

Community Engagement Project

Community Wellbeing Day

World Heritage Centre

Blaenavon

4th of March 2023



Blaenavon Town Council

Who are we?

- 12 Councillors
- 3 Officers
- Chief Officer and RFO (Full Time)
- Assistant Chief Officer (15 hours)
- Community Development and Wellbeing Officer (30 hours)
- Precept for 2023 / 24 = £185,000 – increased to £194,250
- Project spend for 2023 = £61,150 – increased to £66,100
- Population - 6,016 (2021)
- Electorate - 4,686 (Dec 2023)
- Founding partner of the Blaenavon World Heritage Site Partnership in 1999.
- We are one of six Town and Community Councils that fall within the boundaries of Torfaen County Borough Council.



Town Council Activities - Services

- Befriending Film Club.
- Teen Gym Sessions.
- Family Club Fitness Sessions.
- Mothers and Daughter Fitness Sessions.
- Youth Skateboarding Sessions.
- Youth Photography Workshops.
- Digital Heritage Easter Trail.
- Community Swimming Sessions.
- Community Animals Interactive Workshops.
- Youth Music Workshops.
- Yoga Classes.
- Heritage Litter Pickers.



Town Council Activities - Services

- Community Cooking on a budget sessions.
- Participatory Budget Project.
- Intergenerational Project.
- Little Voices Project - Blaenavon Heritage School.
- Town Hanging Baskets.
- Summer Events - Western Day / Coronation Day 2023.
- Community Concert - Bronwen Lewis.
- Monthly Artisan Market.
- Civic Awards Evening.
- Remembrance Day.
- Christmas Lights.
- Annual Christmas Market.
- Annual Christmas Light Event.
- Over 60's Fitness Classes.



Community Cost of Living - Rational

To build on the positive outcomes experienced from our Befriending Film Club project.

We wanted to create a place-based community engagement initiative. This would be a break from the norm, managed by the Town Council, collaborating with residents and key partners to establish new ways of engagement to assist with cost of living.

Our aim was to move away from referrals and assessments and move towards conversations and connections.

At the start of 2023, we embarked on a strategic engagement plan with a clear objective to work in partnership with multiple local organisations to:

- Manage and deliver a multi-faceted engagement opportunity.
- Promote local services and events.
- Deliver a wraparound intergenerational event.
- Support the community around the cost-of-living crisis

As a result, Blaenavon Town Council formed working groups and collaborated with local organisation and residents.



Community Wellbeing Day

[A selection of the Council's partners included.](#)

- Torfaen Community Connectors.
- Bron Afon Housing.
- Torfaen Library.
- Building Resilient Communities.
- Communities for Work.
- Forgeside RFC Community Garden.
- Torfaen Adult Learning.
- Disability Advice.
- Torfaen Sports Development.
- Melin Homes.
- Citizen's advice.
- Torfaen Voluntary Alliance.
- Gwent Police.
- South Wales Fire Service.
- Family Information Service.
- Communities for Work.



Community Wellbeing Day

In 2022/23, successful negotiations with partners allowed Blaenavon Town Council to launch our Community Wellbeing Day hosted at Blaenavon World Heritage Centre on the 4th of March 2023.

The aim of the day was to encapsulate a cross section of community organisations that offered help and support to residents, ensuring awareness of services aligned to the following.

- Health & Wellbeing.
- Financial.
- Housing.
- Cost of living.
- Education.
- Employment.

The event also provided story and craft sessions, face painting, balloon art, magician, fitness, and sports sessions.

The World Heritage Centre received 500 visitors during the day encompassing young families and older residents clearly supporting intergenerational networking opportunities which was visibly evident.



Community Wellbeing Day



Community Wellbeing Day



FREE EVENT
FREE REFRESHMENTS

BLAENAVON
COMMUNITY WELLBEING DAY

MINDFULNESS WORKSHOP
STORY & CRAFT SESSIONS
SPORTS AND EXERCISE SESSIONS
CHILDRENS ENTERTAINER
FACE PAINTING
INFORMATION AND ADVICE



SATURDAY 4TH MARCH 11AM-4PM
BLAENAVON WORLD HERITAGE CENTRE

COME ALONG TO FIND OUT WHAT'S HAPPENING IN BLAENAVON AND TO SHARE YOUR IDEAS FOR THE TOWN

WE WILL ALSO BE JOINED BY A WIDE SELECTION OF ORGANISATIONS WHO CAN OFFER HELP AND ADVICE ON PHYSICAL AND MENTAL HEALTH, WELLBEING, FINANCE, DIGITAL ACCESS, VOLUNTEERING, BENEFITS, COST OF LIVING CRISIS, HOUSING AND EMPLOYMENT AND MORE

FOR MORE INFORMATION CONTACT
SOPHIE.JOHNSON@BLAENAVONTOWNCOUNCIL.CO.UK
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Community Wellbeing Day



BLAENAVON

FREE
EVENT

FREE
REFRESHMENTS

COMMUNITY WELLBEING DAY

BLAENAVON WORLD HERITAGE CENTRE

SATURDAY 4TH MARCH 11AM-4PM

ACTIVITY TIMETABLE

12-1PM & 2-3PM

WELL BEING STORY AND CRAFT SESSION WITH TORFAEN
LIBRARY

11.30 AM - ZUMBA WORKSHOP

1.30PM - PILATES WORKSHOP

3PM KETTLEBELL WORKSHOP

ALL DAY ACTIVITIES

SPORTS TASTER SESSIONS WITH TORFAEN SPORTS
DEVELOPMENT, BALLOON MAGICIAN, FACE PAINTING

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Community Wellbeing Day

What did we learn?

Visitor feedback was extremely positive, with many stating they had never visited the centre previously.

Additional recorded feedback from residents highlighted the following.

- Free event.
- Opportunity to discuss individual matters.
- Distribution of event information.
- Contact with Councillors.
- Community togetherness.
- Opportunity to shape future events.
- Free physical activity.
- Cultural awareness.
- Reduction in loneliness.
- Voucher for free lunch at the Heritage centre café.

Many residents stated the event was an ideal opportunity to catch up and re connect with members of the community they hadn't seen in a while.



Community Wellbeing Day Outcomes?

Positive outcomes achieved from the day were as follows

- The delivery of a multi faceted engagement opportunity for residents and the wider community.
- Placed based networking opportunity aligned to community requirements.
- An opportunity to promote Council run initiatives and projects.
- An opportunity for residents to engage with their Councillors.
- An opportunity for residents to provide feedback and have their voices heard to shape future service delivery and events.
- An opportunity to showcase wider services for residents and signpost services to custom-made requirements.
- An opportunity for the community to engage with each other.

As a result of the community feedback received, the Town Council were able to plan and deliver a series of new projects and initiatives as follows

- Free Community Yoga Sessions.
- Free youth skateboarding sessions in partnership with Torfaen Sports development.



Community Wellbeing Day Outcomes and Benefits?

- Free Teen Gym sessions in partnership with Torfaen Sports development.
- Summer Events delivered by the Town Council - (Country and Western Day August 2023)
- Town Council Newsletter - (Delivered to every household in Blaenavon November 2023)
- Free chair-based strength exercise sessions.
- Free additional over 60's exercise sessions (Dance Based)
- Free community paddle board sessions in partnership with Black Crow Paddle Boarders.
- Monthly litter picks conducted by the Town Council's Heritage Pickers Group.

The attendance at the above events has been exceptional which has justified the project costings and Council time involved in the planning and delivery.

The Future

Due to the event's success, Blaenavon Town Council are committed in their vision to deliver sustainable change, by sowing the seeds of their long-term strategy to improve the health and well-being of their community.

Together with partners, the second Community Wellbeing Day will be delivered on the 11th of May 2024.



Community Wellbeing Day

Questions?

