



Cynllun Cynefin  
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# COMMUNITY ACTION: Implementation & Inspiration

Place Plan Kickstarter  
Community Guides

5/6



# COMMUNITY ACTION: Implementation & Inspiration

Place Plan Kickstarter Community Guides 5/6

## What is this document?



This guide explores how Working Parties can implement Kickstart and other types of plans.

It also explores case studies on a wide range of community-led projects to help inspire the development of projects based on the community priorities that have been identified.

This guide has been prepared by Planning Aid Wales for Conwy County Borough Council as part of the 'Place Plan Kickstarter' project with funding from the UK Government Wales Community Renewal Fund.

## Who is it for?



This guide has been designed for Community and Town Councils and / or community groups in Conwy that have either:

- Completed a Kickstarter Place Plan and are considering next steps, or:
- Considering producing some form of community plan and are wondering where to start.

The guide is part of a series that explore community-led planning; these guides can be downloaded from [www.placeplans.org.uk/conwyguides](http://www.placeplans.org.uk/conwyguides)

### **Acknowledgements**

Many thanks to Resources 4 Change for Supporting the Production of this Guide – see <https://r4c.org.uk/>



# Contents

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- What is Community Action? .....4**
  
- Implementing the Kickstarter Plan .....6**
  - The role of the Working Party ..... 6
  - The future of the Working Party ..... 7
  - Consulting on the Kickstarter Plan ..... 7
  - Delivering actions and monitoring progress ..... 8
  - The future of the Plan ..... 8
  
- Inspiration .....9**

# What is Community Action?

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Traditionally, communities were a group of people living in the same place. Factors ranging from car ownership to globalisation to the rise of the internet and social media means that 'communities' are no longer strictly bound by location; groups of people who have particular characteristics, attitudes or interests also consider themselves as communities.

For the purposes of this guide, communities are defined as everyone who lives within a Town Council boundary. However, it should be recognised (and celebrated) that not all people within these communities will share the same senses of identity, values or opinions.

**Community Action** is any activity that empowers, engages or increases the understanding of communities of their local area; it may take place in the form plans, projects, services or events and activities that bring people together.

Community Action is valuable because:

- It brings people together and helps the community support itself.
- It builds connections, knowledge, skills and ideas that can improve 'spirit', identity and the well-being of the community.
- It can facilitate collaboration between communities, local organisations and various levels of government.
- It can stimulate the local economy, developing new social enterprise and creating jobs.
- It can focus on designing and improving access to services for all members of the community.
- It allows communities to address local, national and international challenges such as climate change.

In short, Community Action can help meet all of the goals of the Well-being of Future Generations Act (opposite).



Communities can play an active role in all aspects of public life. Whilst they are sometimes viewed as groups that should be ‘consulted’ or at best ‘engaged’ in decisions on how public services are delivered, communities can and often do take a more active role in the design and delivery of projects and services.

General examples of things that communities can do include:

- Encouraging greater community involvement in initiatives that protect and enhance their places and the natural environment.
- Raise aspirations to deliver more for the community.
- Supporting better use of physical resources such as community and council-owned buildings.
- Influencing Local Government, Health Trusts and other service providers to improve or extend their services and helping co-design those services.
- Taking control of and managing buildings for the benefit of the communities (‘asset transfers’).
- Establishing networks to support all types of people and working in partnership with existing groups, organisations and businesses to deliver projects, activities and services.

Of course, having a clear, evidenced plan to help frame Community Action is beneficial – see [Guide 1](#). As discussed in that guide, a plan should not ‘sit on a shelf’ – it needs to be implemented.

# Implementing the Kickstarter Plan

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## The role of the Working Party



To ensure the Kickstarter Place Plans ('Plans') were truly developed and owned by the community, new 'Community Planning Working Parties' were formed in the four towns.

Each Working Party is made up of roughly 50% Town Councillors and 50% Community Representatives – those with an interest in developing the plan.

Initially, the Working Parties acted as a Steering Group to oversee the development of the plan. Responsibilities included:

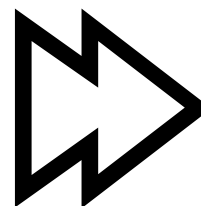
- Raising awareness of the plan and community engagement activities
- Ensuring a range of community views were represented in the feedback
- Participating in initial discussions with key stakeholders
- Participating in an action-planning session to review community priorities and agree general courses of action for the Plan.

At the last action-planning session, each Working Party agreed that it would continue to operate, and in the first year it would:

- Coordinate a community consultation on a draft version of the Plan.
- Meet at least quarterly to oversee and ensure the actions within the Plan are delivered and appoint an interim Chairperson to ensure meetings take place.
- Grow its own membership by inviting local individuals, groups and organisations to nominate members to join.
- Encouraging the Town Council to adopt the Plan to give it more status and public accountability, and working closely with the Town Council to help explore, resource and deliver on community priorities.
- Consider formalising its own status by becoming a sub-committee of the town council or becoming an independent constituted group.
- Meet with stakeholders to explore what might be required to deliver community priorities.
- Gather any further information and primary evidence needed to develop the Plan into a full Place Plan or Community Plan.
- Explore the feasibility of developing specific projects that deliver on community priorities and applying for funding for those projects where appropriate.

## The future of the Working Party

It is down to each working party to consider formalising the status of the group in the medium to long term. Initial options include:



- **Forming or joining a sub-committee of the Town Council.** Each Council will have its own constitution / bye-laws that will inform how this can take place. It will be up to discussion and negotiation with the Town Council to resolve the matter. At the least, a Terms of Reference for the sub-committee should be prepared and agreed.
- **Becoming an independently constituted group.** This at the least will require the preparation of a Terms of Reference that explains the purpose and role of the group, its membership and rules regarding meetings, ways of working and any other terms. Examples and templates for Terms of Reference are available from <https://www.invo.org.uk/resource-for-researchers-templates/>

There are a wide range of options for the future status of the Working Party, including forming a Trust, Charity, Limited Company, Community Interest Organisation or even a Social Enterprise. Ultimately, the Working Party could act as a Governing Body for whatever organisation is created – more information is available from: <https://wcva.cymru/wp-content/uploads/2020/01/5.3-Board-Structures-and-Honorary-Officers.pdf>

Whichever route is taken, it is important that you seek appropriate advice from organisations like CVSC, and if necessary, legal advice, before becoming a registered organisation.

It is also recommended that each Working Party considers nominating and appointing specific roles within the organisation, at the least:

- Chairperson – to ensure that meetings are arranged, agendas are prepared and meetings run smoothly.
- Secretary – to take notes of meetings and to record actions and the people responsible for delivering them.

## Consulting on the Kickstarter Plan

One of the first tasks of the Working Party will be to review the Kickstarter Plan and oversee a public consultation on the draft plan. It will be down to each Working Party to consider how and when this will be done, but at the least it is recommended that one or more events take place to 'launch' the consultation and members of the public are given adequate opportunities to view the plan, both physically and online.



The consultation can be open e.g. 'What do you think of this plan' or more closed e.g. 'Do you agree with Objective 1, if not, why'. There advantages and disadvantages to

both approaches, but it is important to be mindful that i) the more questions that are asked the more data there is to process and consider and ii) the longer the consultation, the slower the plan will be to implement.

Whatever form and methods of consultation are chosen, each Working Party should plan to review the responses and agree any changes required to the plan. Ultimately, getting the plan live and focusing on delivering the actions in the plan should be the priority.

## Delivering actions and monitoring progress

Once the plan is live, the Working Party should allocate actions to specific individuals or consider forming subgroups to focus on delivering objectives. The Working Party should meet at a minimum 4 times during the first year, but monthly meetings, at least during the first six months would be recommended.

At each meeting, nominated individuals with allocated responsibilities for actions should provide update reports on those actions.

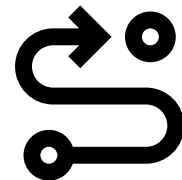


## The future of the Plan

It is recommended that by the end of the first year, a review of the plan takes place that results in either i) the creation of a year 2 action plan or ii) the production of a full Community Plan or Place Plan.

The other guides in this series give more information on developing the plan further, facilitating more community engagement and developing projects. The guides include:

1. Planning Ahead: Planning With Your Community
2. Place Plans: A Guide for Communities
3. Community Engagement: A Guide for Communities
4. Prove it! Community-led Evidence Gathering
6. From Plan to Projects: Developing & Funding Community-led Projects.



All guides are available from [www.placeplans.org.uk/conwyguides](http://www.placeplans.org.uk/conwyguides)



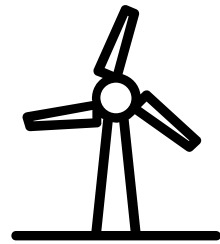
# Inspiration

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The remainder of this guide is dedicated to illustrating case studies of Community Action in England and Wales.

## Community-led Energy

Community energy is a growing movement in which energy generation is owned not by large industrial companies but by local communities, with the profits invested back into the community. The Energy Savings Trust ([energysavingstrust.org.uk](http://energysavingstrust.org.uk)) has supported many projects, including in Wales and say that:



*“Community energy is all about a group of people coming together, taking action and using local resources to reduce, manage or generate their own energy. Are there public buildings in your community, like schools or sports clubs, that could have solar PV panels on the roof? Or do you have a natural resource nearby, like a river or a windy hilltop, that could be used to generate electricity with a hydro project or wind turbine?”*

### Community-owned energy generation:

A community in Nadder, Wiltshire raised money in their local area by selling shares which are paid back over a set period, plus interest; this money is used to put solar panels or other renewable energy systems into our community, e.g. businesses or schools.

In 2021 the scheme generated approximately 472,458 KW electricity and raised over £90,000 for the community. Some of this is distributed to shareholders and the rest goes into their Community Fund for local green projects and groups.



<https://www.nadderce.org.uk/>

**Community Electric Car Charging:** (This links to the example above!). The following information is from a private company (SP Energy Networks) but the approach they suggest is important and could be applied to a community hall car park for example. They say that:

*“As with any community energy venture, EV charging points can provide real benefit to local areas by keeping investment and revenues within the local community. The benefits for users and operators of EV charging stations become even more pronounced if a renewable energy asset such as solar PVs or wind turbines are used to power the chargers. By directly powering from an existing asset, operators can charge less and local community users pay less. The electricity also has the benefit of being 100% renewable.”*

## Parks and green spaces

### Pocket Parks:

(<https://www.oss.org.uk/pocket-parks-plus-great-opportunity-for-open-spaces/>)? The Open Spaces Society has supported communities in creating many small parks across the UK.

They say that: *“Pocket Parks enable people to create small spaces close to where they live, or to improve existing spaces; they might even be able to buy a piece of land and register it as a town or village green to protect it for ever and give local people rights of recreation there.”*



### The Orchard Project (the

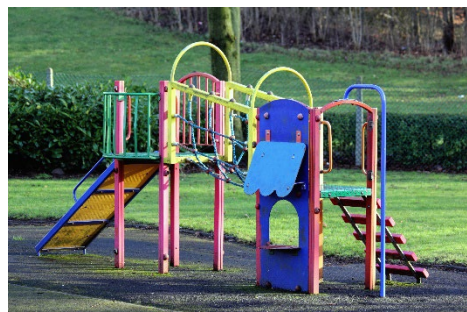
<http://www.theorchardproject.org.uk/>): This national group's website gives examples of community volunteers creating new or restoring old orchards around the UK, including in Wales: *“We have been very excited this winter to work with local groups in Wales designing some brand new community orchards. These are located in local parks close to the centre of Swansea and within the Morriston Hospital Site grounds (former Victorian gardens), together with an orchard in the garden of a sheltered housing block in Port Talbot”.*



**Tree Planting:** The Welsh Government have a scheme to help individuals and communities to plant trees: go to: <https://gov.wales/plant-tree-help-tackle-climate-change>. It started in 2022 and will continue via 25 'regional hubs' in 2023.

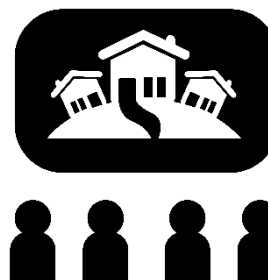
The Tree Council also has grants available for tree planting and this includes a specific grant for orchards for schools. <https://treecouncil.org.uk/what-we-do/planting-and-care/our-grants/>

**Playgrounds:** Play Wales ([playwales.org.uk](http://playwales.org.uk)) provides help and support for the creation and improvement of playgrounds, mainly but not only in school grounds. Their website also has a link to a practical Toolkit.



## Community-led Housing

Community land trusts – or CLTs – are democratic, non profit organisations that own and develop land for the benefit of the community. They typically provide affordable homes, community gardens, civic buildings, pubs, shops, shared workspace, energy schemes and conservation landscapes. <https://www.communitylandtrusts.org.uk/>



### Homes of Our Own:

In a small village in Wiltshire, the Seend Community Land and Asset Trust (SCLAT) is a locally powered initiative, supported by national and local government through Homes of Our Own (Homes of Our Own is a Community Led Housing Hub for Wiltshire and Swindon), and the National Community Land Trust Network. Homes in the parish of Seend have become very expensive, and this was identified as a local issue that could impact on the local school and other facilities. SCLAT has enabled the delivery of 10 affordable homes that both market and social rent with some shared ownership. SCLAT is partnered with the White Horse Housing Association, who will build the homes. The homes will be benefit the community and be affordable in perpetuity.

<https://www.seendclt.org/>

### Cwmpas:

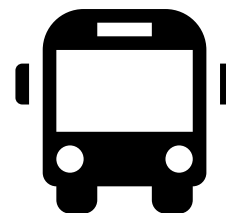
Cwmpas provide support and guidance to communities looking to create community-led housing schemes in Wales. For more information, visit:

<https://cwmpas.coop/what-we-do/services/co-operative-community-led-housing/>

## Community-led Transport

### Community Transport Association:

The UK-wide Community Transport Association (<https://ctauk.org/cciw/projects/>) - has a 'Connecting Communities in Wales' project. Between 2017 and 2020 they started 27 community transport projects across Wales. One was the 'Hay Dial-a-Ride's Bank Bus Project'.



They say that: *“Following an initial pilot scheme and passenger survey, which highlighted a distinct need for people in the community to access banking and other services, Hay Dial-a-Ride and the Connecting Communities in Wales team submitted a successful funding application to the Big Lottery Awards for All fund, which meant they could provide a free of charge, monthly Bank Bus service which has hugely benefited their passengers, delivering access to banks, other essential services and reducing loneliness and isolation.”*

## Community-led Businesses

### Red Community Project:

Over 20 years ago people in the Mumbles created a community café (<http://www.redcommunityproject.org.uk>). It has been run by young people and, as well as the café, the venue now provides Create courses, youth nights and film-making.

### Partneriaeth Ogwen:

Three Community Councils pooled their resources to employ a Community Project Development Officer to build Partneriaeth Ogwen, a Social Enterprise working for the benefit of the economy, environment and communities of Dyffryn Ogwen.

As a Social Enterprise they:

- Provide clerking services for the local Community Councils
- Develop community, economic and environmental regeneration projects
- Manage properties & develop community asset transfer projects
- Support projects that create a healthy, vibrant and sustainable community



Since its establishment, they have opened manage a number of offices, shops, flats and a community library. They have also developed environmental projects and led

on the development of the highly acclaimed Ynni Ogwen community hydro scheme. <https://www.partneriaethogwen.cymru/en/>

### **Cletwr:**

Cwmni Cletwr is a community-owned project that has re-opened the former Cletwr Services in Tre'r Ddôl as a community-run shop, cafe and community hub.

<https://cletwr.com/>

### **Y Dref Werdd, Blaenau Ffestiniog:**

Y Dref Werdd is an environmental community project that was first established through the Communities First programme in 2006. Communities First programme financial support by covering staff costs, who would turn ideas into reality. Projects included safeguarding a local river, enabling Blaenau Ffestiniog to become a Fairtrade town, establishing various partnerships to care for parks and green spaces, the development of allotments and out-of-school clubs for children - the project was a big success.



When the Communities First programme came to an end, Y Dref Werdd had to decide how the project could continue without the Communities First funding. The group was established itself as a Company Limited by Guarantee and a Board of Directors were appointed to support and ensure Y Dref Werdd continued.

Building on lessons learnt during the Communities First period, an expression of interest application was made to the People and Places fund of the Big Lottery for the project "Datblygu Tref Werdd Ddyfeisgar" (Developing a Resourceful Green Town). In early 2015, after the hard work of the volunteer Board Members with the necessary consultation for the application, a grant for three years funding was awarded to run the project and develop specific projects in the Bro Ffestiniog area, focusing on Energy, Food Waste, Environment, and Skills and Training.

Based on the success of that project, a further Lottery grant application was awarded in 2019 and has funded the 4 year 'Gwarchod Cynefin Drwy Cynnal Cymuned' project (Protecting Habitat through Supporting Community). This grant funded 4 roles within Y Dref Werdd - two Wellbeing Workers, one Environmental Project Worker, and a Project Manager. Since then, thanks to various small grants from WCVA, Cyngor Gwynedd, Mantell Gwynedd and more, this small team of 4 has grown to 11! <https://www.drefwerdd.cymru/en/home>

## Culture & Heritage

### Mold Food Festival:

The annual Mold Food Festival was successfully created in 2006. Mold Food Festival figures have shown a steady increase in numbers. In 2006, 4,500 visitors attended the festival and there were 39 local producers with stands, rising to 51 in 2008. By 2013, there were over 100 exhibitors and stands from the food and drink sector, primarily from the Mold area, resulted in more than 13,000 visitors to the festival attracting not only locals but also tourists.



Both Mold Farmers' Market (a monthly event) and Mold Food Festival are managed by a committee comprising local stakeholder nonpaid volunteers with the responsibility organisation and management of these events being undertaken on a rotational basis. <http://www.moldfoodfestival.co.uk/>

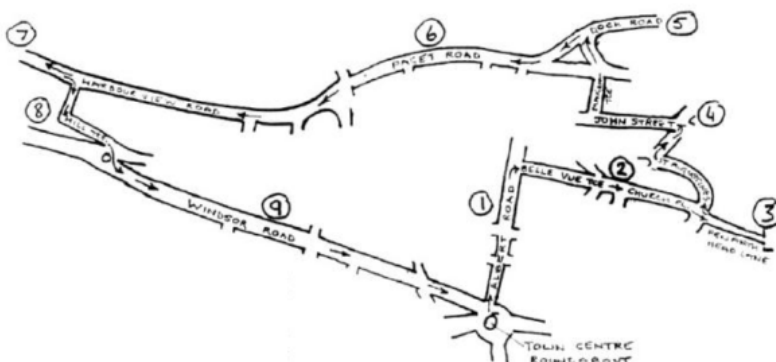
### Conwy Community Arts:

(<https://www.conwyartstrust.org/pages/events/category/previous-projects>) promotes and supports arts projects across the Borough.

### Town Trails:

Penarth Civic Society and Penarth Town Council have produced and published a collection of walking trails which are available free of charge for residents and visitors to enjoy:

<https://www.penarthtowncouncil.gov.uk/penarth-town-trails/>



THE PENARTH SOCIETY

**Town Trails  
No. 3**



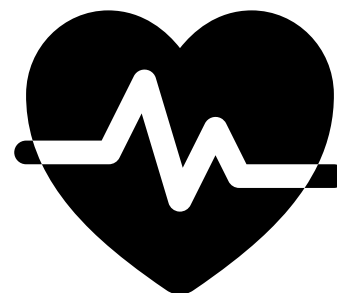
PENARTH TOWN COUNCIL

Duration of Walk: Approximately 1-1½ hours

## Health & Well-being

### Improving Sport & Wellness Facilities in Llandrindod Wells:

Llandrindod Wells Town Council wanted to explore the potential for a Sports and Wellness project in the town. Their aim was to bring together all the sports and wellness groups in Llandrindod Wells and assess the current facilities, identify local community needs, and identify any opportunity to pool resources.



The initial goal was to encourage people to be more active and improve our health and well-being as a community. The long-term vision is to see the town become a sporting hub for this rural area, bringing new vibrancy and energy to the town which is affected by issues of poverty and deprivation.

Local organisations and businesses providing sport and wellness facilities and /or services were engaged and consulted through an initial online questionnaire, followed by an online workshop. This was to evaluate the condition of current facilities, and gauge current levels of use. It also ensured that the work was framed in a way that would support and benefit existing providers, often volunteer led, within the community.

Despite being unable to meet face to face because of covid restrictions, there was a great response from the community. They then conducted a community wide consultation to identify the needs of the local residents and identify workable opportunities for future developments. Finally, these locally identified issues and priorities were considered alongside regional and local policy (which inform funding and support), to identify options which are both achievable and beneficial to the community.

The project identified a real desire for a project of this kind amongst the local community and the existing activity providers, especially the 3rd sector. It highlighted a shortlist of different project options that addressed local needs and priorities, and would also have a strong case for future investment. This initial piece of work will inform the council's future plans and underpin future efforts to source potential funding to enable the identified developments and/or improvements to be realised. It's already led to work to develop a new Skatepark!!

### Big Local

Big Local is a lottery funded scheme that has given 150 deprived locations across England £1m to bring about positive change for communities. The money needs to be spent over 10 years on activities and initiatives that have been identified and led by local people. This is very much as community led programme.

<https://localtrust.org.uk/big-local/>

## Place Plans

### Newtown & Llanllwchaiarn Place Plan

The Newtown & Llanllwchaiarn Place Plan was developed with the local community and sets out the town's vision for the 15-year period to 2036.

With the support of Planning Aid Wales, Place Studio and the Planning Policy team at Powys County Council, the Town Council developed the plan, community planning policies and projects it proposes based on ideas and opinions drawn from the community.



Over 7,000 comments were made by residents through stakeholder events, a Schools Councils event, a public survey and drop in events. The Place Plan was adopted in 2021 by Powys County Council as Supplementary Planning Guidance.

<https://newtown.org.uk/consultations/placeplan.html>

### Llangollen Place Plan

The 'Shape my Llangollen group', working on behalf of the Town Council, have developed a Community Plan for Llangollen. The group undertook extensive community consultation, but were finding it difficult to develop this into a definitive Action Plan. They brought in some external expertise to review the existing work and identify a way forward, beginning with collaboratively defining a clear Vision and identifying specific Aims and Objectives, based on the feedback from the community.



Having identified the key local and regional stakeholders, these stakeholders were engaged through a series of themed online interactive workshops that brought together key players from sectors such as housing, employment, tourism, community cohesion, local services, and the environment. And together they developed a deliverable and realistic action plan, alongside policy proposals that would address the identified needs of the community.

The final plan served as inspiration for the Kickstarter Project and can be found here:

<https://pubhtml5.com/gaql/bmps/basic/>