

# **AMMANFORD TOWN COUNCIL**



## **CYNGOR TREF RHYDAMAN**

### **Annual & Well-being Report 2024-2025**

## Contents

1. Foreword from the Mayor .....	p.3
2. Introduction .....	p.5
3. About Ammanford Town Council .....	p.7
3. About the Carmarthenshire Public Services Board .....	p.11
4. Well-being of Future Generations (Wales) Act 2015 .....	p.15
5. The Five Ways of Working .....	p.16
6. How Ammanford Town Council Incorporates the Five Ways of Working .....	p.17
7. How Ammanford Town Council is Helping to Deliver Carmarthenshire PSB's Objectives....	p.18
8. Ammanford Town Council's Future Plans .....	p.51
9. Financial Summary.....	P.52
11. How to Contact Us .....	p.53

## **Foreword from the Mayor 2024-25**



**Cllr. Heulwen Howells  
(Plaid Cymru)**

It is with great pride that I present this year's Annual Report on behalf of Ammanford Town Council. As Mayor, I have had the privilege of witnessing first-hand the strength, spirit and resilience of our community throughout the year. I'd like to thank my fellow Councillor's for their support, and our dedicated officers for their work in keeping us moving forward.

This has been a year of connection and celebration, from our vibrant summer event and well-being initiatives to our sparkly Christmas light switch-on. Our parks have been full of activity, our events have been well attended and our efforts to promote health, inclusion and sustainability have continued to grow.

This year has brought challenges, particularly around the future of our historic Town Hall and the ongoing efforts to address historical accounting and governance issues. Following critical reports issued by Audit Wales covering the period from 2016-17 to 2023-24, the Council has undertaken significant measures to address identified deficiencies in governance and financial management.

Audit Wales have worked with Ammanford Town Council to finalise the earlier years of accounts. Interim Officers, appointed by the current Members, have ensured completion of the 2022-23 and 2023-24 years of account. This information can be found on our website.

In the Full Council meeting of the 28th of April 2025, the Council received a detailed end-of-year report (2024-25) from the Council's Responsible Financial Officer, showing all funds from this financial year have been accounted for and financial procedures are now robust, transparent, and properly managed.

The current Ammanford Town Council are fully committed to serving the people of Ammanford with the highest standards of care and responsibility. Every penny gathered through the local precept is used to enhance our community, and we are determined to ensure that public funds are managed effectively and for the benefit of all.

Ongoing efforts will continue to build upon this progress and further enhance public confidence.

## **Introduction**

Ammanford Town Council has a statutory duty to prepare and publish two Annual Reports.

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.

Section 40 of the Well-Being of Future Generations (Wales) Act 2015 requires Ammanford Town Council to publish a report annually on the progress made in meeting the Carmarthenshire Public Services Board's local well-being objectives. The report must be published as soon as reasonably practicable following the end of the financial year (31 March) to which the report relates.

There are many over-lapping elements associated with the production of these reports so for reasons of practicality and to avoid duplication, Ammanford Town Council has prepared this Annual Report, combining the Council's Section 52 requirements and the Council's progress in meeting the Section 40 requirements.

Over the past year, Ammanford Town Council has faced a range of significant challenges. In addition to supporting our community through the ongoing cost-of-living crisis and increasing demand for local services, the Council has had to address historical difficulties in maintaining up-to-date audit and financial reporting. This lack of timely audits had previously been a concern for both residents and regulators. However, through determined action and a commitment to good governance, the Council has now brought all outstanding audit and financial documentation fully up to date. This important achievement demonstrates our focus on transparency, accountability, and building renewed trust with the people of Ammanford.

Whilst managing these challenges alongside rising costs, limited resources, and the need to support vulnerable groups, the Council has remained dedicated to delivering real improvements and value for the community and our continued investment in parks, green spaces, and sporting facilities ensures Ammanford remains a healthy, active, and vibrant place to live.

During 2025–2026, 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.

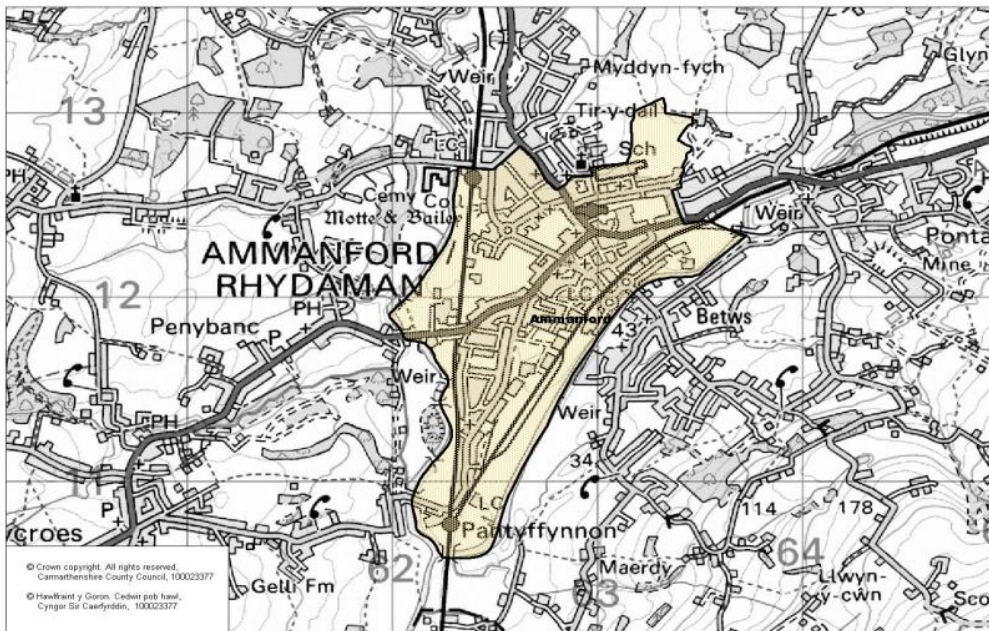
We are proud to share this report as a transparent record of our progress and a foundation for continuous improvement in the well-being of the residents we serve.

## 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 a population of 5,445, and the wider built-up area had a population of 8,285. Ammanford is represented by four electoral wards within Carmarthenshire.

Map of Ammanford Ward, consisting of Iscennen, Pantyffynnon, Myddynfych and Wernddu.



1. Iscennen Ward
2. Pantyffynnon Ward
3. Myddynfych Ward
4. Wernddu Ward

Ammanford Town Council comprises of fifteen Members, all working to represent the interests of our community. Our mission is to enhance local facilities, support community initiatives, and ensure responsible stewardship of public funds raised through the local precept.

- **Members of Ammanford Town Council**

**Iscennen**

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

**Pantyffynnon**

Cllr Lyn Brodrick – Plaid Cymru  
Cllr Calum Higgins (Deputy Major) – Welsh Labour  
Cllr Johnny Owen – Welsh Labour

**Myddynfych**

Cllr Emyr John – Independent  
Cllr Marie Griffiths – Labour  
Cllr Heulwen Howells ( Mayor) - Plaid Cymru  
Cllr Anthony Jones – Welsh Labour

**Wernddu**

Cllr Nigel Morgan -Independent  
Cllr Wayne Erasmus - Gwlad



The Full Council meets on the last Monday of every month (except August and December) and is supported by committees including Finance and Personnel.

## **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, cricket facilities, bowling green)
- Carregamman Park (community park and green space)
- Ammanford Recreational Playing Fields and skatepark
- 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 & Margeret Street Carpark)
- Supporting local organisations, schools, and community groups through grants
- Co-ordinating community events, such as the Ammanford Extravaganza, Christmas Light Switch-On, and Community Tennis and Basketball events.

## About the Carmarthenshire Public Services Board

**The Well-being of Future Generations (Wales) Act 2015** established a statutory board, known as a Public Services Board (PSB), in each local authority area in Wales. The PSB is a collection of public bodies working together to improve the well-being of Carmarthenshire. As a group, the PSB must improve the economic, social, environmental and cultural well-being of Carmarthenshire by working to achieve the 7 Well-being goals. The PSB assessed the state of economic, social, environmental and cultural well-being and published a well-being plan (2023-2028) setting out local objectives and the steps required to meet them. The PSB must follow the sustainable development principle - meeting the needs of the present without compromising the ability of future generations to meet their own needs.

**Carmarthenshire PSB's statutory members are:** Carmarthenshire County Council; Hywel Dda University Health Board; Mid and West Wales Fire and Rescue Service & Natural Resources Wales **About Carmarthenshire Public Services Board Carmarthenshire PSB's other partners are:** Coleg Sir Gâr; University of Wales Trinity Saint David; Dyfed Powys Police; Dyfed-Powys Police and Crime Commissioner; Department for Work & Pensions; Carmarthenshire Association of Voluntary Services; Welsh Government; Probation Service; Bannau Brycheiniog National Park Authority

The Carmarthenshire PSB has set 5 objectives for 2023-2028 and Ammanford Town Council is required to report our progress in helping to achieve these goals.

### **Ammanford Town Council's Role**

While Ammanford Town Council is not a statutory PSB member, it plays a key role in supporting the PSB's objectives at a local level. The Council contributes by:

- Organising community events that foster cohesion and inclusion.
- Providing and maintaining facilities that encourage active lifestyles and environmental stewardship.
- Supporting cultural activities and the promotion of the Welsh language.
- Embedding the **Five Ways of Working** (Long-term, Prevention, Integration, Collaboration, Involvement) in local projects and decision-making.

Through these contributions, Ammanford Town Council helps to ensure that local priorities reflect the broader well-being goals for Carmarthenshire, creating a joined-up approach to improving quality of life for residents.

## **Carmarthenshire PSB's well-being objectives (2023–2028):**

### **1. A sustainable economy and fair employment:**

Supporting a resilient and inclusive economy that provides fair job opportunities.

### **2. Improved health and reduced health inequalities:**

Enhancing physical and mental health for all residents, focusing on equity.

### **3. Responding to the climate and nature emergencies:**

Taking meaningful action to tackle climate change and protect biodiversity.

### **4. Tackling poverty and its impacts:**

Addressing the root causes and consequences of poverty in communities.

### **5. Creating bilingual, safe, and diverse communities:**

Promoting cultural inclusion, community safety, and use of the Welsh language.

## **Well-being of Future Generations (Wales) Act 2015**

The Well-being of Future Generations (Wales) Act 2015 was passed to improve the social, economic, environmental and cultural Well-being of Wales. The Act places a duty that public bodies are expected to carry out. A duty means Ammanford Town Council must do this by law.

This Act requires each local authority area in Wales to set up a PSB, bringing together key local organisations' and agencies to work in partnership for the well-being of residents and communities. The PSB's role is to set shared objectives, develop a local well-being plan, and collaborate to tackle challenges and improve outcomes across Carmarthenshire.

The Well-being duty states:

**“Each public body must carry out sustainable development by setting and publishing objectives (“well-being objectives”) designed to maximise its contribution to achieving each of the well-being goals and taking all reasonable steps to meet those objectives.”**

## National Well-being Goals

The Act sets out seven Wellbeing 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 Communities**
- ❖ **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.





## **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 2024-2025 against each objective:

## 1. Sustainable Economy and fair employment

Area	Details	Which National Well-being Goals does this support
<b>Training &amp; Development Plan</b>	<p>Ammanford Town Council continues to follow our Training &amp; Development Plan and has allocated <b>£7,000</b> to the Training &amp; Development Budget for 2024–25. We recognise this as essential to:</p> <p>Retain employees, improve performance, Address skill gaps, Ensure the overall success of the Council</p>	<b>A Prosperous Wales</b>
<b>Professional Development</b>	Our staff attend <b>National Conferences</b> to gain knowledge and develop extended professional networks.	<b>A Prosperous Wales, A Resilient Wales</b>
<b>Councillor Training</b>	Provision is made for Councillors to undertake training, with <b>Code of Conduct training</b> . It is intended that this will help Councillors feel more confident in their roles and the decisions they make, contributing to a more cohesive community.	<b>A Healthier Wales, A More Equal Wales</b>

## 2. Improving Well-being and Reducing Health Inequalities

### a. Ammanford park playground

Ammanford Town Council refurbished Ammanford play park to a quality facility being available for the local community. The project is part of future projects by the Town Council to upgrade poor or unusable parks brought back to life for the benefit of communities across the Town through renovation works, and improved accessibility with new access to all abilities with modern technology.

The park is vital in providing opportunities for children and infants to get active, delivering significant physical and mental health and wellbeing benefits to participants. Accessible facilities in parks are particularly critical.

Alongside this investment of £120,000, Ammanford Town Council will also work to deliver a range of activities across several park sites. To provide friendly, sociable, opportunities to get active through local interaction.

### Arial view of Ammanford park playgrounds



- b. Tennis Courts at Ammanford Park were re-surfaced £68,565.81 funding from Lawn Tennis Association and match funding of £20,000 from Ammanford Town Council. This involved resurfacing and painting the courts and installing new perimeter fencing and access gate. April 1<sup>st</sup> 2025– March 31 2025 we have had 34 family annual memberships, in addition there have been 645 bookings to use the courts during this period.

#### **Ariel Shot of Tennis courts and Cricket Pitch**



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.

These courts have recently benefited from significant improvement under a UK-wide refurbishment initiative supported by the LTA Park Tennis Project—enhancing accessibility through upgraded booking systems and new gate-access technology

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.

- c. Free weekly tennis and basketball sessions for children aged 5-11 years old during the school summer holidays encouraging physical activity, in partnership with Actif Sir Gar.
- d. The council successfully delivered a new play park, enhancing recreational facilities for families and young people. This project reflects our commitment to improving community spaces.
- e. Ammanford Playground was refurbished and re-opened in May 2024. New equipment included a zipline, toddler area and inclusive equipment such as a trampoline and roundabout which are both suitable for wheelchair users.
- f. Following feedback from the community, a secondary self-closing gate was installed at Ammanford Playground to improve safety.
- g. To coincide with the re-opening of the playground, the Town Council also contracted a local artist to spray the container at the Splashpad. The vibrant and colorful design greatly enhances the area.



## **h.Ammanford Splash Pad Overview**





The **Ammanford Park Splash Pads** are 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 s

### **Features & Operation**

- Operational from **May to September**
- Utilises and **automatic timer system**—typically active daily from around **10 AM to 7 PM**, 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.



## **j.EVENTS**

### **Ammanford Summer Extravaganza – 2024**

In summer 2024, Ammanford Town Council hosted the **Ammanford Summer Extravaganza**, a free community celebration spread across **Ammanford Park** and **Quay Street**. The event featured an exciting programme of activities and entertainment for all ages, including **live music, dancing, magicians, inflatables, food stalls, and craft stalls**. With something for everyone, the Extravaganza brought together residents and visitors, creating a vibrant atmosphere that celebrated local talent, encouraged community connection, and showcased the best of Ammanford in the summertime.



### **Ammanford Christmas Light Switch-On – 2024**

On **Saturday 30 November 2024**, the Town Centre came alive with festive magic for the **Annual Christmas Light Switch-On**. The event featured **live entertainment, children's activities, delicious food stalls, and a spectacular fire show**, all building up to the much-anticipated arrival of **Father Christmas** to switch on the town's Christmas lights. This free, inclusive community event brought together people of all ages to celebrate the start of the festive season, fostering community spirit and spreading Christmas cheer throughout Ammanford.





## Freedom of the Town

Ammanford Town Council were privileged to award the Freedom of the Town to the Ammanford branch of the Royal British Legion for their service to the community.

Since 1921 the Ammanford Branch has served the ex-military community and their families, raising tens of thousands of pounds with the Poppy Appeal, over £170,000 in the last 10 years.

Now, over 100 years later, they are continuing with that work which is only possible by the generosity of all who contribute annually to the Poppy Appeal.

There are very many who have benefited locally, and some continue to receive ongoing support. The Royal British Legion, Ammanford Branch has not only served our veterans but also the community of Ammanford as a whole. Since the first Remembrance Service and Parade in 1922, they have organised and conducted the annual event here in the town.



Mayor Heulwen Howells presenting Major Ken Burton with the Freedom of the Town scroll

## Progress: Improving Well-being and Reducing Health Inequalities covering points 2a-c

ACTIVITY/APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
<b>Ammanford Park &amp; Sports Facilities: Ongoing Maintenance and Investment</b>	Ongoing investment in park infrastructure, delivery of tennis and basketball coaching (with Tennis Wales), and partnership with Actif to improve access and activity opportunities for all ages.	<p><b>A Healthier Wales:</b> Supports physical and mental well-being through access to quality outdoor facilities and regular sporting activities.</p> <p><b>A More Equal Wales:</b> Ensures facilities are accessible for all, regardless of background or ability.</p> <p><b>A Prosperous Wales:</b> Encourages a more active population and social connections, supporting wider economic and community health.</p> <p><b>A Wales of Cohesive Communities:</b> Strengthens social ties and pride in local spaces.</p>
<b>Refurbishment of Tennis Courts at Ammanford Park</b>	Full refurbishment with new surface, painting, fencing, and a new access gate delivered with Lawn Tennis Association funding, ensuring modern and welcoming courts for the community.	<p><b>A Healthier Wales:</b> Encourages greater participation in sport.</p> <p><b>A More Equal Wales:</b> Reduces barriers to access.</p> <p><b>A Wales of Cohesive Communities:</b> Creates a high-quality shared space for all.</p>
<b>Free Weekly Tennis Sessions for Children Aged 5–11</b>	Free summer holiday sessions delivered in partnership with Actif to promote healthy lifestyles and inclusion for local children.	<p><b>A Healthier Wales:</b> Increases physical activity in young people.</p>



ACTIVITY/APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
		<b>A More Equal Wales:</b> Ensures equal opportunity for all children to participate. <b>A Wales of Cohesive Communities:</b> Fosters social bonds and active engagement within the community.

### Progress: Improving Well-being and Reducing Health Inequalities covering points 2d-g

ACTIVITY/APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
<b>New Play Park Delivered</b>	A brand-new play park project enhancing recreation for families and young people, providing improved community spaces and play opportunities.	<b>A Healthier Wales:</b> Promotes active lifestyles for children and families. <b>A More Equal Wales:</b> Ensures play is accessible to all, regardless of background. <b>A Wales of Cohesive Communities:</b> Strengthens local bonds by creating welcoming public spaces.
<b>Refurbished Ammanford Playground (May 2024)</b>	Installation of new equipment including a zipline, dedicated toddler area, and inclusive trampoline & roundabout suitable for wheelchair users.	<b>A Healthier Wales:</b> Encourages children's physical activity and outdoor play. <b>A More Equal Wales:</b> Provides inclusive, accessible play options for all abilities. <b>A Wales of Cohesive Communities:</b> Creates a vibrant and shared space for the whole community.
<b>Art at the Splashpad</b>	Commissioned a local artist to create a vibrant spray design at the Splashpad,	<b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Supports local creativity and celebrates culture. <b>A Wales of</b>

ACTIVITY/APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
	making the space more welcoming and engaging.	<b>Cohesive Communities:</b> Builds a sense of pride and place through public art.
<b>Secondary Self-Closing Gate (Playground Safety)</b>	Installed a new self-closing safety gate in response to community feedback to further improve playground safety and peace of mind for families.	<b>A Healthier Wales:</b> Keeps children safer as they play. <b>A Wales of Cohesive Communities:</b> Responds to local voices and creates a

- h. Defibrillators: Council installed and maintains defibrillators at key sites: Ammanford Pensioners Hall, Margaret Street Car Park and the Communal Hall Nantlais.
- i. Community Wellbeing Events: Delivery of “Ammanford Extravaganza” in summer 2024 (with free activities, entertainment, and stalls for all ages). A summer celebration spread across Ammanford Park & Quay Street with entertainment including music & dancing, magicians, food stalls and inflatables. An event which brought together the whole community!
- j. Annual Christmas Light Switch-On (November 2024) with entertainment, food stalls, and fireshow.

## Progress: Improving Well-being and Reducing Health Inequalities covering points 2h-j

Activity / Approach	Description	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
<p><b>Defibrillators</b></p> <p><b>Community Wellbeing Events – Ammanford Extravaganza (Summer 2024)</b></p> <p><b>Annual Christmas Light Switch-On (November 2024)</b></p>	<p>Council installed and maintains defibrillators at key sites: <b>Ammanford Pensioners Hall, Margaret Street Car Park</b>, and the <b>Communal Hall Nantlais</b>.</p> <p>A free summer celebration spread across <b>Ammanford Park &amp; Quay Street</b>, featuring activities, entertainment, and stalls for all ages. Entertainment included music &amp; dancing, magicians, food stalls, and inflatables. The event brought together the whole community.</p> <p>A festive evening featuring entertainment, food stalls, and an exciting fire show, enjoyed by all ages.</p>	<p><b>A Healthier Wales:</b> Improves emergency response capability and access to life-saving equipment for the community.</p> <p><b>A Wales of Cohesive Communities:</b> Strengthens community bonds by bringing people together.</p> <p><b>A Healthier Wales:</b> Promotes wellbeing through active participation in outdoor events.</p> <p><b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Showcases local talent and culture.</p> <p><b>A Wales of Cohesive Communities:</b> Fosters community spirit through shared celebrations.</p> <p><b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Promotes</p>

Activity / Approach	Description	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
		<p>Welsh festive traditions and bilingual celebrations.</p> <p><b>A More Equal Wales:</b> Free, inclusive event accessible to all.</p>

- k. Ammanford Town Council were proud to support the Ammanford branch of the Royal British Legion in the annual Remembrance Day Service held at All Saints Church and at the Memorial Gates. The service was attended by local Veterans, representatives of the Emergency Services, members of the public, local community organisations, Councillors and staff.



## Progress: Improving Well-being and Reducing Health Inequalities covering point 2k

ACTIVITY/APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
Support for Remembrance Day Service	Ammanford Town Council supported the Ammanford branch of the Royal British Legion in delivering the annual Remembrance Day Service at All Saints Church and the Memorial Gates. The event was attended by veterans, emergency services, community organisations, Councillors, staff, and members of the public.	<p><b>A Wales of Cohesive Communities:</b> Brings the community together in shared reflection and respect.</p> <p><b>A More Equal Wales:</b> Welcomes people of all backgrounds and ages to participate in a significant civic event.</p> <p><b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Promotes Welsh identity, culture, and heritage through inclusive ceremonies and bilingual communications.</p>

### m. Financial 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 them listed in table below: -

#### Progress: Improving Well-being and Reducing Health Inequalities covering point 2.m

ACTIVITY/APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
<b>Shadows Depression Support Group</b>	Supports people experiencing depression and mental health challenges. Council funding helped increase local access to support and reduced stigma in the community.	<b>A Healthier Wales:</b> Enabled better access to local mental health services. <b>A More Equal Wales:</b> Reduced stigma and barriers to mental health support. <b>A Wales of Cohesive Communities:</b> Strengthened support networks for vulnerable residents.
<b>Dinefwr Indoor Bowls Club</b>	Provides sporting and social activities for all ages. Town Council support enabled more inclusive activities and helped tackle isolation, especially among older residents.	<b>A Healthier Wales:</b> Promoted physical activity and well-being. <b>A Wales of Cohesive Communities:</b> Fostered community engagement and social connection. <b>A More Equal Wales:</b> Supported inclusive participation across age groups.

<b>Merched Y Wawr</b>	Women's cultural and social group, promoting Welsh language and culture. The donation sustained opportunities for women to engage in culture and the Welsh language, fostering social inclusion.	<b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Promoted Welsh language and culture among women. <b>A Wales of Cohesive Communities:</b> Strengthened social networks. A More Equal Wales: Empowered women to take part in local culture.
<b>Ammanford Cricket (Women &amp; Girls)</b>	Promotes cricket for women and girls, increasing physical activity and inclusion. Support from the Council encouraged gender equality in sport and healthy participation for young people.	<b>A Healthier Wales:</b> Boosted physical activity for women and girls. <b>A More Equal Wales:</b> Supported gender equality in sport. <b>A Wales of Cohesive Communities:</b> Encouraged teamwork and inclusion.
<b>Amman Valley Art Group</b>	Local art club encouraging creativity and community engagement. Council funding supported creativity and improved well-being through artistic and social opportunities.	<b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Enabled arts and creativity locally. <b>A Wales of Cohesive Communities:</b> Fostered community through shared artistic experiences.
<b>Dawnsywyr Penrthyd</b>	Welsh folk dance group preserving and performing traditional dance. Town Council support helped preserve traditions and enabled cultural performances/workshops.	<b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Preserved Welsh dance and heritage. <b>A Wales of Cohesive Communities:</b> Brought cultural events to local people.
<b>4x4 Response Wales (South Wales Area)</b>	Volunteer group providing emergency and logistical support during severe weather and events. Council donation strengthened emergency resilience and supported community safety.	<b>A Wales of Cohesive Communities:</b> Enhanced local preparedness and support in emergencies. <b>A Healthier Wales:</b> Supported well-being in crisis situations.



		<b>A More Equal Wales:</b> Ensured all residents could access help in adverse conditions.
<b>Ammanford AFC</b>	Local football club providing sporting opportunities for young people and adults. Council support enabled ongoing participation, promoting activity and connection.	<b>A Healthier Wales:</b> Supported active lifestyles for all ages. <b>A Wales of Cohesive Communities:</b> Built community pride and teamwork. <b>A More Equal Wales:</b> Encouraged equal access to football and social opportunities.
<b>Ammanford RFC</b>	Rugby club offering sport, teamwork, and social activities. Funding helped maintain local sporting provision and supported teamwork and healthy living.	<b>A Healthier Wales:</b> Fostered healthy activity and skills for life. <b>A Wales of Cohesive Communities:</b> Built community through sport. <b>A More Equal Wales:</b> Opened rugby to all backgrounds and abilities.
<b>Carmarthenshire Toy Box Appeal</b>	Provides toys to children from families in need, especially at Christmas. Town Council support brightened Christmas for local children and families facing hardship.	<b>A More Equal Wales:</b> Supported families in need and reduced inequality. <b>A Wales of Cohesive Communities:</b> Spread kindness and joy to vulnerable residents.
<b>Royal British Legion</b>	Supports ex-military community, remembrance, and fundraising (Poppy Appeal). Town Council enabled continued support for veterans and preserved traditions.	<b>A Wales of Cohesive Communities:</b> United the community around remembrance and veteran support. <b>A More Equal Wales:</b> Honoured the sacrifices of all service members equally. <b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Preserved important local traditions.

<b>Menter Dinefwr (St David's Day)</b>	Promotes Welsh language and culture through events and community initiatives. Council donation helped celebrate and promote Welsh heritage.	<b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Celebrated the Welsh language and culture. <b>A Wales of Cohesive Communities:</b> Fostered shared identity and pride.
<b>Ammanford Lions Club</b>	Local branch of Lions Clubs International; charity and volunteering for local good causes. Council support boosted capacity for local charity work and more community projects.	<b>A Wales of Cohesive Communities:</b> Enabled more local volunteering and support. <b>A More Equal Wales:</b> Helped vulnerable residents through charity initiatives. <b>A Healthier Wales:</b> Supported well-being through community care.

### **3. Responding to the climate and nature emergencies.**

- a. Bee-friendly Planting: Summer 2024 saw bee-friendly planting schemes in Ammanford Park and beds near the cricket club and Town Centre.
- b. Engagement of One Voice Wales to help identify how to improve biodiversity in the area. Please see report attached from One Voice Wales.
- c. Participation in ©AGA Toolkit Pilot Study for Community & Town Councils. The AGA Toolkit Pilot Study for Community & Town Councils is a research initiative aimed at assessing and enhancing the democratic health of community and town councils in Wales.
- d. Environmental Improvements: New solar powered, energy-efficient lighting installed at Ammanford Park. The benefits that were realised from this project are listed below: -
  - Renewable Energy Generation – The solar installation has successfully generated renewable energy, reducing reliance on non-renewable sources.
  - Energy Bills – The project has provided solar energy for the facilities within the park. By supplementing power usage with solar energy this keeps costs down.
  - Environmental Impact Reduction – The installation is supporting measurable reduction in CO<sub>2</sub> emissions, supporting sustainability goals and contributing to Ammanford's greener initiatives.
  - Community Benefit – The project has provided an opportunity to promote renewable energy awareness among park visitors, residents, and community groups. It has also provided a facility that has lighting around our park during nighttime making it safer for residents when walking or running in our park. The lights are motion sensitive so they are on a low brightness until someone walks by

and then they will illuminate on full power until the individual has passed. There has also been feedback from the police representative at local taskforce meeting, who welcomed the introduction of solar lighting. They expressed how solar lighting has contributed to a reduction in vandalism and anti-social behavior by 100% since Ammanford installed it in the Recreation Ground.

- Infrastructure Improvement – The installation of solar lights has enhanced the park’s infrastructure and has not increased the operational costs.

#### Progress - Responding to the climate and nature emergencies – covering point 3a-e

ACTIVITY/APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
<b>Bee-friendly Planting</b>	Implementation of bee-friendly planting schemes in Ammanford Park, beds near the cricket club, and Town Centre during Summer 2024.	<p><b>A Resilient Wales:</b> Supports biodiversity and local ecosystems, creating resilient green spaces.</p> <p><b>A Healthier Wales:</b> Improves the natural environment, promoting well-being through nature.</p> <p><b>A Globally Responsible Wales:</b> Helps pollinators and contributes to global sustainability efforts.</p>

ACTIVITY/APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
<b>Engagement with One Voice Wales for Biodiversity</b>	Consulted One Voice Wales to identify and plan improvements for local biodiversity (see attached report).	<p><b>A Resilient Wales:</b> Planning for biodiversity helps future-proof local environments.</p> <p><b>A Globally Responsible Wales:</b> Supports education and shared responsibility for the natural world.</p> <p><b>A Wales of Cohesive Communities:</b> Brings community groups together to support nature.</p>
<b>Participation in AGA Toolkit Pilot Study</b>	Participated in a pilot study to assess and improve the democratic health of community and town councils in Wales.	<p><b>A Wales of Cohesive Communities:</b> Fosters more inclusive, democratic decision-making.</p> <p><b>A More Equal Wales:</b> Encourages equality and fair representation.</p> <p><b>A Prosperous Wales:</b> Builds strong, transparent governance for community benefit.</p>
<b>Environmental Improvements: Solar-powered, energy-efficient lighting</b>	Installed solar-powered, energy-efficient lighting in Ammanford Park to generate renewable energy, lower carbon footprint, reduce energy costs, increase safety, and improve park access after dark.	<p><b>A Resilient Wales:</b> Promotes climate action and reduces emissions.</p> <p><b>A Healthier Wales:</b> Safer, well-lit spaces encourage healthy outdoor activity.</p>

ACTIVITY/APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
		<p><b>A Globally Responsible Wales:</b> Teaches and models sustainability for the wider community</p> <p><b>A Wales of Cohesive Communities:</b> Reduces crime and anti-social behaviour, strengthening community ties.</p>
Infrastructure Improvement	Improved Park infrastructure by installing solar lighting without increasing operational costs.	<p><b>A Prosperous Wales:</b> Efficient infrastructure management supports the local economy.</p> <p><b>A Resilient Wales:</b> Using renewable energy future-proofs facilities.</p> <p><b>A Wales of Cohesive Communities:</b> Enhanced public spaces benefit all residents, encouraging community pride and use.</p>

#### **4. Tackling Poverty and Its Impacts**

Ammanford Town Council recognises that poverty can have wide-reaching effects on individuals and families within our community. To help alleviate these challenges and promote social inclusion, the Council has organised a series of free events throughout 2024–2025 designed to provide accessible opportunities for enjoyment, learning, and community connection.

These events have aimed to reduce barriers to participation by removing financial costs and offering activities for all ages and backgrounds. By fostering a sense of belonging and community spirit, the Council has contributed to mitigating the isolating effects of poverty and supporting the well-being of vulnerable residents.

Through continued engagement and partnership with local organisations, Ammanford Town Council remains committed to creating inclusive experiences that help address the impacts of poverty and improve quality of life for all.

### Progress - Tackling Poverty and Its Impacts covering point 4

ACTIVITY / APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL- BEING GOALS MATCHED
<p><b>Free, Inclusive Community Events to Tackle Poverty and Promote Inclusion</b></p>	<p>Organised a series of free events throughout 2024–2025 to provide accessible opportunities for enjoyment, learning, and community connection. Reduced barriers by removing costs and offering activities for all ages and backgrounds. Fostered a sense of belonging and community spirit to help mitigate poverty’s isolating effects and support vulnerable residents. Continued engagement and partnership with local organisations.</p>	<p><b>A More Equal Wales:</b> Directly reduces barriers to participation for those experiencing poverty.</p> <p><b>A Healthier Wales:</b> Supports social and emotional well-being through accessible community opportunities.</p> <p><b>A Wales of Cohesive Communities:</b> Strengthens connections among residents, reducing isolation.</p> <p><b>A Prosperous Wales:</b> Supports long-term prosperity by promoting inclusion, learning, and community partnership.</p>



## 5.Helping to Create Bilingual, Safe, and Diverse Communities

- a. Bilingual Communications: During 2024-2025 we have started to increase the creation of bilingual communication, eg Council Agenda, social media but we still have a lot of work to do, to ensure all media is bilingual.
- b. Support for Welsh Language and Culture: Annual sponsorship of the local Eisteddfod, events with Welsh artists (e.g. Summer Extravaganza and Christmas Light switch on), and supporting events with Mentor such as activities for St David’s Day.
- c. Community Safety: Partnership work with Dyfed-Powys Police, Carmarthenshire Regen and ESAG to ensure our events are Safe and supported.

### Progress - Helping to Create Bilingual, Safe, and Diverse Communities covering points 5a-c

ACTIVITY / APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
<b>Bilingual Communications</b>	Increased creation of bilingual Council Agendas and social media in 2024–2025, with an ongoing goal to ensure all communications are bilingual.	<b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Promotes and protects the Welsh language and identity.  <b>A More Equal Wales:</b> Improves accessibility and inclusivity for Welsh speakers, reducing barriers.
<b>Support for Welsh Language and Culture</b>	Annual sponsorship of the local Eisteddfod, events with Welsh artists (e.g., Summer Extravaganza, Christmas Light	<b>A Wales of Vibrant Culture &amp; Thriving Welsh Language:</b> Sustains and celebrates local Welsh culture and language

ACTIVITY / APPROACH	DESCRIPTION	PSB OBJECTIVES / WELL-BEING GOALS MATCHED
	Switch-On), and supporting St David's Day activities with Menter.	<b>A Wales of Cohesive Communities:</b> Brings the community together around shared heritage and arts.
<b>Community Safety</b>	Partnerships with Dyfed-Powys Police, Carmarthenshire Regen, and ESAG to ensure events are safe and well-supported.	A Wales of Cohesive Communities: Builds safer, more confident communities. A Healthier Wales: Supports physical and emotional well-being through safe public spaces and events.

## **6.Ammanford Town Council's Future Plans**

Ammanford Town Council are committed to being a proactive and inclusive council that supports a thriving, safe, and sustainable community for all residents of Ammanford.

Priorities:

- Create and publish a Well-being Plan 2025-28
- Create and Publish a Community Engagement Strategy
- Create and Publish a Forward Development Plan
- Create and Publish Section 6 Biodiversity Plan

## FINANCIAL SUMMARY 2024/2025

The main source of Ammanford Town Council's income is the **Precept** £397,646.86, 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 £224,696.38 is generated through a variety of sources, including grant funding, hire of the tennis courts, contributions from sports clubs towards the maintenance of sports fields, event income, insurance claims, and other service-related receipts.

On the expenditure side £477,415, the Council's spending covers 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.

At the end of the financial year, the Council maintained general reserves sufficient to cover approximately four months of net revenue expenditure, in line with recommended good practice for financial resilience.

In addition to general reserves £132,548.95, the Council has **earmarked reserves** totalling £154,071.95. 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.

To Find Out More:

Contact:

Interim Deputy Clerk & RFO Jayne Grazette  
Ammanford Town Council

Tel: 01269 595485

Email: [rfo@ammanford-tc.gov.uk](mailto:rfo@ammanford-tc.gov.uk)

Website: [Ammanford Town Council](#)

Facebook: @AmmanfordTownCouncil