



ANNUAL & PROGRESS REVIEW

Annual and Progress Review 2025 - 2026
Against Carmarthenshire Public Services Board
Objectives and the National Well-being Goals

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**Ammanford Town Council is pleased to present
its Annual and Progress Review 2025–2026 Against
Carmarthenshire Public Services Board Objectives
and the National Well-being Goals.**

This report provides an overview of the Council's activities, achievements, and priorities over the past year, demonstrating our ongoing commitment to improving the well-being of the community.

The Council continues to work in partnership with residents, local organisations, and external stakeholders to deliver services, enhance public spaces, and support community initiatives.

MESSAGE FROM THE MAYOR

Cllr Heulwen Howells

It has been a true honour to serve the community of Ammanford over the past year. As Mayor, I have had the privilege of witnessing first-hand the strength, resilience and community spirit that continues to define our town.

This year has been one of progress, connection and renewed confidence. We have seen our community come together through a wide range of events and initiatives, with the number of events delivered across Ammanford exceeding previous years.

From vibrant summer activities and well-being programmes to a well-attended Christmas Light Switch-On, these moments have brought people together and strengthened community pride. We look forward to building on this success with an even more ambitious programme of events in 2026–2027.

It has also been particularly rewarding to support local charities such as Action for Children and Calan DVS through fundraising and community engagement. These partnerships reflect the Council's ongoing commitment to supporting those most in need and fostering an inclusive and caring community.

I am especially pleased to report that Ammanford Town Council has received an unqualified audit for the 2024–2025 financial year.

This marks a significant milestone and demonstrates the strength of the improvements made. Financial procedures are now robust, transparent and properly managed, with all accounts brought up to date and fully accounted for. This achievement reflects the Council's commitment to the highest standards of governance and accountability.

I would like to extend my sincere thanks to my fellow Councillors for their support and dedication, and to our officers for their professionalism and hard work in driving the Council forward. Together, we are committed to ensuring that every pound of public money is used effectively to benefit the people of Ammanford.

“
IT HAS BEEN A TRUE HONOUR
TO SERVE THE COMMUNITY
OF AMMANFORD OVER
THE PAST YEAR. ”

The Council remains steadfast in its vision to make Ammanford a place where people can live, work and enjoy a strong sense of community. We will continue to build on the progress made this year, further strengthen public confidence, and deliver meaningful improvements for our town.



CHIEF OFFICER & RFO INTRODUCTION: PART 1

Jayne Grazette

I am pleased to present Ammanford Town Council's Well-being Report for 2025 – 2026.

Producing an Annual Well-being Report provides an important opportunity for the Council to demonstrate how it has contributed to improving the social, economic, environmental and cultural well-being of our community. It enables us to measure our progress against the requirements of the Well-being of Future Generations (Wales) Act 2015 and the objectives of the Carmarthenshire Public Services Board, whilst identifying opportunities for continuous improvement and ensuring transparency and accountability to our residents and stakeholders.

During 2025–2026, Ammanford Town Council continued to strengthen its governance arrangements, expand community engagement, invest in parks, recreation facilities and community assets, and deliver a wide range of projects and initiatives that contribute positively to the well-being of our town. From supporting active lifestyles and improving community facilities, to enhancing biodiversity, promoting inclusion, and delivering

a vibrant programme of community events, the Council has remained focused on creating a healthier, safer, and more connected community.

The Council is particularly proud to have achieved an unqualified audit opinion during the year, reflecting our commitment to sound financial management, good governance, and continuous improvement. This achievement, alongside the progress outlined within this report, demonstrates the Council's determination to build public confidence through openness, accountability, and effective stewardship of public resources.

As we look ahead, we remain committed to working collaboratively with residents, community groups, partner organisations and other stakeholders to deliver sustainable improvements that will benefit both current and future generations.

This report highlights the progress made throughout 2025–2026 and demonstrates how Ammanford Town Council continues to contribute towards the wider well-being goals for Carmarthenshire and Wales.



CHIEF OFFICER & RFO INTRODUCTION: PART 2

Jayne Grazette

Section 52 of the Local Government and Elections (Wales) Act 2021 requires Ammanford Town Council to, as soon as reasonably practicable after the end of each financial year (31 March), prepare and publish an Annual Report about the Council's priorities, activities and achievements over the previous year.

Over the past year, Ammanford Town Council has continued to navigate a period of significant challenge while remaining firmly focused on delivering for the community it serves.

Alongside the ongoing impact of the cost-of-living crisis and increasing demand for local support, the Council has worked to address historical issues relating to audit and financial reporting, which had previously been a source of concern for both residents and regulators.

This report highlights the progress made over the past year and reinforces our ongoing commitment to ensuring that Ammanford remains a resilient, inclusive, and vibrant place to live, work, and visit.

During 2026–2027, Ammanford Town Council will be taking a fresh look at its aims and objectives to ensure that our

work continues to meet the evolving needs of the community.

We are committed to engaging with residents, local groups, and partner organisations to identify new priorities and set clear, achievable goals for the future. This process will help shape our projects and investments over the coming years, ensuring that the Council remains responsive, forward-thinking, and focused on delivering the greatest possible benefit for Ammanford and its people.

Through collaborative working with local partners, community groups, and residents, Ammanford Town Council strives to build a stronger, healthier, and more sustainable town, embracing the principles of long-term thinking, prevention, integration, and community involvement.

We are proud to share this report as a transparent record of our progress and a foundation for continuous improvement in the well-being of the residents we serve.



ABOUT AMMANFORD TOWN COUNCIL



THE WARD

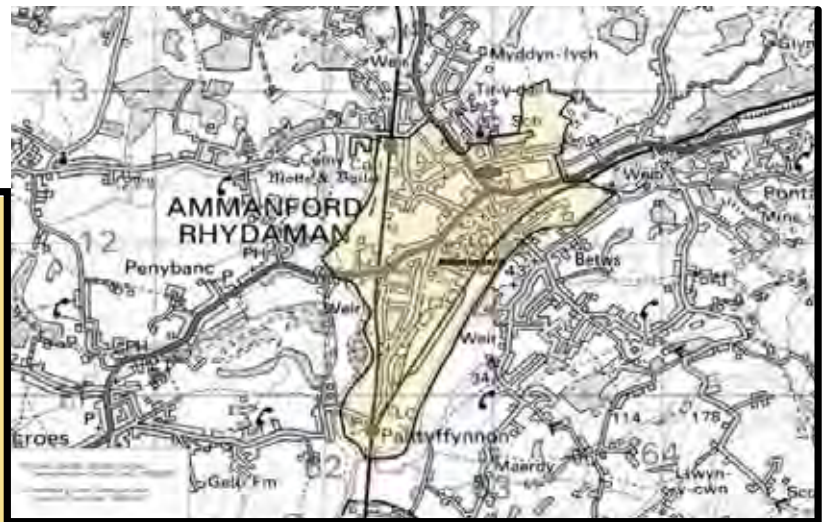
Ammanford Town Council serves the town of Ammanford and surrounding communities.

Ammanford is a town and community in Carmarthenshire, Wales.

At the 2021 census the community had an electorate of 4,233.

Ammanford is represented by four electoral wards within Carmarthenshire.

Map of Ammanford Ward (right), consisting of **Iscennen**, **Pantyffynnon**, **Myddynfych** and **Wernddu**.



Our mission is to enhance local facilities, support community initiatives, and ensure responsible stewardship of public funds raised through the local precept.

The Full Council meets on the last Monday of every month (except August and December) and is supported by committees including Finance and Personnel, Asset, Environmental & Biodiversity plus Community Well-being, Engagement and Events.

MEMBERS OF AMMANFORD TOWN COUNCIL

Iscennen

- Cllr Llio Davies - Plaid Cymru
- Cllr Colin Evans - Independent
- Cllr Deian Harries - Plaid Cymru
- Cllr Clare Hope - Independent

Myddynfych

- Cllr Marie Griffiths (up until Dec 2025) - Labour
- Cllr Heulwen Howells (Mayor) - Plaid Cymru
- Cllr Anthony Jones - Welsh Labour
- Cllr Emyr John - Independent

Pantyffynnon

- Cllr Lyn Brodrick (up until Feb 2026) – Plaid Cymru
- Cllr Calum Higgins (Deputy Mayor) - Welsh Labour
- Cllr Johnny Owen - Welsh Labour

Wernddu

- Cllr Wayne Erasmus - Gwlad
- Cllr Nigel Morgan -Independent

LOCAL FACILITIES AND SERVICES PROVIDED BY AMMANFORD TOWN COUNCIL

Ammanford Town Council is responsible for a range of local facilities and services, including:

- Ammanford Park (including children's play area, tennis courts, splash pad, band stand and boules pitch)
- Carregamman Park
- Riverway Playground
- Maes y Coed Playground
- Pantyffynnon Playground
- Norman Road Playground
- Street Lighting
- Ammanford Recreational Playing Fields and skatepark and MUGA
- Pantyffynnon Recreation Playing Fields
- Ammanford War Memorial and Remembrance services
- Town centre planters, hanging baskets, and floral displays
- Maintenance of Park public benches
- Christmas lights and the annual Christmas light switch-on event
- Public toilets (Ammanford Park & Margaret Street Carpark)
- Supporting local organisations, and community groups through grants
- Co-ordinating community events
- Supporting and assisting with Community Groups events



PARKS, OPEN SPACES AND ASSETS



Ammanford Town Council continues to prioritise the maintenance, improvement, and development of its parks, open spaces, and community assets, recognising their importance to the well-being, safety, and enjoyment of residents and visitors.

Throughout 2025–2026, the Council has delivered a wide range of improvements across its sites, ensuring that facilities remain safe, accessible, and welcoming. These works have included both essential maintenance and targeted enhancements designed to improve the overall quality and usability of public spaces.

To support ongoing safety and responsiveness, the Council has implemented a programme of **weekly park inspections**, ensuring that any issues are identified and addressed promptly.

In addition, a **“Report a Problem” feature on the Council’s website** enables residents to raise concerns directly, supporting a proactive and community-informed approach to maintenance.

In addition to infrastructure improvements, the Council has also focused on enhancing the visual appeal, biodiversity, and community use of its green spaces. This includes the introduction of new flower beds outside Ammanford Tennis Courts, delivered in partnership with local Year 5 and 6 students, encouraging community involvement and environmental awareness.

A key highlight of the year has been the introduction of a **community orchard**, delivered in partnership with **Keep Wales Tidy** and supported by local volunteers. This initiative not only enhances biodiversity but also creates a shared community asset that promotes environmental education, sustainability, and long-term community engagement.

Further works within Ammanford Park have included the removal of outdated and unsafe structures, including a wall surrounding shrub and tree areas, which posed a safety risk. This area has been replaced with new planters and flower beds, improving both safety and the aesthetic quality of the park. Seating areas within the park, playground, and Splash Pad have also been refurbished, with additional seating introduced to improve accessibility and comfort for visitors.

These ongoing improvements, combined with strengthened inspection, reporting processes, and community-led initiatives, reflect the Council’s commitment to maintaining high-quality public spaces that support community well-being, encourage outdoor activity, and provide safe, attractive environments for all.

KEY IMPROVEMENTS AND INVESTMENTS INCLUDE:

- Installation, refurbishment, and introduction of new benches and seating areas across parks and recreational spaces
- Replacement of fencing and implementation of safety improvements to ensure secure and accessible environments
- Repairs and removal of outdated play equipment to address safety risks
- Drainage improvements to enhance usability of park areas throughout the year
- Repainting of gates, railings, and fencing, including the refurbishment of the Ammanford Park Memorial Gates
- Refurbishment of Ammanford Park public toilets
- Deep cleaning and repainting of Splash Pad railings, alongside wider maintenance of the facility
- Community Splash Pad refurbishment to improve quality and user experience
- Commencement of the Riverway Park redevelopment project, marking a significant long-term investment in community infrastructure
- Installation of defibrillators to improve public safety and emergency response within community spaces



COMMUNITY SAFETY AND WELL-BEING

Ammanford Town Council remains committed to promoting community safety, health, and well-being through a range of practical initiatives and community-led activities.

The Council continues to maintain a network of publicly accessible defibrillators across Ammanford, including the installation of a new unit at the Cricket Club in Ammanford Park.

Regular checks are carried out to ensure all equipment remains fully operational and ready for use in an emergency. To further support public awareness and confidence, the Council has also delivered **community defibrillator training sessions**, equipping residents with the knowledge and skills to respond effectively in critical situations.

In partnership with national organisations such as the British Heart Foundation, the Council has worked to raise awareness of heart health and the importance of accessible life-saving equipment.

This has been supported through the installation of a commemorative bench within Ammanford Park, serving as a lasting reminder of the importance of this work and encouraging reflection and awareness within the community.

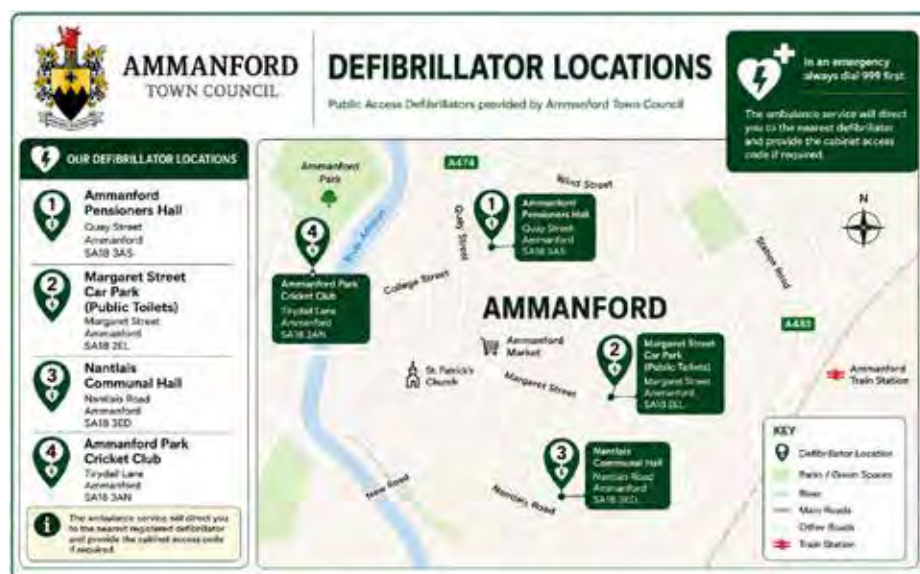
Alongside safety initiatives, the Council has continued to promote physical well-being through accessible activity programmes.

This has included the delivery of **tennis skills sessions** and **basketball skills sessions**, providing opportunities for residents, particularly young people, to engage in physical activity, develop new skills, and improve overall health and fitness.

These combined initiatives support the Council's wider objectives by:

- Enhancing community safety through accessible life-saving equipment and training
- Promoting public health awareness and preventative action
- Encouraging active lifestyles and physical well-being
- Supporting inclusive, community-based activities for all age groups
- Strengthening community resilience and confidence

Through continued investment in both safety infrastructure and well-being activities, the Council is helping to create a safer, healthier, and more connected community for the people of Ammanford.



“THE COUNCIL HAS WORKED TO RAISE AWARENESS OF HEART HEALTH AND THE IMPORTANCE OF ACCESSIBLE LIFE-SAVING EQUIPMENT.”



FINANCIAL SUMMARY 2025 – 2026



The main source of Ammanford Town Council's income continues to be the Precept, which is the portion of council tax paid by households in Ammanford that is allocated directly to the Town Council. This funding enables the Council to deliver services, maintain facilities, and support community projects. Ammanford Town Council does not receive any income from Business Rates.

Additional income of £72,367.48 is generated through a variety of sources, including hire of the tennis courts, contributions from sports clubs towards the maintenance of sports fields, events.

On the expenditure side, total spending for the year was £467,071.95, covering core administration, open spaces, parks and playground maintenance, community financial assistance, community development activities, and members' allowances, as well as specific commitments such as the upkeep of the town's church clock.

Total earmarked and capital reserves held are: £146,267.63

At the end of the year the Council held General Reserves of £233,522.45

These funds are set aside for capital projects and to provide match funding when applying for external grants, ensuring the Council is well positioned to support future community improvements and investment opportunities.

The Council remains committed to maintaining strong financial management, transparency, and accountability, ensuring that public funds are used effectively to deliver value for the community.



Progress Against Carmarthenshire Public Services Board Objectives and the National Well-being Goals 2025 - 2026...

WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

The Well-being of Future Generations (Wales) Act 2015 places a legal duty on public bodies in Wales to carry out sustainable development and work towards improving the economic, social, environmental and cultural well-being of Wales.

The Act requires public bodies to consider the long-term impact of their decisions, work collaboratively with communities and partners, prevent problems from occurring or worsening, and ensure that the needs of future generations are considered alongside those of current residents.

As part of this framework, public bodies must contribute towards achieving the seven National Well-being Goals and apply the Five Ways of Working:

Long-term, Prevention, Integration, Collaboration and Involvement.

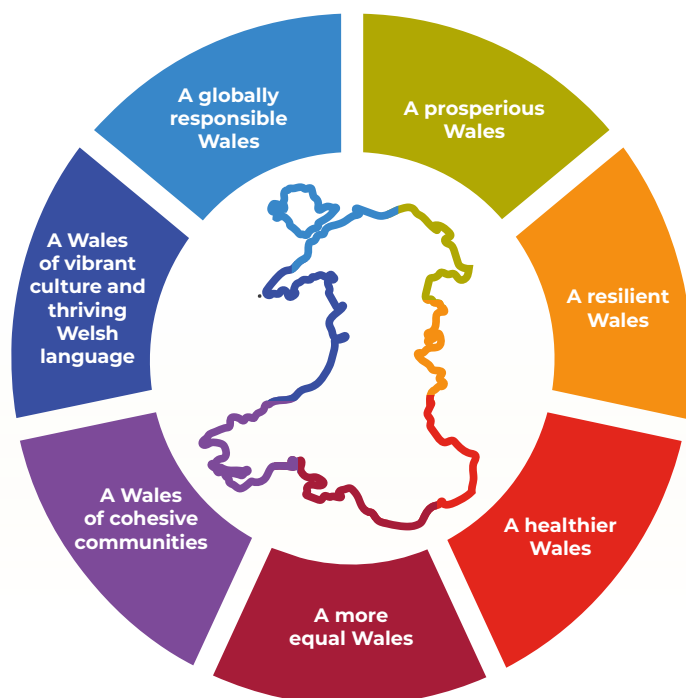
Although Ammanford Town Council is not a statutory Public Services Board member, the Council is committed to embracing the principles of the Act and ensuring that its policies, projects and services contribute positively to the well-being of the community both now and in the future.

This report has been prepared in accordance with Section 40 of the Well-being of Future Generations (Wales) Act 2015 and demonstrates how Ammanford Town Council has contributed towards the Carmarthenshire Public Services Board objectives during 2025–2026.

NATIONAL WELL-BEING GOALS

The Act sets out seven well-being Goals which public services must work towards to improve the social, economic, environmental and cultural well-being of all our communities.

- **A prosperous Wales**
- **A resilient Wales**
- **A healthier Wales**
- **A more equal Wales**
- **A Wales of cohesive communities**
- **A Wales of vibrant culture and thriving Welsh language**
- **A globally responsible Wales**



THE FIVE WAYS OF WORKING

In order that Ammanford Town Council apply the sustainable development principle, there are five ways of working which we must follow: Long term; Prevention; Integration; Collaboration and Involvement.

The Council must ensure that everything we do has taken these

ways of working into consideration. The Council must think more about the long term; work better with local communities; look to prevent problems and take a more joined-up approach.

This will ensure we work together in a more robust and effective partnership approach.



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



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



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.



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.



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.

HOW AMMANFORD TOWN COUNCIL INCORPORATES THE FIVE WAYS OF WORKING

Ammanford Town Council recognises the importance of embedding the Five Ways of Working as set out in the Well-being of Future Generations (Wales) Act 2015, to contribute meaningfully to the Public Services Board (PSB) objectives.

While the Council has already worked in a way that reflects these principles in practice, formal adoption and integration into our governance framework has been delayed due to a necessary period of governance and financial catch-up following historic challenges.

With these priorities now substantially addressed, the Council is committed to fully embedding the Five Ways of Working — Long-term, Prevention, Integration, Collaboration, and Involvement — into our planning, decision-making, and performance monitoring processes.

This will ensure that our activities are strategically aligned with the PSB objectives, deliver sustained benefits to our community, and are transparent and accountable to the people of Ammanford.

AMMANFORD TOWN COUNCIL PROGRESS AGAINST THE CARMARTHENSHIRE PSB'S WELL-BEING OBJECTIVES (2023–2028)

The following outlines the progress made by Ammanford Town Council in 2025-2026 against each objective:

1 Sustainable Economy and Fair Employment

Although Ammanford Town Council is not responsible for economic development on the same scale as principal authorities, it plays an important role in supporting a sustainable local economy and promoting fair employment through its own practices, investment decisions, and community leadership.

The Council contributes to this objective by investing in the skills and development of its employees and councillors, ensuring staff are supported through fair employment practices and continuous professional development. This helps maintain a knowledgeable, resilient workforce capable of delivering high-quality services to the community.

The Council also supports the local economy by delivering community events that attract visitors, increase

footfall within the town centre and create opportunities for local businesses, traders and community organisations to thrive. Wherever possible, the Council seeks to procure goods and services locally, supporting businesses within the local economy and maximising the social value of public expenditure.

Through community grants, partnership working and investment in local infrastructure, parks and public spaces, Ammanford Town Council helps create an attractive and welcoming town that encourages people to live, work, visit and invest in the area. By combining responsible employment practices with investment in the local community, the Council contributes to building a stronger, more resilient and prosperous Ammanford for current and future generations.



Our staff attend National Conferences to gain knowledge and develop extended professional networks.

2 Improving Well-being and Reducing Health Inequalities

A. Ammanford Town Council Parks and Playgrounds

Ammanford Town Council has continued to invest in improving the quality, safety, accessibility, and sustainability of its parks and play facilities for the benefit of residents and visitors. These investments form part of the Council's wider programme to enhance community spaces, ensuring that parks remain safe, welcoming, and inclusive environments that can be enjoyed by people of all ages and abilities.

Recognising the important role that parks and open spaces play in supporting physical activity, mental health, social interaction, and overall well-being, the Council has focused on creating attractive and accessible environments where children, young people, families, and older residents can play, exercise, relax, and connect with others. Improvements to play equipment, pathways, seating areas, and public facilities have helped ensure that these spaces are accessible to a wider range of users and continue to meet the needs of the community.

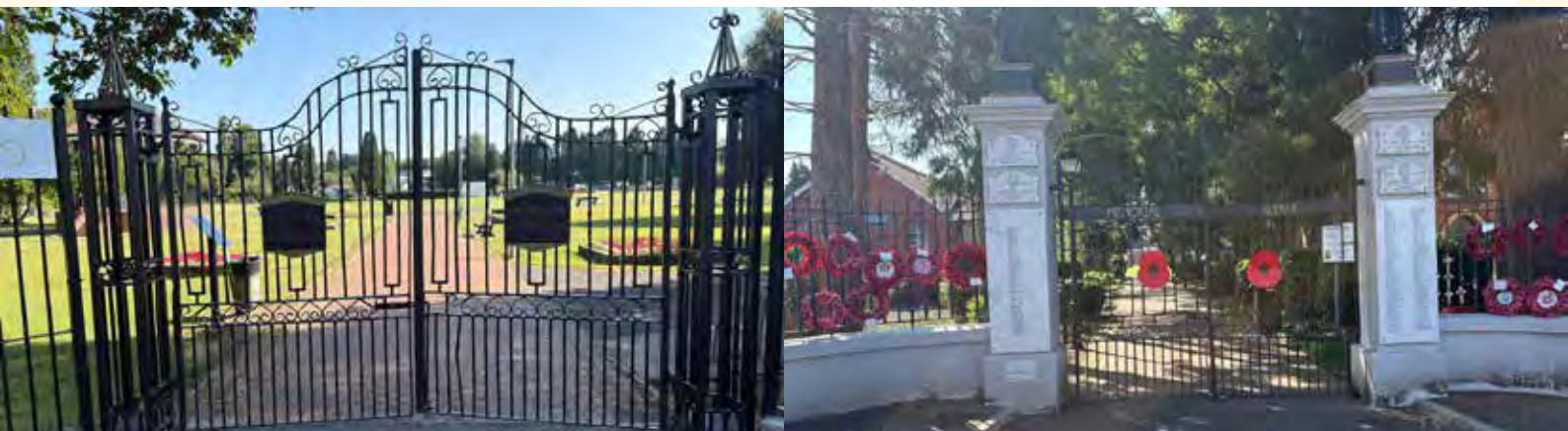
A major investment of £118,800 has been made in the redevelopment of Riverway Play Park, with completion scheduled for May 2026. The project forms part of the Council's long-

term commitment to revitalising and modernising play facilities across the town, transforming underused spaces into high-quality recreational areas that encourage active lifestyles and community engagement.

To further improve safety standards, the Council introduced a programme of weekly park inspections across all play areas and recreational facilities.

These inspections enable maintenance issues and potential safety concerns to be identified and addressed promptly, ensuring that facilities remain safe, clean, and fit for purpose. This proactive approach supports the long-term sustainability of the Council's assets and demonstrates its commitment to providing high-quality community facilities.

During 2025–2026, the Council also invested significantly in the maintenance and preservation of community assets across both Ammanford Park and the Recreation Ground. Refurbishment works were undertaken to the Memorial Gates at both sites, preserving important heritage features while improving their appearance and longevity. These gates provide a welcoming entrance to key community spaces and form an important part of the town's civic heritage.



The Council also completed refurbishment works to the public toilets within Ammanford Park, improving facilities for park users and helping to ensure they remain accessible, clean, and fit for purpose. These improvements contribute to a positive visitor experience and encourage greater use of the park by residents and visitors alike.

To maintain the high standards of the popular Splash Pad facility, the Council undertook a programme of refurbishment works, including the recoating and restoration of splash pad equipment to protect against wear and corrosion.

Specialist steam cleaning was also carried out to ensure the facility remained clean, safe, and welcoming throughout the operating season.

Further enhancements included the installation of additional seating throughout Ammanford Park and the Recreation Ground, providing more opportunities for residents to rest, socialise, and enjoy the outdoor environment.

The Council also introduced family picnic pods, creating attractive and comfortable spaces where families and groups can gather, enjoy refreshments, and spend quality time together.

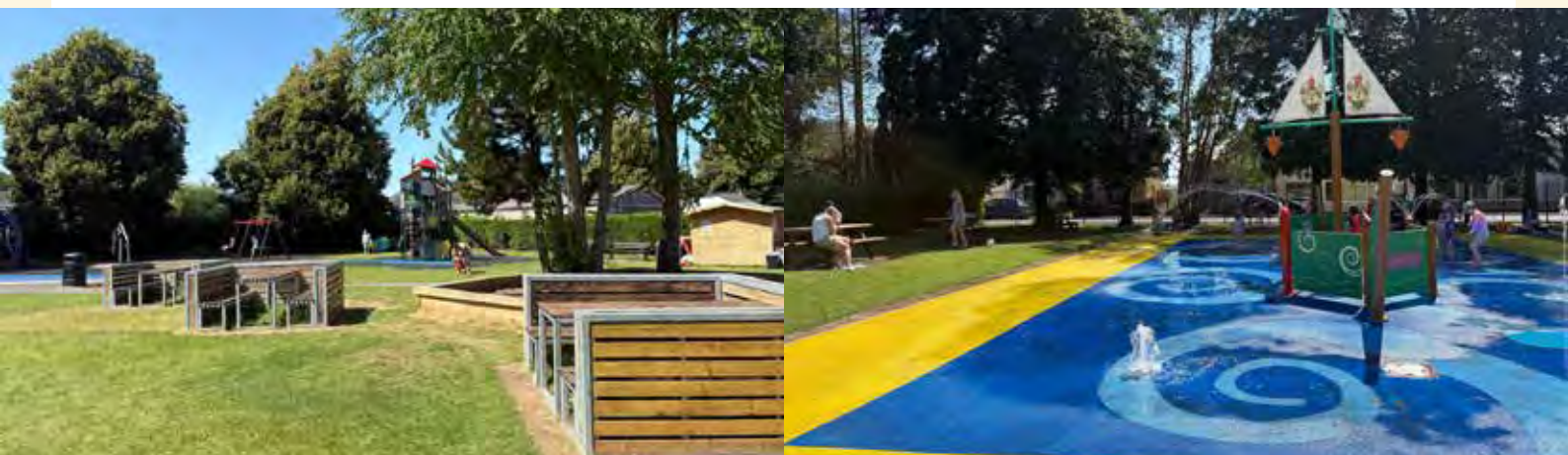
These additions have enhanced the overall visitor experience and encouraged greater use of the parks as community destinations.

Further investment was made in the maintenance and improvement of playground facilities across the town, ensuring that equipment remains compliant with safety standards and continues to provide enjoyable recreational opportunities for children and families. Combined with the introduction of weekly park inspections, these improvements demonstrate the Council's proactive approach to asset management and its commitment to supporting health, well-being, community safety, and environmental quality.

The Council continues to deliver and support a range of activities across its parks and open spaces, creating friendly and sociable opportunities for residents to be active, improve their well-being, and strengthen community connections. These projects collectively contribute to the creation of safe, attractive, and sustainable public spaces that enhance the quality of life for current and future generations.

“

Picnic pods were also introduced at Ammanford Park, creating attractive and comfortable spaces where families and groups can gather and spend quality time together.





Ammanford Park on Tir Y Dail Lane, the tennis courts offer a welcoming and accessible destination for both casual players and serious enthusiasts. The facility includes three hard-surfaced outdoor courts, all managed by Ammanford Town Council.

Visitors enjoy a pleasant, relaxed environment—surrounded by greenery, with easy access to nearby amenities and attractive views that enrich the playing experience. Booking a court is hassle-free via low-cost pay-and-play options or through affordable annual family and student passes.

B. Tennis Courts and Community Tennis Programme

Ammanford Town Council has continued to support active lifestyles and improve community well-being through the ongoing management and promotion of the tennis courts at Ammanford Park. Following the successful refurbishment of the courts, the facility has continued to provide residents of all ages with access to high-quality sporting facilities, encouraging regular physical activity and participation in sport.

During 2025–2026, the Council further enhanced community access to tennis through the introduction of the Barclays Free Park Tennis Programme, delivered in partnership with the Lawn Tennis Association (LTA).

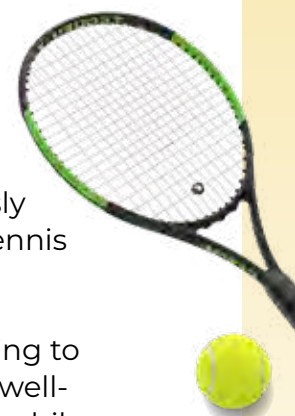
This initiative provides free tennis sessions for the community, removing financial barriers to participation and creating opportunities for people of all ages and abilities to become involved in the sport. A key element of the programme has been the support of local volunteer Tennis Activators, who have generously given their time to organise and lead sessions. Their commitment has helped create a welcoming and inclusive environment where residents can learn new skills, improve their fitness, build confidence, and develop social connections through sport.

In addition to the regular community sessions, a programme of free tennis sessions was delivered throughout the 2025 summer holidays, providing children, young people, and families with opportunities to stay active, learn new skills, and enjoy organised sporting activities during the school break.

These sessions proved popular with participants and helped encourage greater use of the tennis facilities while promoting healthy lifestyles and positive well-being.

The programme has been particularly successful in encouraging families, beginners, and those who may not previously have considered taking part in tennis to become active. By providing free, accessible opportunities for participation, the Council is helping to improve physical health, mental well-being, and community cohesion while maximising the use of an important community asset.

The continued use of the tennis courts, together with the introduction of Barclays Free Park Tennis and the delivery of free holiday activities, demonstrates the Council's commitment to promoting healthier lifestyles, reducing barriers to participation, and ensuring that high-quality recreational opportunities are available to everyone within the community.



C. Ammanford Splash Pad

Overview

The Ammanford Park Splash Pad is a well-loved summer fixture; bright, accessible, and easy to use, bringing joy, refreshment, and outdoor play to families throughout the season. Perfect for beating the heat in a safe, enjoyable environment.

Situated in Ammanford Park, on Tir Y Dail Lane, SA18 3AN, and managed by Ammanford Town Council. A bright, colourful splash pad offering vibrant, water-based fun for children and families throughout the summer.

Features & Operation

- Operational from May to September
- Utilises an automatic timer system - typically active daily from around 10am to 6pm, making it easy and predictable for visitors.
- While compact in size, it's purposefully designed to provide just the right amount of splash-factor for children to cool off, play, and be merry.

What Makes It Special

- Family-friendly and accessible: Located near transport links and warm, fun surroundings—ideal for quick visits or extended park days.
- Safe and low risk: As with most splash pads, there's little to no standing water, removing many of the common safety concerns associated with deeper water play areas.



3 Community Events and Social Well-being

Throughout 2025–2026, Ammanford Town Council delivered an extensive programme of community events designed to improve well-being, encourage social interaction, support local businesses, celebrate local culture, and create opportunities for residents of all ages to participate in community life

A. Superhero Family Fun Day

The Superhero Family Fun Day provided a free family-focused event encouraging outdoor activity, social interaction, and community participation.

The event offered entertainment and activities for children and families, helping to reduce social isolation and create positive shared experiences within the community.





B. Ammanford Food Festival

The Ammanford Food Festival brought together local food producers, traders, community organisations, and visitors from across the region.

The event supported the local economy, increased footfall within the town centre, showcased local businesses, and promoted Ammanford as a destination for visitors.

C. Ammanford Pride

The event brought together residents, visitors, community groups, performers, and organisations in a positive and welcoming environment that celebrated individuality and promoted respect for all members of the community.

The event provided opportunities for people of all ages and backgrounds to come together, enjoy entertainment, access information and support services, and participate in activities that promoted understanding, acceptance, and community cohesion.

By creating a safe and inclusive space, Ammanford Pride helped foster a sense of belonging and demonstrated the town's commitment to equality and diversity.



“Ammanford Pride provided opportunities for people of all ages and backgrounds to come together.

As well as its social benefits, the event generated additional footfall within the town centre, supporting local businesses and contributing to the local economy. The success of Ammanford Pride reflects the Council's commitment to creating bilingual, safe, and diverse communities where everyone feels valued, respected, and able to participate fully in community life.

D. Silver Band Concerts and Community Gathering

Community concerts and outdoor performance provided opportunities for residents to come together and enjoy free cultural activities within local parks and open spaces. These events promoted social cohesion and supported community well-being.



E. Vintage Car Show and Summer Extravaganza

E1. Vintage Car Show

The Ammanford Vintage Car Show brought together vehicle enthusiasts, residents, and visitors from across the region for a celebration of classic and vintage vehicles in the heart of the town centre. The event showcased a wide range of historic vehicles, attracting significant visitor numbers and creating a vibrant atmosphere throughout the day *(continues on following page)...*





The Vintage Car Show not only celebrated automotive heritage but also provided an opportunity to promote Ammanford as a destination, encouraging visitors to explore the town centre and support local businesses. The Vintage Car Show contributed to community pride, promoted local heritage, and generated additional economic activity for shops, cafés, and local traders.

Well-being impact

- Increased visitor numbers and town centre footfall.
- Supported local businesses and the local economy.
- Celebrated local heritage and community identity.
- Encouraged social interaction and community participation.
- Enhanced civic pride and promoted Ammanford as a destination.



E2. Ammanford Summer Extravaganza

The Ammanford Summer Extravaganza continued to be one of the Council's flagship community events, attracting hundreds of residents and visitors to Ammanford Park for a day of free family entertainment and activities.

The event featured live music, performances, community stalls, food vendors, children's entertainment, inflatables, and activities suitable for all ages. It provided an opportunity for local organisations, community groups,

and businesses to engage directly with residents while creating a welcoming and inclusive environment for families to enjoy.

The Summer Extravaganza played an important role in promoting well-being by encouraging outdoor activity, reducing social isolation, and bringing together people from across the community. The event also provided valuable opportunities for local businesses, traders, and community organisations to showcase their services and engage with the public.

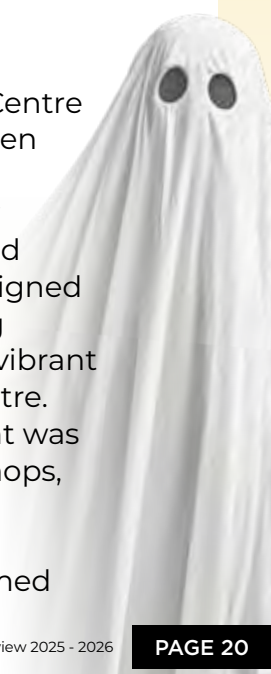
Well-being Impact

- Encouraged community participation and social interaction.
- Promoted family well-being through free, accessible activities.
- Reduced social isolation by bringing people together.
- Supported local businesses, traders, and community organisations.
- Encouraged use of public open spaces and outdoor recreation.
- Strengthened community cohesion and civic pride.



F. Halloween Spooktacular

The Halloween Spooktacular transformed Ammanford Town Centre into a fun and engaging Halloween destination for families, children, and visitors. The free community event provided a range of themed activities and entertainment designed to encourage participation, bring residents together, and create a vibrant atmosphere within the town centre. One of the highlights of the event was the pumpkin sculpturing workshops, where children and families had the opportunity to design and create their own Halloween-themed





pumpkin displays. These interactive sessions encouraged creativity, family participation, and community engagement.

Visitors were also able to meet a variety of spooky and magical Halloween characters, providing memorable photo opportunities and creating excitement for children throughout the day. The roaming characters added to the festive atmosphere and helped bring the event to life.

A popular feature of the event was the Halloween Fancy Dress Competition, which encouraged children and families to dress up in their favourite spooky costumes and take part in a fun community competition. The competition generated enthusiastic participation and helped create a lively and inclusive atmosphere across the town centre.

Alongside these activities, the event featured entertainment and attractions that encouraged residents to spend time within the town centre, supporting local businesses and increasing visitor footfall. The Halloween Spooktacular provided an opportunity for families to enjoy a free seasonal event while strengthening community connections and promoting town centre activity.

Well-being Impact

- Encouraged family participation and community engagement.
- Reduced social isolation through free and accessible activities.
- Promoted creativity and learning through interactive workshops.
- Increased visitor numbers and town centre footfall.
- Supported local businesses and traders.
- Strengthened community cohesion and civic pride.
- Created positive experiences for children, young people, and families.

G. Remembrance Activities

Ammanford Town Council continued to support and participate in the annual Remembrance Service and Parade, one of the most important civic events in the town's calendar.

The event brought together residents, veterans, serving personnel, community organisations, schools, elected members, and representatives of local groups to honour those who have served and sacrificed in conflicts past and present.

The commemorations commenced with a service at the local church, providing an opportunity for reflection, prayer, and remembrance. The service brought together members of the community to pay tribute to those



who gave their lives in service to their country and to recognise the sacrifices made by armed forces personnel and their families.

Following the church service, participants joined the traditional parade procession through the town, walking together to the newly refurbished Grade II Listed Memorial Gates at Ammanford Park. The restoration of these historic gates has helped preserve an important part

of the town's heritage and provided a fitting setting for the remembrance commemorations.

At the Memorial Gates, a wreath-laying ceremony was held, with representatives from the Royal British Legion, local organisations, community groups, schools, elected members, and members

of the public laying wreaths and paying their respects. The ceremony provided a poignant opportunity for the community to come together in remembrance of those who have lost their lives in service and to honour the contribution of veterans both past and present.

The event continues to play a vital role in preserving local heritage, educating future generations about the importance of remembrance, and strengthening community cohesion. Through supporting and participating in these commemorations, the Council helps ensure that the sacrifices made by previous generations are remembered with dignity and respect.



Well-being Impact

- Preserved and promoted local heritage and history.
- Strengthened community cohesion through collective remembrance.
- Provided opportunities for intergenerational learning and reflection.
- Honoured veterans, service personnel, and their families.
- Encouraged civic pride and community participation.
- Supported the preservation and appreciation of important heritage assets, including the Grade II Listed Memorial Gates.



H. Christmas Light Switch-On Event

The Christmas Light Switch-On continued to be one of Ammanford Town Council's flagship community events, bringing together residents, visitors, community groups, and local businesses to celebrate the start of the festive season. The event attracted significant attendance and created a vibrant and welcoming atmosphere throughout the town centre.

During 2025–2026, the Council introduced an enhanced Christmas lasershow - lighting display across the town centre, creating an even more festive and visually appealing environment for residents and visitors. The improved display helped transform the town centre into a seasonal destination, encouraging increased



visitor numbers and supporting local businesses during the important Christmas trading period.

As part of the celebrations, the Bandstand in Ammanford Park was specially decorated with festive lighting and seasonal displays, creating an attractive focal point for the community and providing opportunities for photographs and family enjoyment throughout the festive season.

The event featured a variety of entertainment, festive activities, food stalls, community participation, and family-friendly attractions, creating opportunities for residents of all ages to come together and celebrate. The evening concluded with the town's first-ever laser display show, providing a spectacular finale that illuminated the night sky and created a memorable experience for those in attendance. The introduction of the laser show represented an exciting new addition to the event programme and was extremely well received by the community.

A further highlight of the festive programme was the launch of Ammanford's first Gingerbread Trail, encouraging families and visitors to explore the town centre in search of festive gingerbread characters displayed in participating businesses and locations. The trail provided a fun and interactive activity for children and families while encouraging footfall throughout the town and supporting local retailers during the Christmas period.

The Council also supported the introduction of Ammanford's first Christmas Market, delivered in partnership with Ammanford Farmers Market and Carmarthenshire County Council. The market brought together local traders, artisan producers, food vendors, and



community organisations, providing additional opportunities for residents to shop locally and enjoy a festive community atmosphere. The event helped showcase local businesses and producers while further strengthening the town centre's role as a community hub during the festive season.

The Christmas Light Switch-On and associated festive activities played an important role in supporting community well-being, strengthening social connections, promoting civic pride, and boosting the local economy through increased town centre footfall and visitor spending.

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Well-being Impact

- Increased town centre footfall and supported local businesses.
- Launched Ammanford's first Gingerbread Trail, encouraging exploration of the town centre and supporting retailers.
- Introduced Ammanford's first Christmas Market in partnership with Ammanford Farmers Market and Carmarthenshire County Council.
- Created opportunities for community participation and social interaction.
- Reduced social isolation during the festive period.
- Enhanced civic pride through investment in festive decorations and public spaces.
- Provided free, accessible entertainment and activities for residents and visitors.
- Strengthened community cohesion and well-being through shared community celebrations.
- Promoted Ammanford as a welcoming and vibrant destination during the festive season.



4 Financial Support to local groups

Financial assistance was given to several community organisations and events. In addition to the financial assistance Ammanford Town Council have assisted other Councils and businesses with equipment such as Gazebos for their events where the Councils/business do not have their own equipment.

Please find a table below listing these...

Donation from Mayor's inauguration

Calan DVS	£527.46
Action for Children	£527.46

Donations from ATC Community Events/Engagement Budget in December 2025

CCC Toy Box Appeal	£1000
Ammanford Foodbank	£1000
Ammanford Lions Santa Sleigh	£100
Ammanford Silver Band	£300
Ammanford RFC Fireworks	£1000
Menter Dinefwr Dydd Gwyl Dewi	£500

Section 137 Financial Assistance

2nd Ammanford Scouts	£1000
Ammanford Netball Club	£700
Ammanford Town Silver Band	£1000
Merched y Wawr	£900.30
Treforus Netball club	£500

Total 137: £4100.30



5 Responding to the climate and nature emergencies



- **A. Bee-friendly planting**

Summer 2024 saw bee-friendly planting schemes introduced within Ammanford Park, flower beds near the Cricket Club, and the Town Centre.

These planting schemes support pollinators, enhance biodiversity, improve the visual appearance of public spaces, and contribute to creating a more resilient natural environment.

- **B. Engagement with One Voice Wales**

Established a community orchard in partnership with Keep Wales Tidy, supported by local volunteers, Special Olympics Carmarthenshire and Jac y Dôr Nursery. The project included the planting of fruit trees, spring bulbs and the installation of a bug hotel, creating a long-term community asset that promotes biodiversity, environmental education, volunteering and community ownership of green spaces.

- **C. Participation in the AGA Toolkit Pilot Study for Community & Town Councils**

The Council participated in the AGA Toolkit Pilot Study, a research initiative designed to assess and strengthen the democratic health of Community and Town Councils in Wales. Participation supports continuous improvement, good governance, and sustainable decision-making that benefits both current and future generations.



6 Helping to Create Bilingual, Safe and Diverse Communities

A. Bilingual Communications

During 2024 - 2025 we have started to increase the creation of bilingual communications, including Council Agendas and social media.

We recognise there is still further work to do to ensure all communications and media are fully bilingual.

B. Support for Welsh Language and Culture

Annual sponsorship of the local Eisteddfod, supporting events featuring Welsh artists (including the Summer Extravaganza and Christmas Light Switch-On), and working with Menter Dinefwr to deliver activities such as St David's Day celebrations, helping to promote and celebrate the Welsh language and culture within the community.

C. Community Safety

Partnership working with Dyfed-Powys Police, Carmarthenshire Regeneration, and the Event Safety Advisory Group (ESAG) to ensure Council events are safe, well managed and accessible for residents and visitors.



SUMMARY OF PROGRESS

1 Sustainable Economy and Fair Employment



Progress Activity	Summary of Progress	Carmarthenshire PSB Objective Achieved	National Well-being Goals Supported
Training & Development Plan	Continued delivery of the Council's Training & Development Plan, supported by a budget allocation of £5,775 for 2025–2026. Investment in staff development helps retain skilled employees, improve performance, address skills gaps and build organisational resilience, ensuring the Council can continue to deliver high-quality services for the community.	Objective 1 Sustainable Economy and Fair Employment	A Prosperous Wales.
Professional Development	Staff attended national conferences and professional development events to enhance knowledge, share best practice, strengthen professional networks and remain informed of legislative and sector developments. This investment supports continuous improvement, innovation and effective service delivery.	Objective 1 Sustainable Economy and Fair Employment	A Prosperous Wales. A Resilient Wales.
Councillor Training	Ongoing training opportunities, including Code of Conduct training, were provided to support councillors in carrying out their roles effectively. Improved knowledge and confidence strengthens governance, accountability and informed decision-making, benefiting both the Council and the wider community.	Objective 1 Sustainable Economy and Fair Employment	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities.



2 Improving Well-being and Reducing Health Inequalities



Progress Activity	Summary of Progress	Carmarthenshire PSB Objective Achieved	National Well-being Goals Supported
Investment in Parks & Play Facilities	Continued investment in Ammanford Park, Riverway Play Park and recreation facilities, including a £118,800 redevelopment of Riverway Play Park, weekly safety inspections, improved play equipment, refurbished Memorial Gates, upgraded public toilets, additional seating, picnic pods and ongoing maintenance. These improvements provide safe, accessible and welcoming spaces that encourage outdoor recreation, improve physical and mental well-being and strengthen community use of public spaces.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities. A Resilient Wales.
Accessible Outdoor Recreation & Sport	Continued management and promotion of Ammanford Park Tennis Courts, providing affordable access to high-quality sports facilities. Delivered the Barclays Free Park Tennis Programme in partnership with the LTA, together with free holiday tennis sessions, encouraging residents of all ages and abilities to become more physically active while reducing barriers to participation through free community coaching.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 3 Supporting Education and Learning	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities. A Prosperous Wales.
Splash Pad – Health & Family Well-being	Continued operation and investment in the Ammanford Splash Pad, including refurbishment works, specialist cleaning and maintenance to provide a safe, inclusive and accessible water play facility. Operating throughout the summer season, the Splash Pad supports children's physical activity, encourages outdoor play, promotes family well-being and provides a free recreational facility for residents and visitors.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities. A Resilient Wales.
Proactive Asset Management & Community Safety	Introduced a programme of weekly park inspections and planned maintenance across all recreational facilities, enabling hazards to be identified and addressed promptly. This proactive approach protects public assets, improves visitor safety, extends the lifespan of facilities and ensures parks remain attractive, accessible and fit for purpose.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A Resilient Wales. A Wales of Cohesive Communities.
Inclusive Community Spaces	Enhanced parks through improved accessibility, seating, picnic pods and quality public facilities, creating welcoming spaces where residents of all ages can meet, socialise, relax and participate in healthy outdoor activities. These improvements help reduce isolation, strengthen community connections and improve quality of life.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities.

3 Community Events and Social Well-being



Progress Activity	Summary of Progress	Carmarthenshire PSB Objective Achieved	National Well-being Goals Supported
Superhero Family Fun Day	Delivered a free family event providing entertainment, outdoor activities and opportunities for children and families to enjoy healthy recreation together. The event encouraged physical activity, reduced social isolation and strengthened community participation through inclusive, accessible activities.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities.
Ammanford Food Festival	Delivered a successful Food Festival bringing together local food producers, traders, community organisations and visitors. The event increased town centre footfall, promoted local businesses, encouraged community participation and strengthened Ammanford's reputation as a destination to visit.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Prosperous Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.
Ammanford Pride	Hosted an inclusive community celebration promoting equality, diversity and respect. The event created opportunities for residents of all ages and backgrounds to participate, access support services, celebrate individuality and strengthen community cohesion while supporting local businesses	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A More Equal Wales. A Healthier Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.
Silver Band Concerts & Community Gatherings	Delivered free outdoor concerts within community parks, providing accessible cultural entertainment that encouraged social interaction, reduced isolation and celebrated local musical heritage while increasing use of public spaces.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.
Vintage Car Show	Organised a heritage event celebrating classic vehicles and local history. The event attracted visitors from across the region, increased town centre footfall, supported local businesses and promoted civic pride through the celebration of Ammanford's heritage.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Prosperous Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.

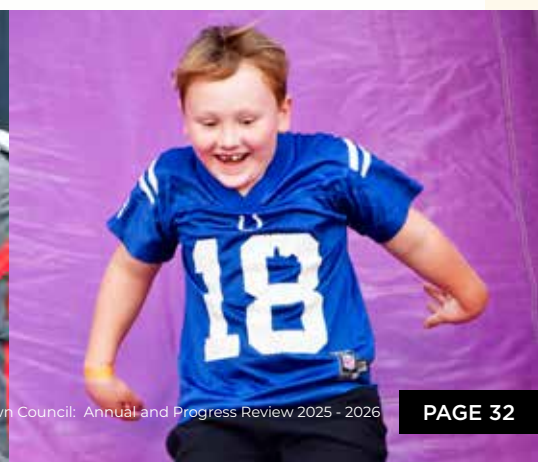
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Progress Activity	Summary of Progress	Carmarthenshire PSB Objective Achieved	National Well-being Goals Supported
Summer Extravaganza	Delivered one of the Council's flagship free family events featuring live entertainment, community stalls, activities and local organisations. The event promoted physical activity, reduced social isolation, encouraged community participation and supported local businesses while creating a welcoming environment for all ages.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 1 Sustainable Economy and Fair Employment Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A Prosperous Wales. A Wales of Cohesive Communities. A More Equal Wales.
Halloween Spooktacular	Delivered a free Halloween event featuring creative workshops, themed entertainment, family activities and community competitions. The event increased visitor numbers, supported local traders, encouraged creativity and strengthened community engagement while providing positive experiences for children and families.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A Wales of Cohesive Communities. A More Equal Wales. A Prosperous Wales.
Remembrance Activities	Supported the annual Remembrance Service and Parade, preserving local heritage, honouring veterans and providing opportunities for intergenerational learning and civic reflection. The refurbishment of the Grade II Listed Memorial Gates further enhanced this important community asset and place of remembrance.	Objective 4 Strong Connections with People, Places and Nature	A Wales of Vibrant Culture and Thriving Welsh Language. A Wales of Cohesive Communities. A More Equal Wales.
Christmas Light Switch-On & Festive Programme	Delivered an enhanced festive programme including the Christmas Light Switch-On, laser show, Gingerbread Trail and Ammanford's first Christmas Market. These activities increased town centre footfall, supported local retailers, strengthened community pride, reduced social isolation and created free, accessible festive experiences for residents and visitors.	Objective 1 Sustainable Economy and Fair Employment Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	Prosperous Wales. A Healthier Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.



4 Financial Support to Local Groups

Progress Activity	Summary of Progress	Carmarthenshire PSB Objective Achieved	National Well-being Goals Supported
Community Grants & Funding Programme	Delivered a Community Grants Scheme offering grants of up to £1,000 per application to support local organisations, charities, sports clubs, youth groups, cultural organisations and community initiatives. Through grant funding and partnership working, the Council enabled projects that strengthened community resilience, promoted well-being and improved quality of life for residents across Ammanford.	Objective 1 Sustainable Economy and Fair Employment Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Prosperous Wales A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities.
Mayor's Charity Fundraising	The Mayor raised £527.46 each for Calan DVS and Action for Children through the Civic Inauguration. The funding supported community-based initiatives, including activities that reduce social isolation, promote well-being and provide support for vulnerable residents and families.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities.
Community Events & Engagement Donations	Financial support was provided through the Community Events & Engagement Budget to organisations including the Carmarthenshire County Council Toy Box Appeal, Ammanford Foodbank, Ammanford Lions, Ammanford Town Silver Band, Ammanford RFC Fireworks, and Menter Dinefwr. These contributions supported vulnerable residents, community events, Welsh culture, local partnerships and strengthened community engagement.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.
Section 137 Community Financial Assistance	Awarded £4,100.30 in Section 137 financial assistance to organisations including 2nd Ammanford Scouts, Ammanford Netball Club, Ammanford Town Silver Band, Merched y Wawr and Treforus Netball Club. This funding supported youth development, participation in sport, Welsh language and cultural activities, volunteering and community participation, helping local organisations continue delivering valuable services for residents.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 3 Supporting Education and Learning Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.



5 Responding to the climate and nature emergencies



Progress Activity	Summary of Progress	Carmarthenshire PSB Objective Achieved	National Well-being Goals Supported
Bee-Friendly Planting & Biodiversity Enhancement	Introduced bee-friendly planting schemes throughout Ammanford Park, the Cricket Club flower beds and the Town Centre to support pollinators, increase biodiversity, enhance the appearance of public spaces and create a healthier, more resilient natural environment.	Objective 4 Strong Connections with People, Places and Nature	A Resilient Wales. A Globally Responsible Wales. A Wales of Cohesive Communities.
Community Orchard & Biodiversity Project	Established a community orchard in partnership with Keep Wales Tidy, supported by local volunteers, Special Olympics Carmarthenshire and Jac y Dŵr Nursery. The project included the planting of fruit trees, spring bulbs and the installation of a bug hotel, creating a long-term community asset that promotes biodiversity, environmental education, volunteering and community ownership of green spaces.	Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities.
Biodiversity Partnership Working 	Worked with One Voice Wales to identify opportunities to improve biodiversity and develop practical initiatives that enhance habitats, support local wildlife and strengthen environmental sustainability across Ammanford.	Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.
Environmental Improvements to Parks & Green Spaces	Improved the quality and sustainability of public open spaces through the removal of unsafe structures, creation of new flower beds and planters, refurbishment of seating areas, and landscaping improvements. These enhancements have improved biodiversity, increased accessibility, created safer environments and encouraged greater community use of parks and green spaces.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.
Solar-Powered Lighting & Environmental Improvements	Installed solar-powered, energy-efficient lighting within Ammanford Park, reducing reliance on non-renewable energy, lowering carbon emissions and improving public safety. Motion-sensitive lighting provides efficient illumination while reducing energy consumption. The installation has also contributed to a significant reduction in vandalism and anti-social behaviour, creating safer community spaces while supporting the Council's climate objectives.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A More Equal Wales. A Wales of Cohesive Communities. A Wales of Vibrant Culture and Thriving Welsh Language.
Governance & Sustainable Decision-Making	Participated in the AGA Toolkit Pilot Study for Community and Town Councils, strengthening governance, supporting continuous improvement and embedding sustainable decision-making that considers the long-term environmental, social and economic well-being of current and future generations.	Objective 1 Sustainable Economy and Fair Employment Objective 4 Strong Connections with People, Places and Nature	A Prosperous Wales. A Resilient Wales. A Globally Responsible Wales. 

6 Helping to Create Bilingual, Safe and Diverse Communities



Progress Activity	Summary of Progress	Carmarthenshire PSB Objective Achieved	National Well-being Goals Supported
Bilingual Communications	Continued to increase the use of bilingual communications across Council services, including agendas, reports, social media, public notices, event promotions and community information. This supports equal access to information, promotes the Welsh language and ensures residents can engage with the Council in both Welsh and English.	Objective 4 Strong Connections with People, Places and Nature	A Wales of Vibrant Culture and Thriving Welsh Language. A More Equal Wales. A Wales of Cohesive Communities
Supporting Welsh Language & Culture	Continued to promote and celebrate the Welsh language and local culture through sponsorship of the local Eisteddfod, partnership working with Menter Dinefwr, St David's Day activities and the inclusion of Welsh performers and bilingual promotion across community events including the Summer Extravaganza and Christmas Light Switch-On.	Objective 4 Strong Connections with People, Places and Nature	A Wales of Vibrant Culture and Thriving Welsh Language. A Wales of Cohesive Communities. A More Equal Wales.
Community Safety Partnerships	Worked in partnership with Dyfed-Powys Police, Carmarthenshire County Council, the Event Safety Advisory Group (ESAG) and other agencies to deliver safe, well-managed community events and improve public safety within Council facilities and public spaces. Collaborative working has helped create safer environments while encouraging greater community participation.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A Healthier Wales. A Wales of Cohesive Communities. A More Equal Wales.
Inclusive Community Events	Delivered a programme of free, accessible and inclusive community events that welcomed people of all ages, backgrounds and abilities. Bilingual promotion, accessible venues and diverse activities encouraged participation, strengthened social inclusion and celebrated the diversity of Ammanford's communities.	Objective 2 Improving Well-being and Reducing Health Inequalities Objective 4 Strong Connections with People, Places and Nature	A More Equal Wales. A Wales of Cohesive Communities. A Healthier Wales. A Wales of Vibrant Culture and Thriving Welsh Language.



AMMANFORD TOWN COUNCIL'S

FUTURE PLANS

Ammanford Town Council remains committed to delivering positive, sustainable improvements that enhance the well-being of residents, strengthen community resilience and protect the local environment.

Building on the progress achieved during 2025–2026, the Council will continue to work collaboratively with residents, community groups, partner organisations and statutory agencies to deliver projects that support the ambitions of the Well-being of Future Generations (Wales) Act 2015 and the Carmarthenshire Public Services Board.

During 2026 - 2027, the Council's priorities will include...

Investing in Community Assets

- Continue investment in parks, play areas and recreational facilities to ensure they remain safe, accessible and welcoming.
- Progress the next phase of improvements at Riverway and other community spaces.
- Develop an Asset Management Plan to protect and enhance Council assets for future generations.

Supporting Health and Well-being

- Expand opportunities for residents to participate in free and affordable physical activity through sports, recreation and community events.
- Continue delivering programmes such as Barclays Free Park Tennis and promote wider use of community facilities.
- Maintain high standards across parks, the Splash Pad and public open spaces through proactive inspection and maintenance programmes.

Growing the Local Economy

- Continue delivering community events that increase town centre footfall and support local businesses.
- Develop the Community Trading Hut to provide opportunities for local businesses, social enterprises, schools and community groups.
- Continue working with partners to improve economic opportunities and promote Ammanford as a destination to live, work and visit.

Protecting the Environment

- Continue biodiversity improvements through additional tree planting, pollinator-friendly planting schemes and environmental enhancement projects.
- Explore further opportunities to reduce the Council's carbon footprint through sustainable infrastructure and renewable technologies.
- Encourage community participation in environmental and climate initiatives.

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By focusing on these priorities, Ammanford Town Council will continue to build a healthier, greener, more prosperous and more connected community...

Supporting Communities

- Continue providing grant funding and financial assistance to community groups, charities and voluntary organisations.
- Strengthen partnerships with local organisations to reduce social isolation, improve well-being and support vulnerable residents.
- Increase opportunities for volunteering, education and community participation.

Promoting Welsh Language, Culture and Heritage

- Continue to increase bilingual communications across all Council services.
- Support local cultural events, heritage projects and Welsh language initiatives.
- Celebrate Ammanford's history and identity through community events and educational activities.

Strengthening Governance

- Continue investing in staff and councillor training to ensure effective governance and high-quality decision-making.
- Further develop performance monitoring, strategic planning and financial management to support continuous improvement.
- Embed the Five Ways of Working throughout Council policies, decision-making and service delivery.



Working Together

The Council recognises that many of the challenges facing communities cannot be addressed by one organisation alone. We will continue to work in partnership with residents, businesses, schools, voluntary organisations, Carmarthenshire County Council, Dyfed-Powys Police, the Public Services Board and other stakeholders to deliver sustainable improvements that benefit both current and future generations.

By focusing on these priorities, Ammanford Town Council will continue to build a healthier, greener, more prosperous and more connected community, ensuring that the town remains a vibrant place where people are proud to live, work and visit.



LOOKING AHEAD (2026 - 2027)

As Ammanford Town Council looks ahead to 2026–2027, it remains committed to building on the progress made over the past year while continuing to respond to the evolving needs of the community.

Key priorities for the year ahead include the completion of the Riverway Park redevelopment, the continued expansion of the Council's events programme, further investment in infrastructure and community assets, and the delivery of enhanced biodiversity and environmental initiatives.

The Council will also continue to strengthen community engagement, ensuring that residents have meaningful opportunities to shape local priorities and initiatives.

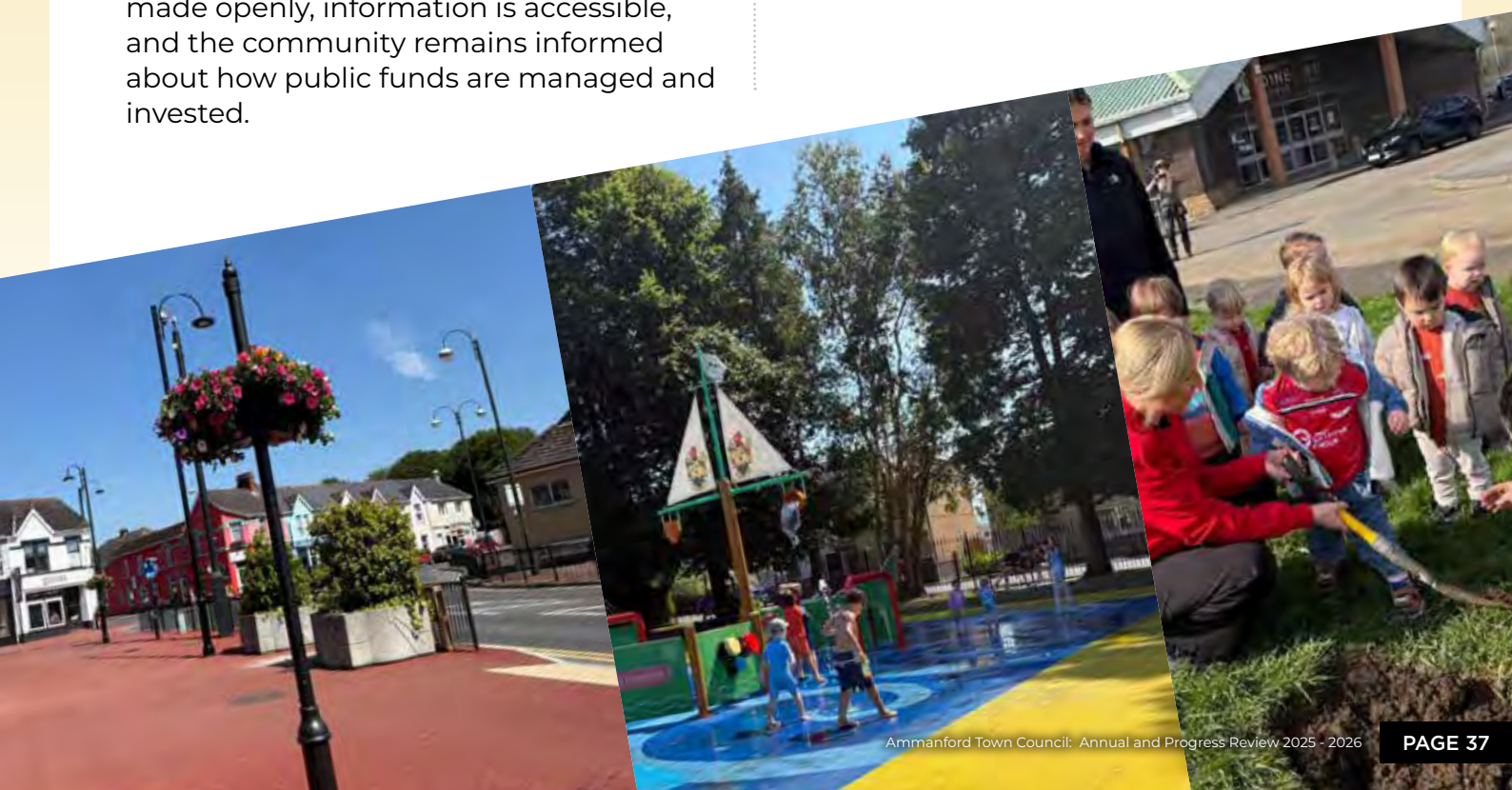
Alongside these priorities, the Council places a strong and ongoing emphasis on transparency and accountability in all aspects of its work. Following the successful completion of outstanding audit requirements, the Council is committed to maintaining robust financial management, clear reporting practices, and open communication with residents.

This includes ensuring that decisions are made openly, information is accessible, and the community remains informed about how public funds are managed and invested.

By embedding transparency and accountability at the heart of its operations, the Council aims to build and maintain trust, demonstrate strong governance, and provide assurance that it is delivering value for the community it serves.

Through these combined priorities, Ammanford Town Council will continue to work towards creating a resilient, inclusive, and thriving town for all.

“
THE COUNCIL WILL CONTINUE TO STRENGTHEN COMMUNITY ENGAGEMENT, ENSURING THAT RESIDENTS HAVE MEANINGFUL OPPORTUNITIES TO SHAPE LOCAL PRIORITIES AND INITIATIVES.”



HOW TO GET INVOLVED

Ammanford Town Council encourages residents to play an active role in their community and engage with local decision-making.

There are a number of ways to get involved, including attending Council meetings, volunteering at community events and initiatives, applying for community grants, and considering becoming a Town Councillor.

Residents are encouraged to keep an eye out for upcoming Co-option Notices and volunteering opportunities, which will be advertised over the coming months via the Council's website and social media channels.

By getting involved, residents can help shape the future of Ammanford and contribute to a strong, vibrant, and connected community.



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