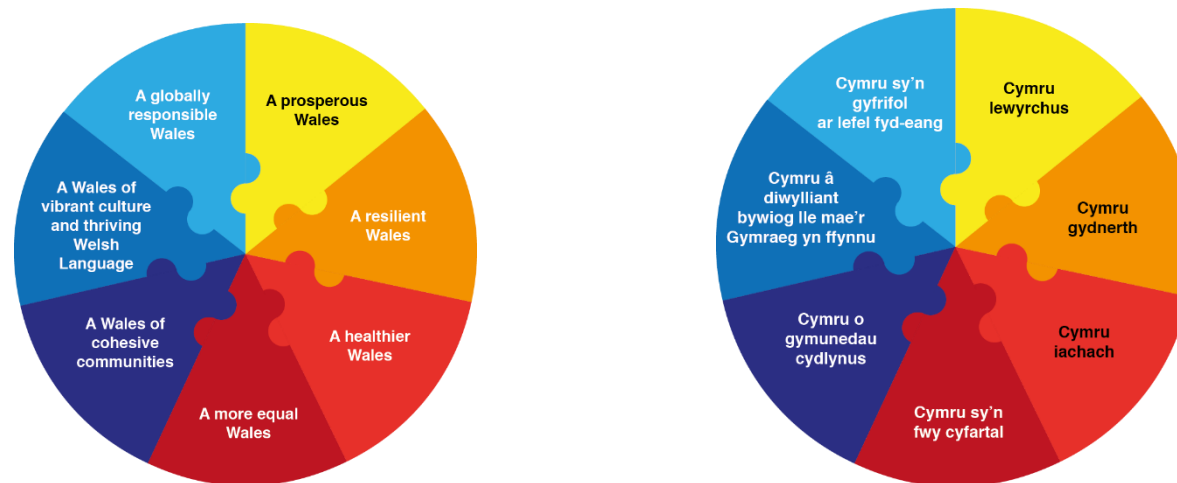


## PONTYPRIDD TOWN COUNCIL - MEETING THE WELL BEING OBJECTIVES

### ~ Looking Back and Forward

The Well Being of Future Generations Act 2015 (the Act) places a duty on Pontypridd Town Council to take all reasonable steps towards meeting the Well Being objectives within the Local Well Being Plan published by Cwm Taf Public Services Board which has effect in our area.

The Town Council has at the heart of all decision making the 5 ways of working being: collaboration; prevention, integration, involvement and long term working and the following 7 National Well Being goals:



All delivered under the umbrella of the sustainable development principle.

The following therefore outlines how the Town Council has in the last financial year taken all such reasonable steps in the work that it has undertaken to meet the 3 published objectives.

**Objective 1:****To promote safe, strong, and thriving communities improving the well-being of residents and visitors and building on our community assets.**

This objective is very much at the heart of what the Town Council does and what drives many of our activities and events. Pontypridd Museum and Taff Meadow Community Centre, owned and managed by the Council provide meeting spaces for many local Community Groups. The Museum has shown 7 temporary exhibitions in the last year and there have been 9,545 visitors to the Museum. It is a community base and a showcase for the permanent and temporary exhibitions which include the work of local artists and historical events.

The allotments and smallholdings owned and managed by the Town Council comprise over 500 plots as well as 3 open spaces and 3 war memorials. These provide rented allotment plots to the local community where vegetables and flowers are grown under the guidance of the developing allotment strategy which emphasises community use and sustainability. The strategy has been developed through extensive consultation with the local community and continues to be refined.

The Town Council works with local community groups such as Interlink with whom it has been a key community partner in respect of the Better Pontypridd Project. This very much takes an integrated approach to community groups working together in a supportive and holistic way. The Council also supports the local Mens Sheds Group and the Canal Preservation Group in its work to conserve the local canal lock owned by the Town Council and has provided financial and practical support in the last year. In addition the Town Council is represented on local organisations such as the Town Centre Crime Business Crime Reduction Strategy, the Crime and Disorder Task Group and Safety Routes in Communities.

The Town Council strives to maximise the green spaces in the Town which it owns and manages for the best use of the local community. It also makes available community buildings as a space for artistic, musical, dance and other groups to practice and perform and meet.

Town Council events such as the Christmas Switching on Event which takes place in the heart of the town is a community celebration of music, fireworks and films with complimentary local craft events.

The new website for the Town Council which has been developed over the last year will be a community hub with signposting to local groups and events and ward activity and it is hoped that this can be developed further as a key community asset.

**Objective 2:****To help people live long and healthy lives and overcome any challenges.**

The Town Council events such as the Big Run for Fun in June, a fun run in aid of Velindre Cancer Care charity, is a popular physical activity event much supported by the local community which takes place in the local Ynysangharad War Memorial Park. It was well supported in 2018/19 and continues to be a flagship event for the Town Council.

The 500 Town Council allotment plots are much used by individuals and Allotment Associations and the developing Town Council Allotment Strategy recognises and seeks to build on the health and community benefits of the allotments and to improve disabled access to the land. It is also the case that the Town Council and the Strategy seeks to support sustainable ways of working wherever possible and supports Pontypridd Town's application to become "Bee Friendly", including restricting the use of pesticides.

Over the last year the Museum has organised a number of historical walks in the town led by the Assistant Curator, and the Town Council is working with the other Community Councils regarding developing a Community Walks event. The Museum has also become part of the free water scheme in the last year and is seeking to develop its public toilet provision for the local community. The Museum has also installed a new lift in the last year which provides for greater and more inclusive community access to the collection and events in the museum.

The Environmental Committee has created an Advisory Group which comprises of local community groups with an interest in community gardening and other environmental projects. This is an ongoing venture that has helped to develop the Allotment Strategy which has well-being and sustainability at its heart.

The Better Pontypridd venture is a partnership project with Interlink working with local community groups and has led to a Community Gardening Course in Ynysangharad War Memorial Park. The Town Council and Interlink have also worked closely in relation to well-being networking which was promoted as a successful partnership consultation event in the Muni in Pontypridd in 2018. This is an ongoing relationship intended to provide a raft of support to the local community.

The Town Council worked in partnership with the Dementia Friendly Pontypridd Group in 2018/19 and continues to do so, working to make more businesses and organisations aware of how they can help dementia sufferers lead normal lives. The Museum has developed reminiscence boxes which are taken out to care homes and have been shown to have a therapeutic impact.

In the last year the Town Mayor's chosen charity was the Stroke Association and funds were raised at civic events to support the work done by that organisation.

**Objective 3:**

**To grow a resilient local economy with infrastructure that attracts people to live, work and play in Cwm Taf.**

There are many exciting developments within Pontypridd Town which gained ground in the last financial year. The Taff Vale Development and the City deal are opportunities which will attract significant economic investment and activity to the town, a key area to be serviced by the new Metro system. Moving forward the Town Council hopes very much to be a key partner within this development and will seek to maximise its position within these town developments in a supportive role.

The events which the Town Council stages in the town such as Vintage Transport Day in August and the Christmas Switching on Lights Event in November provide a boost to the local economy and bring in large numbers of visitors to the town. The Vintage Transport Day in 2018 attracted a large number of visitors to Ynysangharad War Memorial Park with a significant number being from outside the area. The Museum and Heritage Centre attracted over 9,500 visitors last year with a 93% visitor satisfaction rate.

The Museum supports the prosperity of Pontypridd by contributing almost £300,000 to the local economy, through visitor spend, local employment and procurement of local goods and services. This includes local partners in the creative industries with whom the Museum works closely to deliver community project work. Volunteers in the Museum in the last year have gained the skills and confidence that has helped them find employment both in and outside of the heritage sector.

The Town Council is also a significant partner with the Unitary Authority, Rhondda Cynon Taff County Borough Council. The Town Council is a signatory to the charter between RCT and the Town and Community Councils in the area and aims to work in close partnership with RCT in supporting economic development in the town. The Town Council is a beneficiary of the Community Infrastructure Levy having received a total of £35,189.59 to date (£2,821.02 received in 2018/2019) which money has and will be utilised for the benefit of the community in spending on local infrastructure, including the provision of new bus shelters for the town.

The Town Council has also worked closely with Pontypridd BID in the last year to provide mutual support for town events and projects involving the local business community.

The Town Council makes available monies under the Small Grants Scheme (Section 137 Local Government Act 1972) which can be applied for by small local community groups. In the financial year 2018/19 the sum of £5,800 was allocated to 53 applicant groups within the local community.

The Town Council is aware that the young people of the town are a key demographic and last year promoted its Schools Challenge Project with local schools. It is hoped that a similar project involving young people in the area can be developed in the future.

