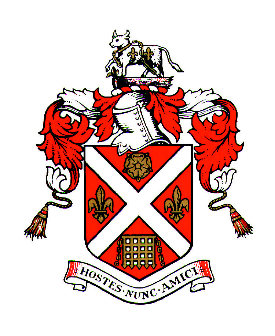
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**ABERGAVENNY TOWN COUNCIL**

**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](https://abergavennytowncouncil.gov.uk/)’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](https://www.monmouthshire.gov.uk/planning-policy/rldp-overview-and-timescale/) 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](https://www.monlife.co.uk/outdoor/green-infrastructure/strategy-and-guidance/#:~:text=The%20Green%20Infrastructure%20Strategy%20sets,local%20goals%20plans%20and%20objectives.).

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](https://www.futuregenerations.wales/about-us/future-generations-act/). The Town Council monitors the impact of its own practices, and report under [Section 6 on the Environment (Wales) Act 2016](https://www.legislation.gov.uk/anaw/2016/3/section/6). 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.  Develop, evolve and promote Abergavenny In Bloom.  Engage with MCC in creating Placemaking Plans and utilising Transforming Towns Funding.  Integrate Smart Town Technology. | * Abergavenny District Tourism Association * Bannau Brycheiniog National Park Authority * National Trust * 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 | 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.  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. |
| **Section 6 of the Environment Act; A Prosperous Wales** | 2.EC: Contribute to Abergavenny being a clean and attractive town | Support groups that focus on improving the environment.  To provide bright and colourful floral displays.  To provide Christmas Lighting. | * MCC * Keep Abergavenny Tidy * Keep Wales Tidy * Town Team * Abergavenny In Bloom group * Greener Abergavenny | Cllr Jones  Cllr Barnes  Cllr Eldridge | 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. |
| **Section 6 of the Environment Act;** | 3.EC: Improve the maintenance and enhancement of greenspaces: 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 | * Friends of;   Bailey Park, Castle Meadows, Linda Vista Gardens, Community Orchard.   * MCC Green Infrastructure Team * Gwent Green Grid Partnership * Abergavenny Civic Society | Cllr G Wilde,  Cllr Simcock,  Cllr Wright,  Cllr Bowyer, Cllr Eldridge, | GREEN:  Creation of the Mill Wheel Herb bed at the Community Orchard. 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.  Holding events in Bailey Park utilising bandstand and highlighting public art trail. |
| **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. | * MCC * Natural Resources Wales * Welsh Rivers Union * Save the River Usk * Friends of Castle Meadows | Cllr G Wilde  Cllr Barnes | GREEN: 1 Promote volunteering to monitor the River Usk.  2 Consider providing equipment to one or two volunteers per year. (£150 each).  3 Working with ‘Save the River Usk’ and Welsh Rivers Union.  4. Water Testing project by FoCM – approval of funding to purchase scientific equipment. |
| **Section 6 of the Environment Act;** | 5.EC: Complete the Environmental improvement plan created in 2017-22 term | Bus Station Improvements  Gabb Square  Penypound  Green Infrastructure Plan – green and blue corridor projects | * MCC * Welsh Government | Cllr Holland | AMBER  Castle Street and Tudor Street car park beds completed.  Bus Station: beds to be repaired, ground planted with green manure seed to encourage better nutrient quality of soil.  Staging of Gabb Square project commissioned.  Community Nature Spaces Project with MCC underway. |
| **Section 6 of the Environment Act; A resilient Wales, A Globally Responsible Wales** | 6.EC: Promote environmental sustainability | Work with MCC to increase the number of volunteers active in Friends of groups.  Support voluntary environmental groups working towards a more sustainable future. | * MCC * Keep Abergavenny Tidy * Keep Wales Tidy * Gwent Association Voluntary Organisations * Friends of the Earth * Greener Abergavenny * Gwent Green Grid Partnership | Cllr Barnes  Cllr Jones | GREEN:  Funding support for Keep Abergavenny Tidy projects, support for annual Greener Abergavenny environmental fair. |
| **Section 6 of the Environment Act;** | 7.EC: Enhance and promote biodiversity | Ensure contracts have a biodiversity aspect, to increase pollinator friendly planting, and consider this in responses to planning applications.  Educate the public about biodiversity via social media and website.  Promote Exploring places in nature leaflet (paper and electronic) of a walk joining up the different greenspaces in the town and promoting their biodiversity | * Bee friendly Monmouthshire * MCC | Cllr G Wilde Cllr Barnes | AMBER:  Park Road Bus Stop - encourage Green Infrastructure planting.  Civic Society pollinator friendly planting at Fairfield Car Park.  Reprints show success of the walk leaflet. |
| **A Prosperous Wales; A Wales of Resilient Communities** | 8.P&C: Create business resilience links within the town | Work with MCC & third sector.  Promote use of Smart Town Technology.  Work with town centre businesses and others to promote the town and what it has to offer.  Engage businesses and town centre users with Place Making to access future Transforming Towns funding. | * MCC * Abergavenny Transition Town * Civic Society * 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 | Cllr Nicholson  Cllr Jones  Cllr George | AMBER:  Outdoor Christmas Market event organised by Nevill Street traders supported by Town Council in 2022 and 2023.  Creation of Events Page on Town Council website to encourage promotion of festivals and events in and around Abergavenny.  Online events meetings are held regularly to enable all groups to coordinate efforts for festivals and activities. |
| **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. | * 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 | Continue financially contributing to ensure that MCC keep 3 blocks of public toilets open at Brewery Yard, Bus Station, and Castle Street.  Explore Changing Places Provision for the town. | * 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 Healthier Wales** | 11.EC: Ensure Abergavenny has clean streets | To incorporate street cleaning into the Town Team remit.  Engage with Keep Abergavenny Tidy on their monthly litter picks. Litter free pedestrianised zones.  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 * Keep Abergavenny Tidy * Keep Wales Tidy | Cllr Jones | AMBER:  Grant aid to Keep Abergavenny Tidy in order to engage 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.  Engaged with MCC on Public Spaces Protection Order. Responded to PSPO consultation.  Regular attendance at Dog Fouling Working Group |
| **A Prosperous Wales; A Globally Responsible Wales;** | 12.P&C: Contribute to Abergavenny’s status as a Fairtrade Town | Continue to support Fairtrade Abergavenny | * 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. | * 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 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  Cllr A Wilde | AMBER:  Cllr A Wilde has engaged with Cantref Primary school talking about civic engagement. |
| **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. | * 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.  Encourage uptake of funding and growing packages available from various bodies.  Encourage new growing spaces at KHS. | * MCC * Laurie Jones Community Orchard * Nevill Hall Hospital * Royal Horticultural Society * Keep Wales Tidy * One Voice Wales * King Henry VIII 3-19 School | 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 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 | * MCC Youth Services * Abergavenny Community Enterprise * Mind in Gwent * Citizens Advice Bureau * Abergavenny Community Centre * 7Corners * Mind in Gwent | Cllr Jones  Cllr A Wilde  Cllr G Wilde | 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. | * 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. | * MCC * Promobility Group * Mardy Park Resource Centre * Abergavenny Community Centre * Abergavenny Community Enterprise * Citizens Advice Bureau | Cllr Barnes  Cllr A Wilde  Cllr Callard  Cllr Powell | 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. | * 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. | * 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. | * 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. | * 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 | * Abergavenny Community Centre * Abergavenny Community Enterprise * Llanwenarth Village Hall | Cllr Barnes  Cllr Groucutt  Cllr G Wilde | AMBER |
| **A Wales of Vibrant Culture and Thriving Welsh Language** | 25.P&C: Create links with Welsh Medium primary school | Establish links with the school | * 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 | * 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 | * 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 | * 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 21st Century initiatives.  Support Ukrainian Community. | * Abergavenny Rotary Club * Beaupreau Twinning * Ostringen Twinning * Town of Sanctuary * Monmouthshire Muslim Community Association | Cllr Eldridge  Cllr Jones | AMBER: Collaborative working with Rotary ongoing.  Sports group travelling to Beaupreau in March 2024 as part of Europiad Tournament support. |
| **A more responsive Town Council; A Globally Responsible Wales** | 30.FC: Encourage wider community engagement on Town Council activities | Identify innovativemethods 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. | * 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. | * 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. | * One Voice Wales * Society of Local Community Councils * Planning Aid Wales | All Councillors | GREEN  Published on website and regularly updated. |