



Introduction

Cwmaman Town Council carried out a public consultation in March 2026 to help shape its mission, vision, values and strategic direction for the coming years.

The consultation received a modest number of responses, however clear themes emerged. Residents placed strongest emphasis on:

- Activities for children and young people
- Parks, green spaces and community buildings
- Reducing isolation and supporting wellbeing
- Better communication and engagement
- Community focus, openness and transparency
- Making better use of local facilities
- Inclusion, accessibility and community life

The consultation also raised a number of wider concerns relating to matters such as roads, potholes, school transport, waste services, policing and other county-level functions. These issues are important to residents, but many sit outside the direct powers and responsibilities of the Town Council. Where appropriate, the Town Council will continue to raise these issues with Carmarthenshire County Council and other relevant bodies.

This document therefore focuses on:

- What the Town Council can reasonably deliver or influence
- What it can support through partnership working
- How it should behave and make decisions

The Role of the Town Council

Cwmaman Town Council is a local council serving Garnant and Glanamau. Its role includes:

- Managing and supporting local community assets and facilities
- Organising and supporting community activities and initiatives
- Supporting local groups and encouraging community participation
- Representing the views of residents to other public bodies
- Promoting local identity, wellbeing and community life

The Town Council is not the authority responsible for many major public services. These include matters such as highways, county waste collection, education, housing and social care. Those services are delivered by Carmarthenshire County Council or other statutory bodies.

Accordingly, this document distinguishes between:

- **Delivery aims**, where the Town Council can act directly
- **Advocacy and partnership work**, where the Town Council can raise issues, support residents and work with others

Vision

A welcoming, inclusive and well-connected Cwmaman, where community life is strong, local facilities are valued and well used, and people of all ages feel they belong.

Mission

To strengthen community life in Garnant and Glanamau by managing local assets well, supporting inclusive activities and opportunities, and working with residents and partners to improve quality of life.

Values

The consultation shows that residents want the Town Council to be community-focused, open and fair. The Council therefore adopts the following core values:

Community focus

We will keep the needs of residents at the centre of our decisions.

Openness and transparency

We will communicate clearly, explain decisions and act in an open and accountable way.

Fairness and inclusion

We will aim to ensure that community facilities, activities and opportunities are as accessible and inclusive as possible.

Value for money

We will use public money carefully and responsibly, with a clear focus on community benefit.

Working in partnership

We will work constructively with local groups, volunteers, Carmarthenshire County Council and other organisations where this helps the community.

Respect for people and place

We will support local identity, community pride and the responsible care of local assets and spaces.

Strategic Aims

Aim 1 – Community Buildings and Facilities

To manage, improve and make the best possible use of the Town Council’s buildings and facilities for community benefit.

This will include:

- Improving use of existing community buildings and spaces
- Reviewing underused facilities and opportunities for wider community use
- Supporting accessible and welcoming spaces for different age groups
- Considering how facilities can support both local residents and, where appropriate, wider economic benefit

This aim reflects strong consultation support for community buildings and facilities, better use of existing assets, and more opportunities for residents to use them.

Aim 2 – Parks, Play Areas and Local Environment

To maintain and improve the Town Council’s parks, play areas and green spaces as valued community assets.

This will include:

- Prioritising maintenance, cleanliness and presentation of Town Council-managed parks and spaces
- Improving play and outdoor facilities where resources allow
- Considering how green spaces can support wellbeing, accessibility and community pride
- Keeping under review the condition and use of Town Council-managed outdoor assets

This aim reflects the strong importance residents placed on parks and play areas.

Aim 3 – Children, Young People and Community Wellbeing

To support activities, opportunities and spaces that improve wellbeing and reduce isolation, with a particular focus on children, young people and older residents.

This will include:

- Encouraging inclusive activities for children and young people
- Supporting initiatives that reduce loneliness and strengthen community connection
- Improving awareness of local opportunities and activities
- Considering opportunities for volunteering, participation and skills development where possible

This reflects the strongest consultation priority, which was increased activity for children and young people, alongside support for wellbeing and reducing isolation.

Aim 4 – Communication, Engagement and Community Participation

To improve how the Town Council communicates, listens and involves residents in community life and local decision-making.

This will include:

- Improving communication through the channels residents prefer
- Making information about facilities, opportunities and events easier to find
- Encouraging constructive community participation
- Promoting volunteering and community-led activity where practical

This reflects clear feedback about communication gaps, interest in greater involvement, and the need for information to be easier to find.

Aim 5 – Inclusion and Accessibility

To ensure accessibility and inclusion in the Town Council's activities and spaces.

This will include:

- Considering access, cost, timing and information barriers when planning activities and services
- Improving awareness of what is available
- Recognising the needs of different groups within the community, including those who may experience isolation or difficulty accessing services
- Embedding fairness and inclusion in future planning

This reflects repeated comments about inclusion, accessibility, transport, timing and clearer information.

Aim 6 – Heritage, Identity and Community Pride

To support local identity, heritage and pride in place through the responsible use of Town Council assets, projects and initiatives.

This will include:

- Supporting heritage and local history work, where within the Council's role
- Linking community assets and local identity in a way that benefits residents
- Supporting initiatives that strengthen pride in Garnant and Glanaman
- Considering how projects such as local history work, audio trails and visitor facilities can also bring benefit to local people

This reflects consultation support for local heritage and identity, while keeping expectations grounded.

Advocacy and Partnership Priorities

The consultation also highlighted issues that are important to residents but fall wholly or mainly outside the Town Council's direct control. These include, for example:

- Roads and potholes
- School transport
- County waste services
- Policing and community safety
- Wider housing and infrastructure concerns

These issues will not be adopted as direct Town Council delivery aims, because that would misrepresent the Council's legal powers and responsibilities.

However, the Town Council will:

- Continue to raise relevant concerns with Carmarthenshire County Council and other responsible bodies
- Represent the views of residents where appropriate
- Support partnership discussions where they may benefit the community

This is an important part of the Town Council's role as a local voice, but it is different from promising direct delivery.

Delivering the Aims

The Council recognises that it operates with limited staff, funding and legal powers. Not every idea raised through consultation can be taken forward, and some ambitions will require:

- Phased delivery
- External funding
- Partnership working
- Future review.

The Council will therefore prioritise actions that:

- Are within its powers
- Are realistic and affordable
- Deliver clear community benefit
- Reflect the strongest themes from consultation

Monitoring and Review

This document will guide the Town Council's work between 2026 and 2030, but it should not be treated as fixed in every detail.

The Council will:

- Review progress regularly through its work planning and reporting arrangements
- Use annual reporting to show how these aims are being taken forward
- Review or refresh priorities if circumstances, resources or community needs change

Consultation Findings Summary

Key findings included:

- **12 respondents** selected increasing activities for children and young people as a top priority
- **10 respondents** selected parks and green spaces as a main focus over the next few years
- **10 respondents** selected community buildings and facilities as a main focus
- **14 respondents** chose community focus as an important value
- **10 respondents** chose openness and transparency
- **15 respondents** identified parks and play areas as important Town Council-run spaces
- **10 respondents** identified the community café as important
- **9 respondents** identified the community centre as important
- **13 respondents** selected social media as a preferred communication route
- **10 respondents** said information is not always clear or easy to find
- **12 respondents** said they would welcome more activities for children and young people
- Responses also showed support for inclusion, community hubs, volunteering opportunities and making better use of local facilities

These findings have informed the mission, values and aims set out above.

Adoption Statement

This Mission, Vision, Values and Strategic Aims document was developed following public consultation and is intended to provide a clear and realistic framework for the Town Council's work.

It reflects:

- The views expressed by residents
- The Town Council's legal powers and practical role
- The need to be open about the limits of what the Council can deliver directly.

Cwmaman Town Council Strategic Aims Action Plan 2026–2028

Aim 1 – Community Buildings and Facilities

Action	Outcome	Timescale	Lead	Measure of Success
Review use of all community buildings (including halls and pavilion)	Clear understanding of usage and gaps	Year 1 (Q1–Q2)	Clerk / Committee	Review completed and reported to Council
Increase promotion of building availability	Improved awareness and bookings	Ongoing (Year 1–2)	Staff	Increase in bookings / enquiries
Trial increased daytime or weekday use where feasible	Better access for different groups	Year 1–2 (Q2–Q4)	Clerk	At least one trial activity or booking pattern change
Identify opportunities for community use of underused spaces	Better use of assets	Year 2 (Q1–Q4)	Committee	At least one new or expanded use identified

Aim 2 – Parks, Play Areas and Local Environment

Action	Outcome	Timescale	Lead	Measure of Success
Carry out condition check of parks and play areas	Clear maintenance priorities	Year 1 (Q1)	Staff	Inspection completed and logged
Address priority maintenance issues within budget	Improved safety and appearance	Ongoing (Year 1–2)	Staff / Committee	Reduction in reported issues
Review bin provision in Town Council-managed areas	Improved cleanliness	Year 1–2 (Q2–Q3)	Clerk	Action plan agreed
Continue regular maintenance programme	Consistent standard across sites	Ongoing (Year 1–2)	Staff	Positive feedback / reduced complaints

Aim 3 – Children, Young People and Community Wellbeing				
Action	Outcome	Timescale	Lead	Measure of Success
Identify opportunities for activities for children and young people	Increased provision	Year 1 (Q1–Q2)	Clerk / Committee	Options report to Council
Support or host at least one new or expanded activity	Improved community offer	Year 1–2 (Q2–Q4)	Staff	Activity delivered
Promote volunteering opportunities through council channels	Increased awareness	Ongoing (Year 1–2)	Staff	Regular posts / notices issued
Explore ways to support inclusive and wellbeing-focused activities	Improved accessibility and inclusion	Year 2 (Q1–Q4)	Committee	At least one initiative considered or supported

Aim 4 – Communication, Engagement and Community Participation				
Action	Outcome	Timescale	Lead	Measure of Success
Review communication methods (social media, noticeboards, website)	Clear communication approach	Year 1 (Q1)	Clerk	Review completed
Increase frequency of updates and notices	Better-informed residents	Ongoing (Year 1–2)	Staff	Regular posts and updates
Promote events, activities and opportunities more consistently	Increased engagement	Ongoing (Year 1–2)	Staff	Engagement levels (views, shares)
Share outcomes of consultation publicly	Transparency and accountability	Year 1 (Q2)	Clerk	Summary published

Aim 5 – Inclusion and Accessibility				
Action	Outcome	Timescale	Lead	Measure of Success
Review accessibility of Council facilities and activities	Identification of barriers	Year 1–2 (Q2–Q3)	Clerk	Review completed
Improve clarity of information (events, times, access)	Better access to services	Ongoing (Year 1–2)	Staff	Improved feedback / fewer queries
Consider timing and format of activities	Increased participation	Ongoing (Year 1–2)	Committee	Adjustments made where feasible
Ensure inclusion is considered in all new initiatives	Embedded approach	Ongoing (Year 1–2)	Council	Reflected in decisions and reports

Aim 6 – Heritage, Identity and Community Pride				
Action	Outcome	Timescale	Lead	Measure of Success
Continue development of local history and audio trail projects	Increased awareness of local heritage	Year 1–2 (Q1–Q4)	Clerk / Project Leads	Progress milestones met
Promote local facilities and initiatives	Increased community pride and use	Ongoing (Year 1–2)	Staff	Increased visibility and engagement
Ensure community benefit is considered in tourism-related activity	Balanced approach	Ongoing (Year 1–2)	Council	Reflected in decision-making
Support community-led ideas where feasible	Stronger community involvement	Year 2 (Q1–Q4)	Committee	At least one initiative supported

Cross-Cutting – Advocacy and Partnership Working				
Action	Outcome	Timescale	Lead	Measure of Success
Raise relevant issues with Carmarthenshire County Council where appropriate	Community concerns represented	Ongoing (Year 1–2)	Clerk / Members	Issues logged and escalated
Work with local groups and organisations	Stronger partnerships	Ongoing (Year 1–2)	Council	Evidence of joint working
Signpost residents to the correct authority where required	Better public understanding	Ongoing (Year 1–2)	Staff	Reduced misdirected enquiries

Monitoring and Reporting

- Progress to be reviewed **quarterly** by Council or relevant committee
- Updates to be recorded in minutes and reports
- Key actions to be referenced in the **Annual Report (Section 52 compliance)**
- Plan to be updated if priorities or resources change