 3 blocks of public toilets open at Brewery Yard, Bus Station, and Castle Street.</p> <p>Explore Changing Places Provision for the town.</p>	<ul style="list-style-type: none"> • MCC • Promobility group • Sight Cymru 	Cllr Barnes	AMBER: Service Level Agreement with MCC to be renegotiated for 24/25/26 for the three toilet blocks listed.
A Prosperous Wales; A	11.EC: Ensure Abergavenny has clean streets	To incorporate street cleaning into the Town Team remit.	<ul style="list-style-type: none"> • MCC 	Cllr Jones	AMBER: Grant aid to Keep Abergavenny Tidy in order to engage

Healthier Wales		<p>Engage with Keep Abergavenny Tidy 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.</p>	<ul style="list-style-type: none"> ● Keep Abergavenny Tidy ● Keep Wales Tidy 		<p>businesses with Litter Free Zone initiative; regular provision of data on litter collections. Second Litter Free Zone created in Nevill Street and St Johns Square.</p> <p>Engaged with MCC on Public Spaces Protection Order. Responded to PSPO consultation.</p> <p>Regular attendance at Dog Fouling Working Group</p>
A Prosperous Wales; A Globally Responsible Wales;	12.P&C: Contribute to Abergavenny's status as a Fairtrade Town	Continue to support Fairtrade Abergavenny	<ul style="list-style-type: none"> ● Fairtrade Abergavenny 	Cllr Barnes Cllr A Wilde	AMBER: Cllr Barnes has re-established contacts and building relationships. Fairtrade Town to present to People and Communities Committee March 24.
A Resilient Wales; A More Equal Wales	13.P&C: Contribute to the accessibility of Abergavenny	Engage with organisations which offer training and support to develop accessibility of the town. Prioritise accessibility in the Place Making process. Improvements in the Railway Station, including the installation of lifts.	<ul style="list-style-type: none"> ● Sight Cymru ● Promobility Group ● National Rail Network 	Cllr Holland Cllr M Barnes Cllr Bowyer Cllr Powell	AMBER: Abergavenny Town Council recognised as a Sight Friendly Organisation. Cllr Barnes attending monthly meetings of Promobility Group. Contact established with Transport for Wales. Planning application presented to MCC and supported by Town Council.
A Resilient Wales	14.P&C: Increase opportunities for young people to have a say in what happens in their town.	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	<ul style="list-style-type: none"> ● MCC Youth Service ● Gwent Association of Voluntary Organisations, 	Cllr Nicholson Cllr Callard Cllr A Wilde	AMBER: Cllr A Wilde has engaged with Cantref Primary school talking about civic engagement.

		with the Youth Services and the schools.	<ul style="list-style-type: none"> • 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 		
A Resilient Wales; A Healthier Wales	15.P&C: Support the provision for youth in the town	Continue discussions with MCC Youth Service and other agencies. To promote the undertaking of an audit of youth provision by partner organisations.	<ul style="list-style-type: none"> • MCC Youth Service • Abergavenny Community Enterprise • Abergavenny Community Centre • 7Corners • Gwent Association of Voluntary Organisations 	Cllr Jones	AMBER: Engaged with MonLife to work on offering a wider range of facilities for the Youth Service. New Cooperation Agreement with 7Corners.
A Resilient Wales; A Healthier Wales	16.EC: Support community growing initiatives in the wider community, and in schools	Re-open dialog 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.	<ul style="list-style-type: none"> • MCC • Laurie Jones Community Orchard • Nevill Hall Hospital • Royal Horticultural Society • Keep Wales Tidy • One Voice Wales 	Cllr Jones Cllr Burch	AMBER: Community Orchard – taking on Incredible Edibles. Work with Nevill Hall Hospital on developing community growing space. Abergavenny Veterans Hub – investing in raised beds and fruit trees for St Johns Ambulance Hall site. Our Lady and St Michaels Primary School - Tree planting, Seed to Fork project and peace

		Encourage uptake of funding and growing packages available from various bodies. Encourage new growing spaces at KHS.	<ul style="list-style-type: none"> • King Henry VIII 3-19 School 		garden. Cantref engaged in tree planting in other areas around town and seed to fork programme.
A Healthier Wales	17. P&C: Support positive mental health initiatives for residents in the town	Monitor current provision and identify any gaps. Support MonLife with the SHIFT project that provides emotional wellbeing support to young people aged 11+. Signposting young people to appropriate organisations. Support MIND in Gwent	<ul style="list-style-type: none"> • MCC Youth Services • Abergavenny Community Enterprise • Mind in Gwent • Citizens Advice Bureau • Abergavenny Community Centre • 7Corners • Mind in Gwent 	<p>Cllr Jones</p> <p>Cllr A Wilde</p> <p>Cllr G Wilde</p>	AMBER: 3 yr agreement with 7corners. Work with Andy's Man Club through Mayor's Charities.
A Healthier Wales; A More Equal Wales	18.EC: Promote Active Travel and leisure activities	Support MonLife with promotion of Active Travel and leisure initiatives. Signposting to active travel initiatives via social media.	<ul style="list-style-type: none"> • MCC / MonLife • Media organisation 	Cllr Simcock	AMBER: Facilitated stakeholder meeting and drop-in session for the public.
A Healthier Wales; A More Equal Wales	19.P&C: Ensure the needs of older people are considered in wider service provisions.	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 – Age Friendly Community: support ongoing consultations. Signposting to all available services.	<ul style="list-style-type: none"> • MCC • Promobility Group • Mardy Park Resource Centre • Abergavenny Community Centre • Abergavenny Community Enterprise • Citizens Advice Bureau 	<p>Cllr Barnes</p> <p>Cllr A Wilde</p> <p>Cllr Callard</p> <p>Cllr Powell</p>	RED

A More Equal Wales	20.P&C: Signpost to services that offer cost-of-living support	Promote MCC's Money Matters initiative. Support library service. Continue to support CAB.	<ul style="list-style-type: none"> • MCC • Citizens Advice Bureau 	Cllr Nicholson	AMBER: Signposting via posters, and website and social media
A Wales of Cohesive Communities	21.P&C: Encourage and support town events	Work with MCC market team and local businesses. Arrange free concerts and events.	<ul style="list-style-type: none"> • MCC/MonLife • Y Fenni Business Community 	Cllr Jones	GREEN: Successfully running Remembrance and Christmas Events across town, with good engagement from public.
A Wales of Cohesive Communities	22.P&C: Provide engaging and stimulating activities for young people	Contribute towards activities organised by MonLife for all children. 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.	<ul style="list-style-type: none"> • MCC / MonLife • Abergavenny Round Table • Abergavenny Rotary Club • Festival organisers 	Cllr Nicholson	AMBER: Theatre performance for Yr5&6 students. Engage sponsored events to have relevant activities for young people. Supporting 7Corners IYE festival in July. Lights provided to enable football training at Bailey Park in winter months. STEM project kits delivered to all primary schools for World STEM day in Nov23.
A Wales of Cohesive Communities ; A Globally Responsible Wales	23.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.	<ul style="list-style-type: none"> • MCC • Abergavenny Town of Sanctuary Group • Ukrainian Community 	Cllr Nicholson Cllr A Wilde	GREEN: Statement from Town of Sanctuary provided for Town Council website. Promoted via Mayors Charities 23/24. Monmouthshire now a County of Sanctuary. Encourage participation in Remembrance parade and other town events.
A Wales of Cohesive Communities ; A Resilient Wales	24.P&R: Support for community centres	Continue to review cooperation agreements	<ul style="list-style-type: none"> • Abergavenny Community Centre • Abergavenny Community Enterprise 	Cllr Barnes Cllr Groucutt Cllr G Wilde	AMBER

			<ul style="list-style-type: none"> Llanwenarth Village Hall 		
A Wales of Vibrant Culture and Thriving Welsh Language	25.P&C: Create links with Welsh Medium primary school	Establish links with the school	<ul style="list-style-type: none"> Ysgol Gmraeg Y Fenni 	Cllr Jones	AMBER Cllrs A & G Wilde Established contact via STEM project kit delivery in Nov23.
A Wales of Vibrant Culture and Thriving Welsh Language	26.P&R: Produce appropriate Council literature bilingually	Ensure annual report is bilingual Update Website	<ul style="list-style-type: none"> Translation services 	Cllr Nicholson	GREEN: Website redesigned and live. Annual Report in both languages online and printed version delivered to every household.
A Wales of Vibrant Culture and Thriving Welsh Language	27.P&C: Liaise with Welsh culture societies	Support Abergavenny Eisteddfod	<ul style="list-style-type: none"> Abergavenny Eisteddfod Society 	Cllr Simcock and Jones	AMBER Attending monthly steering group meetings.
A Globally Responsible Wales; A More Equal Wales	28.P&C: Encourage uptake of 'Stand up to Racism' initiative.	Support racial justice organisations locally and ensure partners are acting in an anti-racist way	<ul style="list-style-type: none"> Abergavenny Town of Sanctuary Love Zimbabwe All partners 	Cllr Nicholson Cllr A Wilde Cllr G Wilde	AMBER Promoting Town of Sanctuary through Mayor's Charities 23/24.
A more responsive Town Council; A Globally Responsible Wales	29.P&C: Supporting global links	Continue to work with Abergavenny Rotary. Support Town Twinning through 21 st Century initiatives. Support Ukrainian Community.	<ul style="list-style-type: none"> Abergavenny Rotary Club Beaupreau Twinning Ostringen Twinning Town of Sanctuary Monmouthshire Muslim 	Cllr Eldridge Cllr Jones	AMBER: Collaborative working with Rotary ongoing. Sports group travelling to Beaupreau in March 2024 as part of Europiad Tournament support.

			Community Association		
A more responsive Town Council; A Globally Responsible Wales	30.FC: Encourage wider community engagement on Town Council activities	Identify innovative methods to capture community views. Encourage engagement from the public at Council meetings. Maintain the Town Council social media pages. Regularly update the website. Issue regular press releases on Council activity. Continually review community engagement.	<ul style="list-style-type: none"> Local press The Media Agency 	All Councillors	GREEN Social media engagement increasing via promotional work with local media company. Website under development with local media company. Press releases sent to local news outlets when appropriate.
A more responsive Town Council; A Globally Responsible Wales	31.FC: Participate in consultations to influence policy.	Respond to relevant consultations. Enable residents and local organisations to have a voice on consultations and policies that impact Abergavenny. Input into the RLDP review process.	<ul style="list-style-type: none"> 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. WG interaction on LinkedIn article on Smart Tech story.
A more responsive Town Council	32.FC: Enhance the knowledge and capacity of Town Councillors	Offer relevant training to Councillors. Publish training records for Councillors.	<ul style="list-style-type: none"> One Voice Wales Society of Local Community Councils Planning Aid Wales 	All Councillors	GREEN Published on website and regularly updated.