

**Llangollen Town Council.**  
**Business Plan.**  
**2017 / 2022**

**Introduction.**

**What is a Town Council Business Plan?**

It is a statement of the Town Council's vision for the town, its **purpose, values, objectives and key priorities.**

It is not intended to be a traditional 'Town Plan' which sets out aims and ambitions that are delivered by the community and partners as a whole. Rather it is a document that sets out what Llangollen Town Council itself can achieve, either directly or by trying to increase its influence on the relevant delivery body, such as the County Council.

The aim of the Business Plan is to give Llangollen's residents a clear understanding of what the Town Council is trying to achieve and how it intends to deliver this. It details what the Town Council intends to focus on over the next five years. The Business Plan will be used each year to plan activities and set the budget for the coming year.

**Why has the Town Council decided to produce a Business Plan?**

Having an agreed strategy will provide a framework for the Town Council to work within, enabling it to operate in a more consistent and co-ordinated way. Since the development of the Business Plan has been based on community engagement and involvement, the Town Council will become more confident and proactive in its decision-making.

At the same time, the Business Plan will help the local community to have a better understanding of what the Town Council does and also to clarify what it doesn't do; in other words to explain what issues fall under the responsibility of other delivery bodies such as, Denbighshire County Council or the ANOB

It is a 'live' document which the Town Council will update regularly, enabling it to track and monitor its progress against the key priorities. Because the Business Plan will be publicly available, Llangollen's residents will also be able to monitor progress.

**Community Involvement in the Business Plan process.**

To ensure that the Business Plan truly represents Llangollen's best interests, the Town Council invited the local community to participate in its development. While there has been similar consultation in Llangollen in the past this was felt to be inadequate for the purpose of developing a Town Council Business Plan. The former 'Llangollen Town Plan' consultation was held six years ago and as such the Town Council therefore agreed to undertake new consultation, focused on Town Council delivery.

**Monitoring the Business Plan.**

Evaluating progress against the list of actions which make up the 'Action Plan' (Appendix 1) will take place at regularly. Each meeting will consider one of the six Business Plan objective and will seek to understand the progress made, where further work is needed and if there are any blockages to progress. The whole Business Plan will be reviewed annually and updated to keep the document relevant and up-to-date.

The Business Plan will be available on the Town Council website, with hard copies available to view in the Town Council Office.

Our Business Plan will continue to be the main way of telling you what we are doing to meet the needs of the community. It's a two-way conversation. Please tell us what you think about it. We welcome your comments. If you require any further information that would help you understand what we are trying to achieve, please let us know. We can also provide additional information on the issues raised in the Plan.

It is our intention to review the Business Plan regularly, publish progress and make any changes considered necessary as a result.

### **Llangollen key statistics.**

All Residents:	4,079
Number of households:	1,846
Average household size:	2.10
Residents in households:	3,949
Residents in communal living:	130
Area (hectares):	6,016
Population density (people per hectare):	0.70

### **The Town Council.**

Llangollen Town Council was established in 1974 to serve the people of Llangollen. The Town Council has eleven elected Councillors who are elected every four years. The Town Mayor and Deputy Town Mayor are elected annually at the Annual Town Council Meeting in May. Elections were last held in May 2017 and are scheduled to be held next in May 2023

## **Llangollen Town Council's Main Areas of Responsibility.**

The Town Council has responsibility for:

- The management, maintenance and development of the Town Hall, Recreation Ground, Centenary Square and Pen y Bryn Cemetery.
- The provision and maintenance of bus shelters,
- The provision and maintenance of Christmas lighting.
- The provision of floral displays.
- The funding and delivery of town events (and support and facilitation of groups providing town events).
- The provision of Community Grants.
- Submitting comments on all planning applications and change of use applications in Llangollen as a statutory consultee of the Planning Authority
- Working together with the Planning Authority to seek suitable sites for affordable local housing.
- Capital Projects.

The Council is also represented on a number of external organisations, including:

- Dee Valley Business Action Group
- Friends of the Town Hall Group
- John Mathews Trust
- Llangollen Chamber of Trade & Tourism
- Llangollen Christmas Festival
- Llangollen Food Festival Committee
- Llangollen Silver Band
- Llangollen Youth Trust
- One Voice Wales
- St Thomas Charity
- Ysgol y Gwernant

## **Recent achievements of the Town Council.**

### **Llangollen Town Plan.**

A small group developed a Town Plan which was a long term strategy for Llangollen which, once completed, formed part of Denbighshire County Council's Community Strategy with links to the County's Local Development Plan.

### **Acquisition of Town Hall.**

The Town Hall was acquired from Denbighshire County Council in April 2013. The Town Hall is a key building in the town centre. As well as housing the Town Council Offices and Chamber, it hosts a number of functions and events from dance through to operatic performances, cinema and wedding receptions in the first floor assembly rooms.

### **Cittaslow Llangollen.**

Llangollen has been successful in becoming a Cittaslow Town which presents a number of challenges and opportunities that the designation will bring. Cittaslow is a worldwide network of over 170 towns and cities that have adopted a common set of goals and principles to enhance their quality of life. Cittaslow towns aim to be places where people enjoy living, working and visiting. Cittaslow encourages towns to adopt good environmental practices and encourages and supports practical projects that help local people and local businesses by maintaining and promoting the unique traditions, strengths and character of their town.

### **Centenary Square**

Centenary Square is complete, and the official opening ceremony took place on Sunday 8th July 2018. The Town Council funded a third of the costs of the works and the remainder has been supported by grant aid from Enover Community Trust, FCC Community Action Fund – Wren and Cadw - the Welsh Government's historic environment service and contributions from local businesses and organisations as well as numerous private donations

### **CCTV.**

The Council is operates a public CCTV system which was first commissioned in 2006, and at that time Llangollen was one of the first towns to utilise Broadband technology for CCTV systems.

### **Chain Bridge.**

The Chain Bridge had fallen into disrepair and was closed to the public in the 1980's. Llangollen Town Council and Llantysilio Community Council were determined that the bridge, a key part of history in the area, should be restored and reopened to pedestrians; once more re-establishing the strong link between the Llangollen Railway and the Canal, all part of the Pontcysyllte World Heritage Site, as well as helping to preserve one of the oldest chain link bridges in the Western World.

### **Training.**

A number of Members have undertaken training modules delivered by One Voice Wales including modules on Planning, Charing Skills and Community Consultation. In respect of Staff training the Town Clerk has been successful in obtaining a Certificate in Local Council Administration is a foundation qualification for local council officers and others working with local councils

### **Communications.**

The Town Council has a website and an established a presence on Face Book. The Council has also put in place a media/publicity protocol for the Council and Members.

### **Financial Information.**

#### **Income**

The Town Council is mainly funded by the residents of Llangollen, through what is known as the 'precept'. This is the local tax levied by the Town Council which is collected on its behalf by Denbighshire County Council as part of the Council Tax bill. Annually the budget is fully allocated, therefore, unless the Town Council is able to secure new grant funding, which is only available for certain activities, any new activities or facilities which require additional resources would either have to replace an existing activity, be funded from reserves, by loans or be funded via an increase in the

precept. Any un-used contingency or under spend can be allocated to a rolling capital fund and built up for specific purposes.

**Reserves.**

Llangollen Town Council adopts a risk-based approach to its levels of reserves which is reviewed annually. Currently the minimum level of General Reserves is set at approximately eight months gross operating costs, within Audit Commission guidelines of 3-12 months costs. Reserves can only be held above this for specific, earmarked purposes.

**Town Council Staff and Management.**

The Council currently employs a total of 2 staff of which one works in administration and the other supervises Town Council facilities. The administration of the Town Council is carried out by a qualified Town Clerk who is appointed by the Council and who is also the Council's Responsible Financial Officer (RFO). The Town Clerk must carry out all the functions required by law as the Town Council's Proper Officer and issue all statutory notifications.

## **Who else has Responsibility for Service Delivery in Llangollen?**

### **Denbighshire County Council.**

Denbighshire County Council is responsible for on-street parking, highways issues, signage, lighting and coordinating public transport (along with service providers). The County Council is also responsible for health and social care, library services and education and the environment.

### **Clwydian Range and Dee Valley AONB.**

Because of their special qualities, AONBs have more protection than other areas under the planning process and the quality of their scenery is considered to be equal to that of National Parks. The primary purpose of AONB designation is to conserve and enhance natural beauty, which includes not just the landscape but also flora, fauna and geological features. Therefore, in these areas the conservation of natural beauty of the landscape and countryside is given great weight in planning policies and development control decisions. Major proposals will need to be proved to be in the public interest before being allowed to go ahead.

### **North Wales Police.**

North Wales Police is responsible for addressing crime and anti-social behaviour in Llangollen. Where services are provided by others, the Town Council endeavours to ensure that they are dealt with effectively and in accordance with the wishes of the community.

### **Pontcysyllte Aqueduct and Canal World Heritage Site.**

Was inscribed as a World Heritage Site in 2009 and has a management plan which has been developed. The purpose of the Management Plan is to focus and co-ordinate this activity on the issues relevant to the Nominated Site. One key aspect is that future planning policies will have regard to the Landscape Plan.

### **Corporate Vision and Objectives.**

**The Town Council's vision for Llangollen is:**

***A successful, vibrant, attractive town, where people want to live, work, study and visit.***

### **The Town Council's Mission Statement:**

The Town Council aims to improve the quality of life for the residents of Llangollen by ensuring that Llangollen is a desirable, thriving and sustainable place in which to live. It does this in a number of ways:

- It provides a democratic and representational voice for the community.
- Where services are provided directly they are managed to a good quality standard, in an efficient, effective and responsive way, at an affordable cost.
- Where services are provided by others, the Town Council endeavours to ensure that they are dealt with effectively, and in accordance with the wishes of the community.
- It works with its residents, local authorities and other service providers, businesses and community organisations with the aim of achieving a safe, healthy, prosperous and sustainable community.

## **Town Council Key Objectives**

The Key Objectives of Llangollen Town Council have developed from the findings of the previous town plan and the outcomes of the series of Community Cafes that have been held. There is a general level of satisfaction on the way the Town Council is heading and there is no single issue problem that needs addressing.

The key objectives are therefore considered to be:

- To serve those who live, study and work in Llangollen and those who visit the town.
- To promote and represent the community's views and aspirations at local, county, regional and national level.
- To provide high standard, cost-effective services and amenities to help meet the needs and wishes of residents.
- To work in partnership, or otherwise, with other statutory and voluntary bodies, businesses and individuals to ensure an improving standard of services and facilities to meet the needs and expectations of Llangollen's residents.
- To achieve a greater degree of influence over service delivery and development in the town to ensure that the best interests of Llangollen are taken into account.
- To seek a fair share of investment in the town by local, county and regional authorities.
- To encourage the devolution of services to the Town Council where they can be delivered more effectively and efficiently, and ideally with no additional cost to the tax payer.
- To enhance and promote the historic and cultural heritage of Llangollen and safeguard its unique identity and its natural and built environment.
- To encourage and promote the economic and commercial vitality of the town centre and to strive for a pleasant, clean and safe environment throughout the town, including shared space,
- To promote and support local voluntary groups and clubs that seek to assist residents and visitors to Llangollen.
- To be a professional, competent and caring Town Council.
- To help to create a socially inclusive and caring community which embraces all its residents, irrespective of age, culture, income, race, sexual orientation or religion, and which seeks to develop their well-being, knowledge, understanding and mutual co-operation.

These objectives will be implemented by undertaking specific actions under the following themed headings

1. Town Council Governance and Communications
2. Leisure and Community
3. Town Appearance, Environmental Services and Public Safety
4. Transport, Access and Highways
5. Town Centre Economy and Development
6. Housing and Health

## **1.0 TOWN COUNCIL GOVERNANCE AND COMMUNICATIONS.**

### **Good Governance Objectives.**

Llangollen Town Council aims to be a professional, competent and caring Town Council, to be open and accountable in all it does and to ensure the sound financial management of Town Council resources. The Town Council recognises the role of 'good communications' in building positive relationships with the public and with organisations that provide services in the town and as such will continue to seek to improve established channels of communication.

### **Training and Development.**

The Town Council aspires to be an effective and efficient Council. In order to achieve and maintain this level of performance the Council is committed to providing employees and members with the necessary training and development opportunities to ensure that the Council can meet its aims and objectives.

The Council will ensure that staff and members will be provided with the means to develop and enhance their skills and abilities to deliver high quality services, along with management skills to manage and plan those services and be kept informed of all new legislation.

The Council values the time given by its Members to their community and needs to maximise the rewards from that time by ensuring that its Members understand and enjoy their role in the community.

### **Youth Activities.**

The Town Council are keen to have a "youth view" on all matters before Council. The Town Council have, in the past, appointed Youth Representatives but it may be possible to strengthen links with existing organisations such as the school council.

In an effort to improve governance and communication the Town Council will:

- GC 1 Aspires to be a first class Council. In order to achieve and maintain this level of performance the Council is committed to providing employees with the necessary resources to ensure that the Council can meet its aims and objectives.
- GC 2 Try to be well-informed about the needs and opinions of the town's residents and businesses by consulting them on major issues
- GC 3 Improve services to the public by encouraging members and staff to develop their skills, by undertaking appropriate training.
- GC 4 Ensure Councillors are given the opportunity to keep abreast of new opportunities and policy.
- GC 5 Continuously promote public participation in all Town Council meetings and initiatives.
- GC 6 Deal with enquiries and fault reports from members of the public speedily and efficiently.
- GC 7 Be an effective custodian of the Council's property and documents.
- GC 8 Expand the new Town Council website providing information about the Town Council and also signposting people to other service providers.
- GC 9 Post regular news of Town Council initiatives on the website.
- GC 10 Review and improve other distribution methods for Llangollen Life.

- GC 11 Continue to provide an opportunity at each Town Council meeting for public questions and comments.
- GC 12 Make updated versions of the Town Council Business Plan available on the Town Council website.
- GC 13 Conduct a review of training needs of both Councillors and staff following any Governance changes and then review annually.
- GC 14 To appoint youth representatives or link with other appropriate youth organisations to provide a “youth view” to the activities of the Town Council
- GC 15 Invite representatives of outside agencies to address the Council on key matters of interest (to Town Council Meetings but also Community Café discussions with the Council).
- GC 16 Set up working groups with other statutory and voluntary bodies, businesses, residents and other stakeholders as appropriate, in order to facilitate coordinated effort.
- GC 17 Appoint representatives to appropriate external agencies and committees.
- GC 18 Attend relevant conferences and meetings.

## **2.0 LEISURE AND COMMUNITY.**

The Town Council is responsible for the delivery of a number of community services and amenities.

### **Pen y Bryn.**

The Town Council is responsible for the management and upkeep of Pen y Cemetery, Hill Street following its purchase from the Lancashire and Cheshire Association of Baptist Churches in 1991. Very little has been done to the site since its purchase apart from grass cutting in the summer months.

### **Recreation Ground.**

The Town Council, Administer, manages and maintains the Recreation Ground for the benefit of stakeholders and the wider community on behalf of the trustees. The Town Council are keen to formalise this position in line with a new memorandum of which includes proposals to develop policies to ensure that the Recreation Ground is managed, maintained and developed to meet the expectations of the Trustees by the Council. The goal is that the Recreation Ground will act as a focus within the local community and will foster informal and formal recreational use and enjoyment.

### **Community Buildings/Assets.**

The Town Council wants to see important buildings and other assets in Llangollen protected and preserved for the town. The Council Offices (Town Hall) and the Chain bridge are both owned by the Town Council. The Town Hall is a true community building, as well as accommodating the Council; it has meeting rooms available for local organisations and other users. Working with users groups the Town Council are upgrading equipment and making some minor refurbishments to the building. Recently consideration has been given to securing external funding to refurbish and develop the Town Hall.

### **Christmas Lighting.**

The Christmas Festival, which is growing in strength and the Council provides the lighting scheme for the town centre over the festive period, which is a significant ongoing investment.

### **Community Support Grants.**

Llangollen Town Council appreciates the skills, experience and expertise which the voluntary and community sector holds and recognises the help that organisations can give to support the Council in achieving its aims and fulfilling its priorities for residents. The Town Council offers Community Support Grants to fund facilities, equipment and activities that are important to the local community. These awards must benefit members of the community in general and are limited to the geographic area of the Llangollen Town Council electoral boundaries. It has been proven over the years that small cash grants can really make a big difference in helping communities get schemes and projects started.

### **Other Community and Leisure services.**

Although the Town Council's own funds are limited, it will work in partnership with appropriate agencies and organisations in order to encourage and facilitate any opportunities to develop further the cultural, educational, sporting and social life of Llangollen's residents.

In an effort to improve and support leisure provision and the community the Town Council will:

LC 1 Continue to manage the Town Hall

- LC 2 Continue to maintain and develop Town Hall.
- LC 3 Prepare a Business Plan for the operation of the Town Hall.
- LC 4 Continue to investigate the options for cost effective refurbishment of the Town Hall
- LC 5 Continue to manage, maintain and develop the Recreation Ground, Centenary Square and Pen y Bryn Cemetery.
- LC 6 Continue to lobby Denbighshire County Council to reduce environmental crime on and around the Recreation Ground.
- LC 7 Encourage and facilitate the use of Recreation Ground as a site for events and festivals with a view to generating rental income for the site.
- LC 8 Pursue creative options for improving the management and development Recreation Ground at no additional cost to tax payer.
- LC 9 Consider options for increasing community involvement Recreation Ground Development, for example facilitating community interest groups to source funds for improvement projects.
- LC 10 Include information on the Town Council website to distinguish between the Town Council managed sites and the other sites.
- LC 11 Reviewing grant policy in terms of assessing the likely impact of the grant.
- LC 12 Increasing active promotion of the Community Organisation Grants scheme on the new Town Council website
- LC 13 To encourage collaboration between the Arts, creative and cultural stakeholders
- LC 14 To promote and celebrate our local Arts, creative and cultural sector through the press and social media
- LC 15 Work in partnership with the Llangollen Christmas Festivals Group and local businesses to fund Christmas lighting for the town.
- LC 16 Through the Community Grant Scheme offer sports clubs encouragement and support in increasing participation in sport from grass roots to excellence
- LC 17 To encourage collaboration between sports clubs and facility providers.
- LC 18 Support the development of a Place Plan for Llangollen.

### **3.0 TOWN APPEARANCE, ENVIRONMENTAL SERVICES AND PUBLIC SAFETY.**

The Town Council strives to ensure the town retains a pleasant, clean and safe environment. While the Town Council itself is not directly responsible for delivery of environmental or policing services, it works in partnership with the relevant delivery bodies to encourage a high standard of services that meets the needs and expectations of its residents, businesses and visitors to the town.

The Town Council works with the Llangollen Tidy Town Group and the County Council, the ANOB, North Wales Police, and the local Housing Associations and other bodies to address issues and complaints about the town's appearance, environment and safety.

#### **Litter, Refuse and Recycling.**

Denbighshire County Council is responsible for litter management and refuse and recycling in the town. It has employed a team of 'Street Scene' officers, including one responsible for Llangollen, to help address problems associated with litter, dog fouling, fly tipping, graffiti etc. While satisfaction levels with the management of litter and household refuse collections in the town are relatively good there are repeated comments are made about the issue of dog fouling. .

#### **Local Safety and Policing.**

The Town Council will continue to work with North Wales Police and Denbighshire Environment Section to deliver a reduction in crime and enhance community safety in the town, directly through our own interventions, through the work of our delivery groups or through support for the work of others. The CCTV system has been shown to have a preventative effect on crimes in the area, however to maintain its effectiveness and the confidence of the resident population it is necessary to renew and update systems from time to time and to market them rigorously so that the public is aware of their existence otherwise deterrent value will be lost. In addition, there needs to be proper maintenance to ensure that cameras continue to work effectively and are not obstructed

In an effort to improve standards of cleanliness and public safety in both the Town Centre and wider town, Llangollen Town Council will:

- TEP 1 Continue to lobby Denbighshire County Council to reduce environmental crime.
- TEP 2 Continue to monitor the effectiveness of street cleaning and litter collection services in the town and raise any concerns with Denbighshire County Council.
- TEP 3 Work with Denbighshire County Council to ensure local complaints are directed to 'Street Scene' and addressed in a satisfactory time and manner.
- TEP 4 Promote and support the Llangollen Tidy Towns Team.
- TEP 5 Continue to provide attractive floral displays in town and support others to do so as well.
- TEP 6 Continue to work with North Wales Police to share information on local crime and safety issues. This includes Llangollen Police attending monthly Town Council meetings and the Town Council forwarding any enquiries and concerns submitted to them.
- TEP 7 Continue to work together with North Wales Police and other Llangollen and Llantysilio Community Safety Groups
- TEP 8 Facilitate access to the Police, by including Police contact information on the Town Council's new website.
- TEP 9 Continue to provide a town CCTV system.
- TEP 10 Support the development of a Place Plan for Llangollen.

## **4.0 TRANSPORT, ACCESS AND HIGHWAYS.**

### **Highways.**

The Town Council is not directly responsible for the delivery of highways, transport, access or parking services in the town, but strives to ensure that the relevant delivery bodies provide a good quality, affordable service which takes into account the needs and expectations of its residents and the town's employees and businesses. The Town Council wishes to ensure that the town's roads and pavements are safe and also that local interests are taken into consideration in the scheduling of any major road works.

### **Public Transport.**

Public transport is the responsibility of Denbighshire County Council but the Town Council wants to secure a more effective and affordable public transport service which better meets the needs of Llangollen's residents and workers.

### **Parking.**

Denbighshire County Council acts as landlord for most of the 'off-street' car and 'on-street' parking. In representing the interests of both residents and local workers, the Town Council strives to protect residents' needs for street parking and affordable car parking for residents, local workers and visitors.

In an effort to improve the management and maintenance of transport, access and highways in the town, the town council will:

- TAH 1 Continue to manage, maintain and provide bus shelters and public seating,
- TAH 2 Work with the County Council on a long-term plan for road and pavement repairs in the town, including effective maintenance of roadside verges and appropriate and well-maintained signage.
- TAH 3 Liaise with the County Council to influence scheduling of major road works so that, as far as possible, disruption to residents is minimised and peak visitor periods are avoided.
- TAH 4 Include clear information on the Town Council website to signpost people to the appropriate contact in relation to highways issues and provide guidance about how they can raise issues.
- TAH 5 Forward any complaints the Town Council receives about road, pavement or kerb damage to County Council.
- TAH 6 Monitor and promote the public rights of way in the town in conjunction with appropriate agencies.
- TAH 7 Lobby Locality Transport both directly and jointly with neighbouring communities to improve the quality of service, particularly in terms of cost and scheduling.
- TAH 8 Encourage Denbighshire County Council to operate an affordable parking permit scheme for residents.
- TAH 9 Monitor Denbighshire County Council's car parking tariffs and lobby accordingly.
- TAH 10 Work to maximise the use of the Pavilion Car Park.
- TAH 11 Encourage event providers and Denbighshire County Council's event officer to consider parking provision when holding events, for example to consider the possibility of Temporary Park and ride services.
- TAH 12 Peruse the concept of shared space to provide a user-friendly retail environment.
- TAH 13 Support the development of a Place Plan for Llangollen.

## 5.0 TOWN CENTRE ECONOMY AND DEVELOPMENT.

Llangollen Town Council wishes to encourage and promote the economic and commercial vitality of the town and support existing major employers in developing their in-house skills, and more generally help to nurture new and innovative businesses. Whilst Town Planning and Development is managed by the County Council, the Town Council strives to represent the interests of its residents and businesses.

In an effort to encourage and promote the economic and commercial vitality of the town, the Town Council will:

- TD 1 Encourage a vibrant retail mix and in particular to do what it can to encourage and support new businesses which meet the needs of Llangollen residents (while at the same time not pursuing such a restrictive policy that the number of empty retail units is increased).
- TD 2 Support and promote the provision of a good quality markets in the town, and to work in partnership with stakeholders to ensure that the markets serve the best interests of Llangollen.
- TD 3 Develop a reputation amongst retailers and shoppers as being a good place for independent retailers.
- TD 4 Support the provision of good quality, well-managed events and festivals in the town,
- TD 5 Support community celebrations/events
- TD 6 Work with the Llangollen Chamber of Trade and Tourism, to facilitate coordination of town centre initiatives.
- TD 7 Support the provision of commerce and light industry for enhanced employment opportunities in the town.
- TD 8 To promote and support entertainment and the arts.
- TD 9 To promote the town and encourage tourism.
- TD 10 Continue to comment on all key strategic planning documents and consultations that affect Llangollen.
- TD 11 Encourage local residents to participate in any strategic planning consultations which impact upon Llangollen.
- TD 12 Consider options for proactively targeting specific new businesses which meet the needs of local residents and support the economic sustainability of Llangollen.
- TD 13 Lobby local and national authorities for improved support and conditions for local businesses.
- TD 14 Support applications for the occasional speciality market, such as a Christmas market, but not additional general markets.
- TD 15 Improve liaison with local businesses and encourage and facilitate coordinated initiatives, such as the Llangollen Chamber of Trade and Tourism
- TD 16 Peruse the concept of shared space to provide a user friendly retail environment
- TD 17 Support the development of a Place Plan for Llangollen.

## **6.0 HOUSING, HEALTH AND WELFARE.**

### **Housing.**

As the Strategic Housing Authority, Denbighshire County Council is responsible for working with Housing Associations, local developers and Community Land Trusts to provide affordable housing in Llangollen.

### **Health.**

The Town Council wishes to work in collaboration with local providers and the third sector to improve access to activities and opportunities for older people; improving access to activities for young people; supporting and enabling better sports provision and researching local healthcare needs

In an effort to encourage and promote the health and social welfare of the town, the Town Council will:

- H 1 Work with Denbighshire County Council and the local Housing Associations to try to ensure that the targeting of future housing developments is informed by local need.
- H 2 Improve local understanding of Housing Policy and Provision by including information on its website.
- H 3 Support the development of affordable homes on sites identified in the LDP and on appropriate new sites.
- H 4 Support local support groups such as Llangollen CAB.
- H 5 Work with the appropriate agencies to ensure there are plans in place to provide the infrastructure needed to deal with increasing health care demands.
- H 6 Endeavour to create a town where young and old people feel safe and are able to participate in a wide variety of positive activities.
- H 7 Support the development of a Place Plan for Llangollen.

## ACTION PLAN.

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
<b>Town Council Governance and Communications</b>					
<b>GC 1</b>	Aspiration to be a first class Council. In order to achieve and maintain this level of performance the Council is committed to providing employees with the necessary resources to ensure that the Council can meet its aims and objectives.	LTC		✓	
<b>GC 2</b>	Try to be well-informed about the needs and opinions of the town's residents and businesses by consulting them on major issues.	LTC	✓		
<b>GC 3</b>	Improve services to the public by encouraging members and staff to develop their skills, by undertaking appropriate training.	LTC OVW SLCC		✓	
<b>GC 4</b>	Ensure Councillors are given the opportunity to keep abreast of	OVW SLCC	✓		

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	new opportunities and policy.				
<b>GC 5</b>	Continuously promote public participation in all Town Council meetings and initiatives.	LTC	✓		
<b>GC 6</b>	Deal with enquiries and fault reports from members of the public speedily and efficiently.	LTC	✓		
<b>GC 7</b>	Be an effective custodian of the Council's property and documents.	LTC		✓	
<b>GC 8</b>	Expand the new Town Council website providing information about the Town Council and also signposting people to other service providers.	LTC WEB DEVELOPER		✓	
<b>GC 9</b>	Post regular news of Town Council initiatives on the new website.	LTC	✓		
<b>GC 10</b>	Review and improve other methods of distribution for Llangollen Life.	LTC	✓		
<b>GC 11</b>	Continue to provide an opportunity at each Town Council meeting for	LTC	✓		

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	Public questions and comments.				
<b>GC 12</b>	Make updated versions of the Town Council Business Plan available on the Town Council website.	LTC	✓		
<b>GC 13</b>	Conduct a review of training needs of both Councillors and staff following any Governance changes and then review annually.	HR COMM		✓	
<b>GC 14</b>	To appoint youth representatives or link with other appropriate youth organisations to provide a “youth view” to the activities of the Town Council.		✓		
<b>GC 15</b>	Invite representatives of outside agencies to address the Council on key matters of interest to Town Council Meetings but also Community Café discussions with the Council.	LTC		✓	
<b>GC 16</b>	Set up working groups with other statutory and voluntary bodies, businesses, residents and	LTC DCC		✓	

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	other stakeholders as appropriate, in order to facilitate coordinated effort.				
<b>GC 17</b>	Appoint representatives to appropriate external agencies and committees.	LTC		✓	
<b>GC 18</b>	Attend relevant conferences and meetings.	MEMBERS STAFF		✓	
<b>LEISURE AND COMMUNITY</b>					
<b>LC 1</b>	Continue to manage the Town Hall.	ASSET MAN COMM			✓
<b>LC 2</b>	Continue to maintain and develop Town Hall.	ASSET MAN COMM	✓		
<b>LC 3</b>	Prepare a Business Plan for the operation of the Town Hall.	ASSET MAN COMM	✓		
<b>LC 4</b>	Continue to investigate the options for cost effective refurbishment of the town Hall.	ASSET MAN COMM		✓	
<b>LC 5</b>	Continue to manage, maintain and develop the Recreation Ground, Royal Gardens and Pen y Bryn Cemetery the Centenary Square.	ASSET MAN COMM			✓
<b>LC 6</b>	Continue to lobby Denbighshire County Council to reduce	LTC			

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	environmental crime on and around the Recreation Ground.				
<b>LC 7</b>	Encourage and facilitate the use of Recreation Ground as a site for events and festivals with a view to generating rental income for the site.	LTC TRUSTEES USER GROUPS	✓		
<b>LC 8</b>	Pursue creative options for improving the management and development Recreation Ground at no additional cost to tax payer.	LTC TRUSTEES USER GROUPS	✓		
<b>LC 9</b>	Consider options for increasing community involvement Recreation Ground Development, for example facilitating community interest groups to source funds for improvement projects.	LTC TRUSTEES USER GROUPS	✓		
<b>LC 10</b>	Include information on the Town Council website to distinguish	LTC			✓

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	between the Town Council managed sites and the other sites.				
<b>LC 11</b>	Reviewing grant policy in terms of assessing the likely impact of the grant.	LTC		✓	
<b>LC 12</b>	Increasing active promotion of the Community Organisation Grants scheme on the new Town Council website.	LTC		✓	
<b>LC 13</b>	To encourage collaboration between the Arts, creative and cultural stakeholders	LTC STAKEHOLDERS		✓	
<b>LC 14</b>	To promote and celebrate our local Arts, creative and cultural sector through the press and social media.	LTC STAKEHOLDERS		✓	
<b>LC 15</b>	Work in partnership with the Llangollen Christmas Festivals Group and local businesses to fund Christmas lighting for the town.	LTC LCT&T LCFG	✓		
<b>LC 16</b>	Through the Community Grant Scheme offer sports clubs encouragement	LTC STAKEHOLDERS			✓

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	and support in increasing participation in sport from grass roots to excellence				
<b>LC 17</b>	To encourage collaboration between sports clubs and facility providers	LTC STAKEHOLDERS		✓	
<b>LC 18</b>	Support the development of a Place Plan for Llangollen.	LTC STAKEHOLDERS		✓	
<b>TOWN APPEARANCE, ENVIRONMENTAL SERVICES AND PUBLIC SAFETY</b>					
<b>TEP 1</b>	Continue to lobby Denbighshire County Council to reduce environmental crime	LTC STAKEHOLDERS		✓	
<b>TEP 2</b>	Continue to monitor the effectiveness of street cleaning and litter collection services in the town and raise any concerns with Denbighshire County Council.	LTC STAKEHOLDERS		✓	
<b>TEP 3</b>	Work with Denbighshire County Council to	LTC DCC		✓	

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	ensure local complaints are directed to 'Street Scene' and addressed in a satisfactory time and manner.				
<b>TEP 4</b>	Promote and support the Llangollen Tidy Towns Team.	LTC LTTT	✓		
<b>TEP 5</b>	Continue to provide attractive floral displays in town and support others to do so as well.	LTC STAKEHOLDERS	✓		
<b>TEP 6</b>	Continue to work with North Wales Police to share information on local crime and safety issues. This includes Llangollen Police attending monthly Town Council meetings and the Town Council forwarding any enquiries and concerns submitted to them.	LTC NWP			✓
<b>TEP 7</b>	Continue to work together with North Wales Police and other Llangollen and Llantysilio	LTC CSP'S		✓	

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	Community Safety Group				
TEP 8	Facilitate access to the Police, by including Police contact information on the Town Council's new website.	LTC			✓
TEP 9	Continue to provide a town CCTV system.	LTC	✓		
TEP 10	Support the development of a Place Plan for Llangollen	LTC STAKEHOLDERS		✓	
<b>TRANSPORT, ACCESS AND HIGHWAYS</b>					
TAH 1	Continue to manage, maintain and provide shelters and public seating.	ASSET MAN COMM	✓		
TAH 2	Work with the County Council on a long-term plan for road and pavement repairs in the town, including effective maintenance of roadside verges and appropriate and well-maintained signage.	LTC DCC		✓	
TAH 3	Liaise with the County Council to influence scheduling of	LTC DCC			✓

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	major road works so that, as far as possible, disruption to residents is minimised and peak visitor periods are avoided.				
<b>TAH 4</b>	Include clear information on the Town Council website to signpost people to the appropriate contact in relation to highways issues and provide guidance about how they can raise issues	LTC		✓	
<b>TAH 5</b>	Forward any complaints the Town Council receives about road, pavement or kerb damage to County Council.	LTC			✓
<b>TAH 6</b>	Monitor and promote the public rights of way in the town in conjunction with appropriate agencies.	LTC DCC AONB		✓	
<b>TAH 7</b>	Lobby Locality Transport both directly and jointly with neighbouring communities to improve the quality of service,	LTC DCC STAKEHOLDERS		✓	

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	particularly in terms of cost and scheduling.				
<b>TAH 8</b>	Encourage Denbighshire County Council to operate an affordable parking permit scheme for residents.	LTC DCC		✓	
<b>TAH 9</b>	Monitor Denbighshire County Council's car parking tariffs and lobby accordingly.	LTC		✓	
<b>TAH 10</b>	Work to maximise the use of the Pavilion Car Park.	LTC DCC		✓	
<b>TAH 11</b>	Encourage event providers and Denbighshire County Council's event officer to consider parking provision when holding events, for example to consider the possibility of temporary park and ride services	LTC DCC		✓	
<b>TAH 12</b>	Peruse the concept of shared space to provide a user friendly retail environment.	LTC STAKEHOLDERS		✓	
<b>TAH 13</b>	Support the development of a Place Plan for Llangollen	LTC STAKEHOLDERS	✓		

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
<b>TOWN CENTRE ECONOMY AND DEVELOPMENT</b>					
<b>TD 1</b>	Encourage a vibrant retail mix and in particular to do what it can to encourage and support new businesses which meet the needs of Llangollen residents (while at the same time not pursuing such a restrictive policy that the number of empty retail units is increased).	LTC DCC LCT&T		✓	
<b>TD 2</b>	Support and promote the provision of a good quality markets in the town, and to work in partnership with stakeholders to ensure that the markets serve the best interests of Llangollen.	LTC DCC LFM		✓	
<b>TD 3</b>	Develop a reputation amongst retailers and shoppers as being a 'place for independent retailers.	LTC STAKEHOLDERS LCT&T		✓	
<b>TD 4</b>	Support the provision of good quality, well-	LTC DCC STAKEHOLDERS	✓		

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	managed events and festivals in the town,	LCT&T			
<b>TD 5</b>	Support community celebrations/even ts.	LTC	✓		
<b>TD 6</b>	Work with the Llangollen Chamber of Trade and Tourism, to facilitate coordination of town centre initiatives.	LTC STAKEHOLDERS LCT&T		✓	
<b>TD 7</b>	Support the provision of commerce and light industry for enhanced employment opportunities in the town.				
<b>TD 8</b>	Promote and support entertainment and the arts.	LTC STAKEHOLDERS LCT&T	✓		
<b>TD 9</b>	Promote the town and encourage tourism.	LTC STAKEHOLDERS LCT&T			✓
<b>TD 10</b>	Continue to comment on all key strategic planning documents and consultations that affect Llangollen.	LTC	✓		
<b>TD 11</b>	Encourage local residents to participate in any strategic planning	LTC		✓	

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	consultations which impact upon Llangollen.				
<b>TD 12</b>	Consider options for proactively targeting specific new businesses which meet the needs of local residents and support the economic sustainability of Llangollen.	LTC STAKEHOLDERS LCT&T			✓
<b>TD 13</b>	Lobby local and national authorities for improved support and conditions for local businesses.	LTC STAKEHOLDERS LCT&T			✓
<b>TD 14</b>	Support applications for the occasional speciality market, such as a Christmas market, but not additional general markets.	LTC DCC LCT&T		✓	
<b>TD 15</b>	Improve liaison with local businesses and encourage and facilitate coordinated initiatives, such as the Llangollen Chamber of Trade and Tourism	LTC DCC LCT&T	✓		
<b>TD 16</b>	Pursue the concept of shared space to provide a	LTC DCC STAKEHOLDERS LCT&T		✓	

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	user friendly retail environment				
<b>TD 17</b>	Support the development of a Place Plan for Llangollen.	LTC STAKEHOLDERS	✓		
<b>HOUSING AND HEALTH</b>					
<b>H 1</b>	Work with Denbighshire County Council and the local Housing Associations to try to ensure that the targeting of future housing developments is informed by local need.	LTC DCC			✓
<b>H 2</b>	Improve local understanding of Housing Policy and Provision by including information on its new website.	LTC DCC		✓	
<b>H 3</b>	Support the development of affordable homes on sites identified in the LDP and on appropriate new sites.	LTC DCC		✓	
<b>H 4</b>	Support local support groups such as Llangollen CAB.	LTC	✓		
<b>H 5</b>	Work with the appropriate agencies to ensure there are plans in	LTC BCUHB STAKEHOLDERS MEDICAL CENTRE			✓

THEME (ACTION POINT NO)	ACTIVITY	LEAD/ PARTNERS	TIMESCALE		
			Short term: up to March 2020	Medium term April 2019 to March 2021	Long term 2023 onwards
	place to provide the infrastructure needed to deal with increasing health care demands				
<b>H 6</b>	Endeavour to create a town where young and old people feel safe and are able to participate in a wide variety of positive activities.	LTC DCC BCUHB STAKEHOLDERS		✓	
<b>H 7</b>	Support the development of a Place Plan for Llangollen.	LTC STAKEHOLDERS	✓		