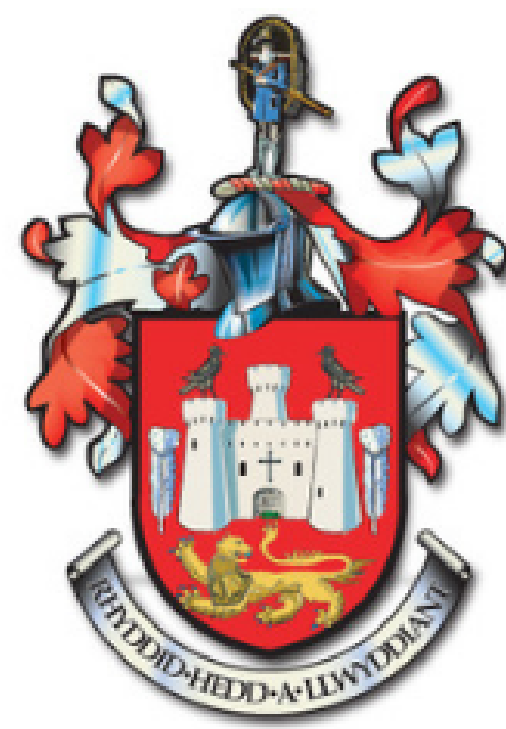


Cyngor Tref Caerfyrddin Carmarthen Town Council



Carmarthen Town Council Annual Report 2018-2019 Civic Year



Carmarthen Town Council serves the area of Carmarthen and its population of around 13,000 residents. It has 18 councillors, covering the North, South and West Wards of Carmarthen.

The Councillors during the 2018/19 period were:

Emlyn Schiavone (Mayor)
Jeff Thomas (Deputy Mayor)
Angharad Jones-Leefe (Sheriff)
Julia Ault
Danny Bartley
Rev Tom Defis
Dr Baba Gana
Phil Grice
Peter Hughes Griffiths

Gareth John
Alun Lenny
Arwel Lloyd
Ken Lloyd
Dr Ioan Matthews
Miriam Moules
Dr Matthew Thomas
Wyn Thomas
Barry Williams

The Council employs 19 full or part time members of staff and the Clerk of the Council is Alun Harries.

FINANCIAL SUMMARY 2018/19

Income	£
Council Precept (council tax)	706,425
Income generated from services	149,613
Grants & other income	75,598
Expenditure	
General Administration	270,214
Events	52,240
St Peter's Civic Hall	94,482
Carmarthen Cemetery & Depot	143,146
Parks	213,103
Hanging Baskets	12,980
Transport	15,550
Street Lighting	28,837
Monuments, Allotments & Public Clocks	4,669
Grants	10,250

Council has reserves of £100,000



Carmarthen Town Council adopted the following five-year strategy in 2017:

‘To enhance the Well-being of the people of Carmarthen and to be ambitious in providing excellent service and value for money’.

Carmarthen Town Council is responsible for many services in the town, including:

- Carmarthen Park, including the tea shop, velodrome and rugby ground;
- Other public parks in Carmarthen including Johnstown Park, Penllwyn Park, Parc Hinds and the play areas at Russell Terrace, Maes y Wennol and Allt Ioan;
- Many of the town’s public footpaths;
- St Peter’s Civic Hall;
- Carmarthen Cemetery;
- Footway lighting across the town;
- Events and activities including the annual Christmas lights ‘switch on’ and reindeer parade, the Carmarthen Town Sports Awards, the Mayor’s Races on May bank holiday, and the St David’s Day celebrations in the town centre;
- Activities and events held at Carmarthen Park throughout the year, e.g. the extensive summer programme of entertainment and facilitating the Winter Wonderland;
- The town’s hanging basket scheme and other floral displays;
- Providing financial grants and other support for local organisations and good causes.



During 2018 and 2019 Carmarthen Town Council was recognised by One Voice Wales for its high level of service and performance in the following areas:

- **Best Heritage Project (Carmarthen Velodrome Redevelopment) - Winner**
- **Best Sustainability Initiative (Red Court Solar Farm Grants Scheme) - Winner**
- **Best Environmental Project (Red Court Solar Farm Grants Scheme) – Winner**
- **Best Tourism Initiative (Tour of Britain activities) - Winner**
- **Best Community Engagement Initiative (use of social media) – Highly Commended**
- **Best Local Council Service (Carmarthen Tea Room & Summer Events Programme) - Commended**
- **Best Annual Report – Highly Commended**



Johnstown Park



HOW HAS THE COUNCIL EMBEDDED THE FIVE WAYS OF WORKING INTO ITS PLANNING AND WORKING ARRANGEMENTS?

LONG TERM - *The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.*

Carmarthen Town Council seeks to find the right balance between short, medium and long-term ways of working. Since adopting the principles of the Well-being of Future Generations it has taken a longer-term view towards its role in the community, and for the period under review (2018/19) this can be demonstrated as follows:

1. The Council has adopted a new reporting framework to analyse the community work it does and this allows the well-being benefits that arise from that work to be monitored. These reports are submitted to and considered by councillors on a monthly basis and thereby facilitate short, medium and long-term measurement of outcomes.
2. The Town Council has recently invested - under the auspices of the Leader Programme – in the provision of free public Wi-Fi in the town. As the project progresses, it is intended that this will provide data that will inform and influence immediate and longer term commercial and other strategic decisions.
3. The Town Council adopted a Biodiversity and Environmental Development Strategy in 2018 that aims to promote and enhance the natural environment and long term sustainability across the Council's estate. This complements the Red Court Solar Park Farm Grant Scheme which provides grants for projects that promote sustainability, and encourages people to think about ideas which have long term benefits for Carmarthen and beyond.
4. Carmarthen has a Regeneration Forum and the Town Council (represented by several councillors and officers) is a key member of this group and the various sub-groups that support it. A 30-year Master Plan for Carmarthen was adopted in 2014, and this contains ambitious and bold strategic plans for the wider economic development of the town.

 **Safle Harddraf 2018**
2018 Pride Of Place

GRANT PARC SOLAR
RED COURT
SOLAR PARK GRANT



Cyngor Tref Caerfyrddin
Carmarthen Town Council



PREVENTION - *How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.*

It is not straightforward to measure the preventive impact of much of the Council's work, but the following represents the key projects aimed at promoting health and Well-being and thereby reducing the risk of exposure to detrimental and possibly harmful personal and social behaviours:

1. Information Sharing; the Council acts as a major communicator of information across the town and its various social media platforms have become a virtual community hub in this regard. These are used to convey key messages to the community to promote health and well-being and also highlights the events and activities that take place within the local community, thereby creating opportunities for people to come together. The Council also visits schools, businesses, voluntary groups and other organisations to help get key preventive messages across to the community. In 2018 groups of local schoolchildren met with the Council and local business leaders to discuss 'Global Goals' and concerns in relation to plastic awareness and what action could be considered to prevent the use of and harm caused by single use plastics.

2. Carmarthen Velodrome was redeveloped in 2017 and now boasts many significant annual events in addition to the regular training sessions that take place throughout the year. The health and social benefits that come from engaging in these healthy community activities help to prevent isolation, loneliness, obesity, and potentially harmful addictions. The Carmarthen Velodrome long-term planning strategy is to engage locally with cyclists and clubs, and work across Wales for improved health, well-being and create more outdoor opportunities for professional and novice cyclists.

3. The Council manages several public parks and these are important community facilities that the Council uses to promote health and fitness and improve people's sense of well-being, including a green gym and play facilities for younger and older children. It has play equipment at each of its public parks, and its main park in Morfa Lane provides space and equipment for all generations. A new strategy has been agreed to try to address the ongoing problem of dog fouling at its parks and this will be rolled out during 2019.



INTEGRATION - *Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.*

Following its review of the Carmarthenshire Well-being Assessment, Carmarthen Town Council decided to embrace the four objectives adopted by the Public Services Board (PSB). Therefore, the Town Council is supporting those objectives already identified by the key public bodies that operate within the county of Carmarthenshire. This ensures a consistent and mutually supporting approach to those matters identified as priorities by the local communities. We integrate our activities through close partnership working with all public sector and third sector organisations. The Carmarthen River Festival is a prime example of this, where we integrate with over fifty local and national organisations. Supported by many key business partnerships, we promote, engage and support all local river community groups. Creating a safe platform around the key theme of water safety, Carmarthen Town Council is the key leader and provides support throughout for all involved. There are many other examples in this report of how the Council works very closely with others.

COLLABORATION - *Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.*

Carmarthen Town Council recently doubled the working hours of the Community Development Officer to help deliver a more comprehensive community engagement strategy and it has also recently appointed a full time Velodrome Development Officer to focus on the Well-being benefits derived from participating in cycling and other open air activities. The Carmarthenshire Community Development Officers (representing those councils who meet the statutory duty to report on the Well-being Plan) meet regularly to discuss their various work projects, share ideas and identify problem solving opportunities. The Town Council undertook a project sponsored by Welsh Government to consider the possibility of working closely with other local town and community councils and to establish cluster groups to work on different appropriate projects. The Council works very closely with some local councils e.g. supporting them in the delivery of Christmas trees.

theWI
INSPIRING WOMEN

Actif
Chwaraeon a Hamdden
Sports & Leisure



INVOLVEMENT - *The importance of involving people with an interest in achieving the well-being goals and ensuring that those people reflect the diversity of the area which the body serves.*

The Council works hard to involve as many and as wide a range of people in its plans to improve local Well-being.

1. The Council undertook a consultation during 2018 targeted at the possible redevelopment of the existing facilities at Carmarthen Park. This provided a significant amount of information about the priorities of schoolchildren and other local people, and as a result the Council is now embarking on a project of improving the facilities at the Park.

2. During the course of the year the Mayor, Deputy Mayor and Sheriff undertake very many community visits and these often generate an exchange of information that promote the Town Council's work and also allows the civic leader to feed information back to the Council for it to consider as part of its future work programme.

3. The Council continues to interact with an ever-growing number of community groups to facilitate community benefits and to share information that will help to provide direction to the Council's work. More information about these groups are referred to in the remainder of this report.

4. For the first time the Council circulated information about its services to all local residents via the annual council tax rates notice in early 2019. This has alerted people to the Town Council's work and responsibilities, and new ideas have been received already about how the Council can work with the local community.

5. Links have been developed with Trinity Saint David University which provides higher education to over a thousand young people and adults in Carmarthen. The annual 'Student's Sell-out' is a multi-agency event that promotes the town to the student population and the Town Council are supporting a new 'Big Box' Project at Carmarthen Park that has been initiated by one of the University's students as part of her course. This will allow free community access to play and activity facilities.



WHAT APPROACH HAS THE COUNCIL TAKEN TO EMBED THE FOUR PSB WELL-BEING OBJECTIVES INTO ITS PLANS?

Carmarthen Town Council has an annual programme of key events that help it to promote the well-being of local people and communities.

These include:

- Carmarthen Town Council Sports Awards
- St Davids' Week & Parade
- Fairtrade Fortnight
- Mayor's Races
- Mayor making Ceremony & Civic Service
- Carmarthen Park Summer Events Programme
- Carmarthen River Festival
- Student Sell-out
- World Peace Day
- Annual Pride of Place and Awards presentation evening
- Fireworks Display
- Annual Remembrance Day Activities
- Christmas Lights 'Switch on' & Reindeer Parade



Collectively these transcend all of the local and national Well-being objectives, plans and goals in some way, but the examples provided below seek to illustrate how these and other activities contribute to each of the different elements of Well-being.

HEALTHY HABITS

People have a good quality of life, make healthy choices about their lives and environment.

Carmarthen Town Council has linked with inter-generational groups including local care homes and schools; we have a consistent approach to healthy and positive engagement with all. Delivery of key targets with 'New Year, New You', 'Discover Carmarthen' campaigns have been successful. We will encourage engagement with an Anti-Dog Fouling Action Plan for Carmarthen Town Council's steps for the next delivery of a healthier community with strong understanding of dog fouling health implications on the back of advice and education. Establishing connections with Carmarthen Market and links to town events. Encouraging use of healthy produce and local engagement. Encouraging play initiatives in all our parks, starting with a pilot scheme in Carmarthen Park for 'Big Box'; free use of play provision sports equipment for all. Linking with health and Well-being 'Awaydays Coastcare' and 'Branching Out' enable us to influence the link to Social Prescribing, Assessment of Community Functions and our role within Carmarthen. Support and engage with a community development project involving vulnerable youths in our communities. Looking to support healthy habits and positive outcomes through targeted strategies involving links through Dr Mz, The Carmarthen Youth Project and our skatepark community. Our Hanging Basket scheme in the town, decoration of the streets and maintaining the parks encourages people to explore the town and have a better quality of life.



EARLY INTERVENTION

To make sure that people have the right help at the right time; as and when they need it.

Creation of a successful partnerships between schools, local groups and the community. Consistent messages including Year of Discovery and implementation of a healthy awareness strategy for use in and around the velodrome. Education for all is key and the messages are delivered in a cohesive manner to all in our communities on various platforms; we do this via social media, on our website and at meetings that we attend. Connections with young families, allowing people to understand what is produced locally for further sustainability. Taking early action to prevent obesity, depression and isolation in our community, with groups like Access Cymru supporting residents. Early preventative action for future digital strategies, including internet awareness and help sessions. Supporting, nurturing and caring for all involved in this project is essential to the future Well-being and Future Generations. We attend meetings with local groups e.g. playgroups, schools, senior citizens meetings and groups that ask for our support. Johnstown School is currently developing a 'Discover Carmarthen' project with paths and rights of way.

CYNLLUN GRANTIAU BACH
CYNGOR TREF CAERFYRDDIN
CARMARTHEN TOWN COUNCIL
SMALL GRANTS SCHEME

STRONG CONNECTIONS

Strongly connected people, places and organisations that are able to adapt to change.

Based across different sites and linking communities divided by roads and rail networks, our projects aim to include all of the local community, build resilience with key partnership working and develop a multi-cultural link with all who live, work and access Carmarthen. Community cohesion with, for example, all local cycle clubs and the river using community and further engagement with residents is ongoing. The success of our projects is achieved from very strong community engagement, supported through Carmarthenshire County Council Officer enforcement officers. Our Anti-Dog Fouling campaign will involve all members of our communities, and will be fully inclusive.

Creation of communities that are far more resilient and engaged with each other is an ongoing target. Using the education networks to further promote the connections of permaculture, self-reliance and connectivity within our own locality, and reducing food miles and waste. We target these groups with our grant funding schemes and engage with the work of local groups like Seedy Saturday to ensure that our communities are strong and engaging. Inclusive play options and strengthening links with the University of Wales Trinity St David, Hywel Dda Health Board and local policing strategies. Lately we have teamed up with local mental health peer led groups like Branching Out to bring facilities and resources to our town. Creating depth in local communities for further engagement has driven our work and we now work with over one hundred groups. Carmarthenshire County Council, local groups, community champions and the youth of the town are working together with Carmarthen Town Council, supporting various projects including for example the Cwmoernant Project and the Dr Mz Carmarthen Youth Project.



PROSPEROUS PEOPLE AND PLACES

To maximise opportunities for people and places in both urban and rural parts of our county.

Training new coaches, club leaders and working alongside Welsh Cycling at our Velodrome provides platforms to up-skill people. Developing community links, skills and engagement for play, recreation and mental health awareness is being achieved by the 'Big Box' initiative in Carmarthen Park. This will lead to improved education, community awareness and other funding opportunities to develop at other parks. Future expertise through training and education is essential and our staff are currently working towards various qualifications. Enhancing our wildlife and bio-diversity will increase the prominence of our projects, we have met with bio-diversity officers to improve the bio-diversity in green spaces. Linking to benefit everyone in the community for free, with potential training, education and intergenerational skills is at the heart of all we do. We provide free opportunities for groups such as Awaydays to learn social media skills and increase their awareness of information technology. Increasing footfall within Carmarthen should have a knock-on effect on trade, training and employment, and we have helped to set up the free Carmarthen Wi-Fi in the town with Carmarthenshire County Council. Bars, cafes, restaurants and shops should benefit from more visitors to the town and local area. Increasing the interest in community assets, creative opportunities and deliver confidence in our town's brand and associated products has allowed us to grow and prosper as a town.



What approach has the Council taken to embed the national well-being goals into its plans?

The seven well-being goals are integrated into our reporting methods and therefore relate to all that we achieve as a Town Council. We look to achieve most of the goals in all our community integration and are proud to say that most of our projects achieve between 90% - 100% of the seven targets. We also note that we connect to over thirty-five of the Key Performance Indicators for Wales.



Cyngor Tref Caerfyrddin
Carmarthen Town Council



CONTRIBUTION TO THE NATIONAL WELL-BEING GOALS

A Prosperous Wales:

An innovative, productive and low carbon society which recognises the limits of the Global environment and therefore uses resources efficiently and proportionately, and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

- Carmarthen Town Council's vision is to train staff through Welsh Government initiatives to further strengthen our communities. Staff are progressing through NVQ training and this is being encouraged in all departments.
- All businesses this year received regular updates of all town activities in information packs. The Christmas information booklet involved all local events and activities, and this was repeated for St David's Week, with over three hundred copies being sent out. Information is also sent out via email and social media links.
- In Wales 2018 was the 'Year of the Sea' and 2019 is the 'Year of Discovery'. Carmarthen has developed many social media links to the Year of the Sea and the Coracle Trail and River Festival proved to be very successful indeed. In this Year of Discovery 2019 the focus is on schools in our communities, and a targeted approach to improving walking routes, rights of way and anti-dog fouling initiatives in Carmarthen. We aim to educate our community and develop knowledge and understanding for future generations.
- We work closely with organisations to support the Welsh language and culture in the town and have been involved with Yr Atom Carmarthen Town Business Awards. This promotes excellence in the workplace and offers training and advice for local entrepreneurs.
- The Council use well skilled and local contractors for nearly all it's sub-contracted work. From electricians to fencing companies, wherever possible the council utilise the strengths in local businesses and employment resources, well trained staff and ensuring that its expenditure and investment stays locally as far as possible.



Cydweithio Cymunedol
Community Collaboration

Cyngor Tref Caerfyrddin
Carmarthen Town Council 



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David



A Resilient Wales:

A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change.

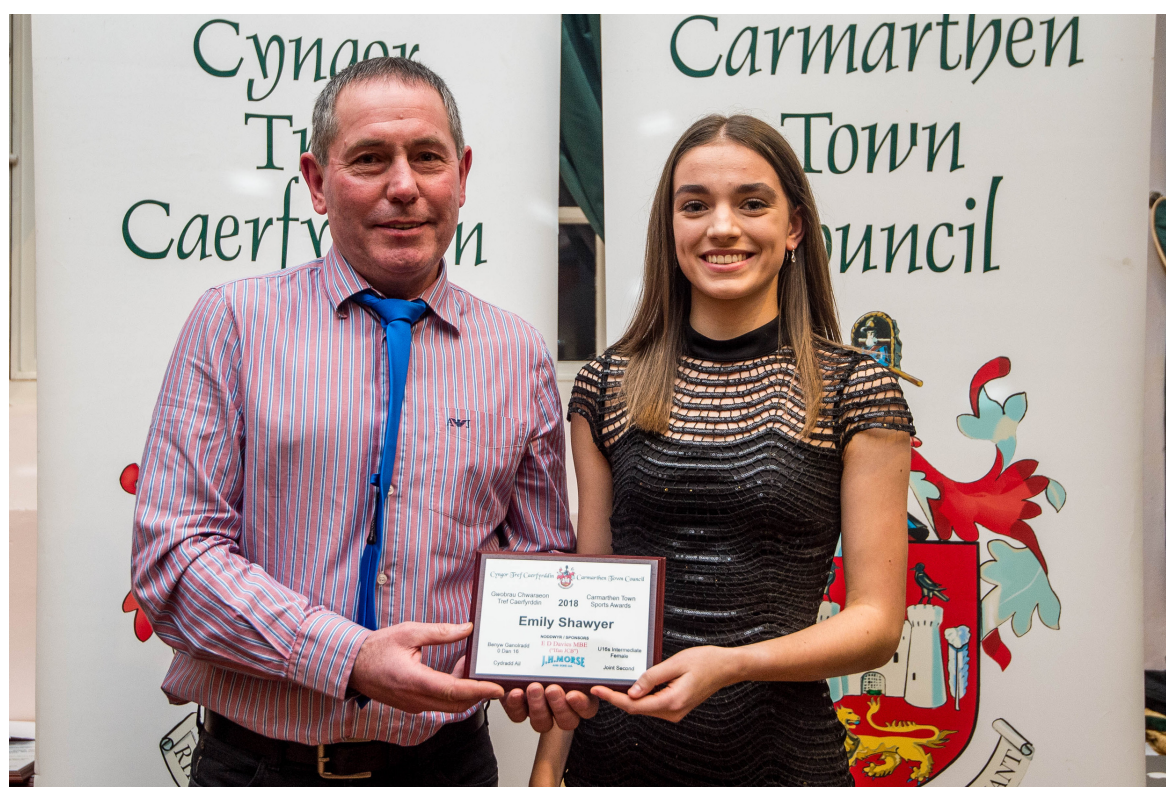
- The Council introduced a first Biodiversity and Environmental Development Strategy in 2018, including planting of 150 trees at the cemetery and action plan identifying appropriate projects across its estate and resources.
- Sustainable groups have been involved in tree and shrub planting initiatives, supporting mental health in Carmarthen and involving volunteers and communities. Lately, Carmarthen Women's Institute and Dyfed Drug and Alcohol Abuse have planted trees in Carmarthen Park.
- Volunteers are an integral part of the inner workings of Carmarthen and the Council supports many groups who go the extra mile for the town, including local schools, gardening groups and disability organisations.
- Within our parks we follow advice from local biodiversity officers to include more habitats for local species.
- Our two main allotment sites are full of hundreds of growers involved in the areas around the town, this is managed by two committees who maintain them throughout the year.



A Healthier Wales:

A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.

- Carmarthen Parks, with their open spaces, sports playing facilities, play areas and fitness equipment continue to attract numerous users from a diverse range of community groups and individuals. These free facilities are available to all throughout the week and provide people with opportunities for social activity. The safe surroundings, with seating and designated play areas allow inclusivity, social interaction and the free provision of play for children. Carmarthen Skate Park is a very well used asset. Many children and young people use the facility and free Wi-Fi has been installed in Carmarthen Park which the all users can access whilst also enjoying a healthy activity.
- The Carmarthen Velodrome long-term planning strategy is to engage locally with cyclists and clubs, and work across Wales for improved health, well-being and creating more outdoor opportunities for professional and novice cyclists. Encouraging competitions at our Velodrome from local and national levels, we will continue to provide that platform to all groups.
- Mental Health strategies are being implemented in Carmarthen with groups like the Nurture Centre making the most of the Riverside Walk to increase the opportunities for parents to walk, jog and run along the river with pushchairs also. Eiriol, a mental health charity in Carmarthen has been supported by Carmarthen Town Council, with their allotment and well-being space in the local area.
- The Tour of Britain UK wide cycling competition brought an incredible atmosphere to the town, created a real sense of place and involved many groups and individuals in September 2018. The legacy has been significant; we have seen key partners collaborating with local cycling clubs and vast numbers train at the Velodrome both leading up to and after the event.
- The Council engages with local community leaders to bring more sport and activities to the area. The Carmarthen Town Council Sports Awards has become a prestigious annual event locally, and in addition to recognising the sporting achievements of local people it acts as a catalyst to promote further involvement in healthy activities.
- Walk to Run Groups are catered for in our parks and green spaces. The Council has fully supported open air initiatives throughout the year to motivate, support and engage with our community.



A More Equal Wales:

A society that enables people to fulfil their potential no matter what their background or circumstances

- The project to provide more inclusive play equipment at all parks has been implemented; Johnstown Park was the first to benefit recently and this will be extended to other parks.
- We worked with Christmas Toy Box Appeal for Carmarthenshire to engage with the community and help disadvantaged families, pushing the key messages to very many local families.
- The University of Wales Trinity St David's Business School ran a student innovation competition and the students' idea of a 'Big Box' initiative for Carmarthen Park was highly commended. Encouraging free play for all in our green spaces this Big Box is being implemented in our parks. We aim to allow free use of footballs, rugby balls, badminton sets, and other outdoor recreational items.
- Partnership working with Carmarthen Civic Society & Awaydays Coastcare has allowed us to look towards improved town centre upkeep, prevention of vandalism of our green spaces, and promote better mental health links in the town.
- All Carmarthen Town Council events are provided either for free or at a very low cost. Christmas Reindeer Parades, Christmas Light Switch-On, Carmarthen River Festival, entertainment in the park, and many other events are free for all.
- The Pride of Place competition is open to all and awards are given for best gardens and areas of the town. This inclusive competition ensures that everyone can fulfil their potential and provides a strong platform to further develop community links.



A Wales of Cohesive Communities:

Attractive, viable, safe and well-connected communities

- Carmarthen Town Council's Annual Programme of Key Events is produced each year and this includes the St David's Week, Mayor Making, River Festival and Christmas Events. This provides our community with heritage, culture, safe and attractive areas to live, work and play.
- The Carmarthen Park Summer Events Programme is now in its tenth year, with a range of activities for all from Easter to the end of the summer holidays. These inclusive events are mainly free to the public. Carmarthen Park with its Tea Shop, Velodrome, Bandstand and play facilities has something for everyone for free.
- Council supplied gazebos and resources for local religious centres providing free activities to all in the town including Priordy Chapel, Bethel Christian Centre and St Peter's Church. We pride ourselves as a Town Council on working with all local religious groups including the West Wales Islamic & Cultural Association.
- Working with local family centres Tŷ Ni & Tŷ Hapus, Council have assisted in community links and inter-generational projects in Carmarthen. Supporting local group promotion, key partnership working and achieving positive outcomes for all whilst also supporting and collaborating with local children's groups.
- The Post 16 Group works closely with the Town Council and they are currently changing a run-down area of the town at the Cwmoernant Pond Project with Council support.
- Town Guides have been produced, with business sponsorship and council information available for local people and visitors to the area. From Arts & Culture trails to heritage information, there is much focus on what Carmarthen has to offer to everyone.



A Wales of Vibrant Culture and Thriving Welsh Language:

Where we have lots of opportunities to do different things and where lots of people can speak Welsh

- St Davids' Week has become one of the key events in the social calendar of Carmarthen. Attracting people from across south and west Wales it has now become a very important week where all groups, organisations, businesses, and the community join in a wide array of cultural activities. The Grand Parade for St David's Week involved many individuals, businesses, groups and organisations for a celebration of the vast diversity of Welsh culture.
- The Town Council has adopted a Welsh Language Scheme that ensures it provides a bilingual service to all and provides people with the opportunity to work with us in the language of their choice. This includes the Council's Facebook, Twitter and Instagram feeds, thereby encouraging people to communicate formally or more socially in Welsh at every opportunity.
- In 2018 the Gŵyl Canol Dre, a celebration of Welsh culture, with entertainment and activities for all generations, took place for the first time at Parc Myrddin and was supported by the Town Council.
- Town Guided Tours have been created and are run by volunteers to tell people the story of the 'Oldest Town in Wales' and to develop a knowledge of the history of Carmarthen. These free tours explain to schools and visitors all about our local heritage and cultures and are supported by Members.
- The Town Council continues to embrace the civic traditions associated with Carmarthen and this includes the annual ceremonies and appointment of Mayor as the 'Admiral of the Port' and the Town Sheriff, one of only two towns in Wales (and fifteen nationally) to have a Sheriff.



**SIR GÂR I GASNEWYDD
CARMARTHENSHIRE TO NEWPORT**

DYDD SUL 2 MEDI 2018 | SUNDAY 2 SEPTEMBER 2018



A Globally Responsible Wales:

Where we look after the Environment and think about other people around the World

- **Biodiversity and Environment Development Strategy.** The Council introduced a first Biodiversity and Environmental Development Strategy in 2018, including an action plan identifying appropriate projects across its estate and resources.
- **Red Court Solar Farm Grants Scheme** generates income for community projects, we accept grant applications from local organisations who look at sustainable ways to develop their communities.
- **Fairtrade Fortnight** takes place annually in Carmarthen and schools, groups and organisations get involved. Carmarthenshire Fairtrade Forum delivers global awareness for all in schools, workplaces and communities in the town, and meets four times a year to strategically link partners from across the county to the wider-world of fairer commerce.
- **Global Plastic Awareness** was delivered across many schools last year in the town, this involved many schools and local organisations including 'Pride In Your Patch'.
- **International Peace Day** is commemorated in Carmarthen in September, and in 2018 the Town Council lit a beacon and held a public ceremony in Carmarthen to mark one hundred years of the end of the First World War on Armistice Day. This was part of a global Commonwealth project to mark this historic occasion, where thousands of beacons were lit around the world.
- **Tree planting** in Carmarthen Town Council's cemetery and park has taken place during the year. This again has encouraged groups and organisations like the WI to be more globally responsible and the Town Council fully supported this. Grants have also been received for funding an arboretum in the cemetery.



Cyngor Tref Caerfyrddin
Carmarthen Town Council



What opportunities have the Council encountered and how have these been best utilised?

In terms of the delivery of the council's services it has been a case of 'business as usual', with almost all of Council's activities contributing in some way to the Well-being of local people and local communities. The reporting requirements have helped to focus activities under the respective elements of local and national Well-being objectives and goals.

What challenges has the Council faced and what measures have been put in place to overcome them?

One of the key challenges – not limited to Well-being - is making people aware of the Council's work and linking these to Well-being. Social media platforms do not reach everyone and it is increasingly difficult to get local media to include our prepared press releases in their publications. A Council Communication, Engagement and Consultation Strategy was adopted in 2018 to assist with this, and the annual rates notice was used in 2019 to help share information about the Council with the local community.

Are there any matters the PSB could support delivery/progress on?

In Carmarthenshire the PSB via the local authority has for the last three years or so supported a forum consisting of the relevant town and community councils (that meet the criteria for reporting on well-being); this has proved to be of great assistance, facilitating very effective information sharing and providing reassurance as necessary. It appears that this approach is unique within Wales.

