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**Date: 1st March 2016**

Dear Sir/Madam,

A meeting of the **Ystrad Mynach Town Centre Management Group** will be held in the **Sirhowy Room, Penallta House, Tredomen, Ystrad Mynach** on **Tuesday, 8th March, 2016** at **3.15 pm** to consider the matters contained in the following agenda.

Yours faithfully,

A handwritten signature in blue ink that reads 'Chris Burns'.

**Chris Burns**  
INTERIM CHIEF EXECUTIVE

## A G E N D A

	Pages
1 To receive apologies for absence.	
2 Declarations of interest. Councillors and Officers are reminded of their personal responsibility to declare any personal and/or prejudicial interest(s) in respect of any item of business on this agenda in accordance with the Local Government Act 200, the Council's Constitution, and the Code of Conduct for both Councillors and Officers.	

To receive and note the following minutes: -

3 Ystrad Mynach Town Centre Management Minutes 3rd November 2015	1 - 4
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To receive and note the following updates: -

A greener place Man gwyrddach



4	Business Report Ystrad Mynach Town Centre.	5 - 8
5	Go2 My Town Website Report.	9 - 12
6	'Choose the High Street' Christmas Voucher Booklet 2015 - Analysis Report.	13 - 18
7	Update on parking.	
8	Ystrad Mynach Town Centre Audit Report.	19 - 24

**Circulation:**

Councillors Mrs E.M. Aldworth, A. Angel (Chair), D. Bolter, D.T. Davies, K. James, M.P. James and J.A. Pritchard

Town Councillors Community Councillor D. Cushing, Councillor W. David (Gelligaer Community Council) and Ms C. Mortimer (Clerk)

**Other Organisations**

Mr W. Jeff, Tredomen Allotments Association

Dr M. Jorro, Rhymney Valley Music Club

Sergeant N. Mancino, Gwent Police

Inspector I. Muirhead, Gwent Police



## YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP

### MINUTES OF THE MEETING HELD AT PENALLTA HOUSE ON TUESDAY 3RD NOVEMBER 2015 AT 3:15PM

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PRESENT:

Councillors:

A. Angel, K. James, J. A. Pritchard

Together with:

C. Mortimer (Gelligaer Community Council Clerk)

Also:

Mr A Highway (Town Centre Manager), Mr S Wilcox (Assistant Town Centre Manager), Mr A Dallimore (Team Leader – Urban Renewal & Conservation), A. Jones (Clerk)

#### 1. TO RECEIVE APOLOGIES FOR ABSENCE

Councillors M. James, D. T. Davies (Consultee), W. David (Community Councillor), D. Cushing (Community Councillor), Mr W Jeff (Tredomen Allotments Association), Dr M Jorro (Rhymney Valley Music Club), Mr K Jones (Ystrad Mynach Partnership), Mr P Hudson (Marketing & Events Manager)

#### 2. DECLARATIONS OF INTEREST

There were no declarations of interest.

#### 3. TO NOTE THE PREVIOUS MINUTES OF MEETING HELD ON 14<sup>TH</sup> JULY 2015

The previous minutes were taken as read.

#### 4. CHOOSE THE HIGH STREET CHRISTMAS CAMPAIGN

Mr Highway presented the report to the group.

Members were advised that this year there will be a 'Choose the High Street' Christmas Voucher Booklet with over 100 offers which is more than in 2014.

Mr Highway wished to thank the retailers for participating and also thank the Council's Graphics Team who designed the booklet and associated publicity material.

Mr Highway was thanked for the report.

**5. CHOOSE THE HIGH STREET PAST & PRESENT – ANALYSIS REPORT**

Mr Highway presented the report to the group.

The group were informed that the exhibitions were very successful and Mr Wilcox was thanked for his hard work.

The group were advised that the only disappointment was with the lack of interest from the schools. Only Blackwood Comprehensive School participated, they were very enthusiastic in bringing forward ideas for what they would like to see on the high street.

Councillor Angel confirmed that feedback was very positive and people were really impressed with the photographs. Councillor Angel told the group that there is there is a sense of pride in the town and that retailers are engaging.

Mr Highway was thanked for the report.

**6. SOUTH EAST WALES TOWN CENTRE VACANCY REPORT**

Mr Wilcox presented the report to the group.

Members discussed the figures of vacant premises within the table and were advised that these may well have changed as the report was from October 2014. Mr Wilcox confirmed that he could bring updated figures to a future meeting and forward data to members of the group.

Mr Wilcox was thanked for the report.

**7. TOWN CENTRE PROMOTIONAL SPACES**

Mr Wilcox presented the report to the group.

Members discussed the report and Mr Highway informed the group that Mr Wilcox has worked hard to build a good working relationship with the promoters who use the site and is very grateful for all of his hard work.

Mr Highway advised that the Town Council are invited to use this space free of charge and if assistance or the use of gazebos is required Mr Hudson's team will be happy to help. Mr Highway advised the group to contact Mr Wilcox if they would like to use the space.

Ms Mortimer asked if Ystrad Mynach would be having feeder pillar installed. Mr Wilcox will look into this

Ms Mortimer asked whether or not a St David's Event has been arranged for Ystrad Mynach in 2016. Mr Wilcox will check with Mr Hudson.

Mr Wilcox was thanked for the report

**8. CHRISTMAS MARKET UPDATE**

Mr Hudson had passed on apologies in case he could not make the meeting so Councillor Angel updated the group on the Christmas Market Event.

Lewis Girls School would be providing 40 chairs which will be kept in the chapel overnight, Amber Skips would be providing a wheelie bin and Emlyn Lloyds are providing the Christmas tree.

Everything is on schedule with entertainment, 32 stalls along and fairground attractions. Cllr Angel expressed his thanks for the support the event was receiving.

Ms Mortimer confirmed that BTM Brass Band will be available for the event.

**9. YSTRAD MYNACH TOWN CENTRE AUDIT – OCTOBER 2015**

The following items were raised on the audit.

Painting of the post box, Mr Wilcox will chase this up.

Illegal parking Mr Highway confirmed that he had spoken with the Inspector who is trying to arrange for PCSO's to be in the town but they may need to be deployed to other duties.

The Police Commissioner has advised that parking is an ongoing problem which everyone needs to be involved in.

Grubbing Out Siloh Square - Mr Dallimore confirmed that there is a problem within the Square where pavements need to be re-pointed. There is a small budget and Mr Dallimore will chase NCS to see if this can be sorted prior to the Christmas Event.

Councillor Pritchard expressed concern over the pavements as this is a safety issue, particularly for elderly people and individuals with walking sticks.

Mr Dallimore confirmed that he will request that Highways colleagues to raise a service request.

Temporary Grit Bins - Councillor Pritchard requested confirmation as to who could use these grit bins. Mr Highway confirmed that the bins available for the retailers to use these would be refilled when empty by the Council's Highways team

There were no further issues raised on the audit.

Meeting closed at 16.07pm

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CHAIR

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## YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP - 8TH MARCH 2016

**SUBJECT: BUSINESS REPORT YSTRAD MYNACH TOWN CENTRE 2015 - FOR  
INFORMATION**

**REPORT BY: CORPORATE DIRECTOR - COMMUNITIES**

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### **1. PURPOSE OF REPORT**

- 1.1 This report provides information on the number of businesses opened and closed in Ystrad Mynach town centre throughout 2015.

### **2. SUMMARY**

- 2.1 The report gives a retail overview of Ystrad Mynach town centre over the past year and details every retail business opening and closing within the town during 2015. In addition, it also provides an assessment of the annual footfall data collated in the town centre using the Experian Footfall electronic pedestrian counting system. Finally, the report sets out details of a number of initiatives that were developed to support and promote existing businesses and attract new ones to the town centre.

### **3. LINKS TO STRATEGY**

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 "Prosperous Caerphilly" is identified as one of the key outcomes in the Council's "Single Integrated Plan". The Implementation of the *Unique Places* model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.

### **4. THE REPORT**

#### **4.1 Ystrad Mynach Retail Overview 2015**

- 4.1.1 The growth of the value retailer has brought greater fluidity to the UK's high streets resulting in many businesses opening and then closing within a short space of time. This transience of retailers is a marked departure from Ystrad Mynach's traditional history of long standing independent retailers. Despite a challenging economic picture which has seen retail overheads rise and sales decline, Ystrad Mynach has continued to welcome a number of new business including: *Guyz & Dolls*, *Nisa Local*, *Indulgence* and *Lazarou Brothers*.

4.1.2 At present, the reason people visit the County Borough's town's centres is predominantly for shopping, as a consequence a particular town's success is largely dependent on the strength of its retail offer. Within the UK's retail sector there is an over capacity as too many retailers compete against each other for a falling consumer demand. Currently, this is leading to a polarisation, with some retailers particularly in the value sector doing well, whilst others are struggling. In 2016 this gap is expected to widen. The risk in the next twelve months is that poorly performing multiple retailers will continue to close stores, whilst independent retailers who are under pressure through price deflation and rising costs, will find it difficult to survive in an extremely challenging market place.

## 4.2 Retail Property Directory

4.2.1 The *Retail Property Directory* provided through Town Centre Management provides an online resource which shows all of the retail properties available to rent or buy across the five managed town centres. This initiative is designed to make it easier for businesses to open in one of the County Borough's town centres. In addition, Town Centre Management proactively engages with property agents both nationally and locally to secure new tenants to fill vacant town centre units.

## 4.3 Choose the High Street – Past & Present

4.3.1 Last summer, a new element to the successful 'Choose the High Street' campaign was launched. 'Past & Present' encouraged people to invest economically, socially and emotionally in the future of their town centres. The campaign ran for five months (April – August inclusive) and focused on two areas. Firstly, the past element used archive photographs to evoke memories and re-established the significance of place. Secondly, people were encouraged to appreciate and value their town centre in the present day. The initiative consisted of library exhibitions in each of the five managed town centres, street galleries of historic photos displayed in shop windows and online *Flickr* galleries of archive photos.

## 4.4 Choose the High Street Christmas Voucher Booklet

4.4.1 In 2015, the 'Choose the High Street' initiative once again featured a Christmas campaign directed towards encouraging people to spend in their local town centres over the festive period. Retailers across the five managed town centres had the opportunity to submit an offer which was included into a printed voucher booklet at no cost. The scheme is designed to support local businesses by offering them the opportunity to participate in a free coordinated campaign under the 'Choose the High Street' banner. In total 105 offers were received across the County Borough, which is an increase of 15 on 2014. A total of 10 of these were from Ystrad Mynach town centre.

## 4.5 Events

4.5.1 The town centre events staged by the Council's Events Team continue to provide an opportunity for retailers to engage with a wider customer base due to the increase in footfall numbers that the events attract.

## 4.6 Business Comparison

4.6.1 The Town Centre Management Team compiled these figures during weekly town centre visits over the course of a 12-month period. It should be noted that they are as accurate as possible given the method of data collection.

<b>Ystrad Mynach Business Comparison</b>			
	2015	2014	LFL Comparison
Businesses Opened	<b>8</b>	<b>8</b>	<b>Level</b>
Businesses Closed	<b>6</b>	<b>7</b>	<b>1 fewer business closed</b>



## 4.7 Ystrad Mynach Footfall

4.7.1 Footfall in the town centre is measured outside *Premier Stores* on Bedwlwyn Road.

<b>Ystrad Mynach Footfall Comparison</b>			
	2015	2014	Difference
Highest Number	<b>18,147 (28/09/15)</b>	<b>18,056 (22/09/14)</b>	<b>+91</b>
Lowest Number	<b>10,515 (29/12/15)</b>	<b>9,600 (30/12/14)</b>	<b>+915</b>
Average Footfall	<b>14,935</b>	<b>14,958</b>	<b>-23</b>

## 4.8 Town Centre Gazette

4.8.1 The Town Centre Management Team supports retailers by producing regular *Town Centre Gazettes*, which are bespoke to each town centre. To save on costs five editions were produced in 2015 instead of six in 2014. In addition, a summary of FootFall data is made available electronically on a weekly basis.

## 5. EQUALITIES IMPLICATIONS

5.1 There are no potential equalities implications of this report and its recommendations on groups or individuals who fall under the categories identified in Section 6 of the Council's Strategic Equality Plan. As such, there is no requirement for an Equalities Impact Assessment Questionnaire to be completed for this report.

## 6. FINANCIAL IMPLICATIONS

6.1 There are no financial implications.

## 7. PERSONNEL IMPLICATIONS

7.1 There are no personal implications.

## 8. CONSULTATIONS

8.1 There are no consultation responses that have not been reflected in this report.

## 9. RECOMMENDATIONS

9.1 It is recommended that Members note the contents of the report for information.

## 10. STATUTORY POWER

10.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager  
Consultees: Pauline Elliott, Head of Regeneration and Planning  
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable Development  
Allan Dallimore, Urban Renewal Team Leader  
Paul Hudson, Marketing and Events Manager  
Steve Wilcox, Assistant Town Centre Manager

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## YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 8TH MARCH 2016

**SUBJECT: GO2MYTOWN WEBSITE**

**REPORT BY: CORPORATE DIRECTOR - COMMUNITIES**

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### **1. PURPOSE OF REPORT**

- 1.1 This report provides information on the “Go2MyTown” website, which is in the process of being updated and refreshed.

### **2. SUMMARY**

- 2.1 The report provides details of the new Caerphilly Business Portal website, which is being integrated into the Go2MyTown website. This report gives members an overview of the content that is being incorporated into the site.

### **3. LINKS TO STRATEGY**

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 “Prosperous Caerphilly” is identified as one of the key outcomes in the Council’s “Single Integrated Plan”. The Implementation of the *Unique Places* model of Town Centre Management in the County Borough’s principal town centres is one of the actions identified to achieve this outcome.

### **4. THE REPORT**

- 4.1 In 2010, the Council’s Business Enterprise Support Team started to develop the Go2MyTown project, which aimed to give each town centre in the Borough a presence on the Internet and give businesses the opportunity to be listed on the site and advertise their products/services. Individual town centre sites were set up, such as Go2Bargoed & Go2Risca, which were housed and accessed via the central Go2MyTown site.
- 4.2 Running in parallel with this site was the Caerphilly Business Portal – [www.caerphillybusiness.info](http://www.caerphillybusiness.info) – that contained other business-orientated information such as Town Centre Management’s Retail Property Directory.
- 4.3 Following changes in the Council’s Business Enterprise Support Team and the need to re-profile the Go2MyTown website, in December 2015 it was decided that elements of the Business Portal and Go2MyTown would be merged into one site and a Content Management System (CMS) installed to enable easy and regular updating of the site. This would all be under the umbrella of Go2MyTown.

- 4.4 Work started on the content revision in January 2016 and is currently ongoing. There is a new “news” section, which is now regularly updated with stories relating to our town centres. Businesses have been invited via the Town Centre Gazette to send in stories to the Town Centre Management Team for inclusion on the site.
- 4.5 One of the major new additions to the site is Town Centre Management’s Retail Property Directory, which previously sat on the Caerphilly Business Portal site. This directory lists all of the vacant properties within the five managed town centres that are available to buy or let. Each listing contains a photograph of the property, the agent’s details and, for the first time, a map of where the property is.
- 4.6 In addition to the two new features, the site continues to host a business directory, available jobs (mainly CCBC vacancies at present), forthcoming events, special offers and information on the Council’s “Unique Places” model of town centre management along with PDF versions of the Town Centre Gazette, FootFall reports and the “Pop-up Shop Guide”.
- 4.7 The website is also being used to advertise the new “Smart Zone” service that the Business Support & Funding team offers. This service allows small companies and start-ups the opportunity to hire office and meeting space on Tredomen Business Park, along with support services such as business mailing, photocopying, telephony and internet access.
- 4.8 Previously, there was some duplication in the content found on Go2MyTown site and the Council’s corporate business page – [www.caerphilly.gov.uk/business](http://www.caerphilly.gov.uk/business). However, the new site will work to compliment the information found on CCBC’s site. Visitors will be signposted to the Council’s business site for additional information on business support such as grants, advice, promotion and business rates.
- 4.9 Between 1<sup>st</sup> January and 8<sup>th</sup> February 2016, there were 465 unique visitors to the site. This figure will be used as a benchmark to assess the impact that the revised content and regular updates will make to the site.
- 4.10 As content is still being populated, the site is changing on a regular basis and information being brought up-to-date. However, a demonstration of the site will be provided at a future Town Centre Management Group meeting. A link to the site will be provided to members once the new site is launched.

## **5. EQUALITIES IMPLICATIONS**

- 5.1 This report is for information purposes, so the council’s Eqla process does not need to be applied.

## **6. FINANCIAL IMPLICATIONS**

- 6.1 The campaign was funded through the Town Centre Management core budget.

## **7. PERSONNEL IMPLICATIONS**

- 7.1 There are no direct personnel implications.

## **8. CONSULTATIONS**

- 8.1 There are no consultation responses that have not been reflected in this report.

## **9. RECOMMENDATIONS**

9.1 That Members note the contents of the report.

## **10. REASONS FOR THE RECOMMENDATIONS**

10.1 This report is for information only.

## **11. STATUTORY POWER**

11.1 Local Government Act 2000.

Author: Steve Wilcox, Assistant Town Centre Manager  
Consultees: Pauline Elliott, Head of Regeneration & Planning  
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable Development  
Andrew Highway, Town Centre Development Manager  
Antony Bolter, Business Support & Funding Manager  
Allan Dallimore, Team Leader Urban Renewal  
Steve Pugh, Corporate Communications Manager

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## YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 8TH MARCH 2016

**SUBJECT: 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET  
2015– ANALYSIS REPORT**

**REPORT BY: CORPORATE DIRECTOR - COMMUNITIES**

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### **1. PURPOSE OF REPORT**

- 1.1 This report provides information on the 'Choose the High Street' Christmas Voucher Booklet scheme, which ran across the County Borough's five principal town centres in the period leading up to Christmas 2015.

### **2. SUMMARY**

- 2.1 The report provides details of the 'Choose the High Street' Christmas Voucher Booklet scheme that was implemented by the Town Centre Management team over Christmas 2015. Included in the report is information as to how the scheme was operated, the numbers of retailers participating, marketing platforms used, along with feedback from questionnaires sent out to participating businesses.

### **3. LINKS TO STRATEGY**

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 "Prosperous Caerphilly" is identified as one of the key outcomes in the Council's "Single Integrated Plan". The Implementation of the *Unique Places* model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.

### **4. THE REPORT**

- 4.1 Each year in the lead up to Christmas, the Council's Town Centre Management team runs a scheme which provides local retailers with the opportunity to take part in a coordinated marketing campaign. This year's scheme once again comprised of a Christmas Voucher Booklet in a similar format to last year. The booklet contained 105 offers across the five managed town centres which was an increase of 15 on the previous year. The aim of the scheme is to help retain consumer spend within the County Borough's town centres during the festive trading period. In 2015, the length of the scheme was extended from three to six weeks in response to feedback from retailers and customers (16<sup>th</sup> November - 31<sup>st</sup> December 2015).

4.2 This year's booklet was once again produced by the Council's Graphic Design team and was redesigned to accommodate the increased volume of offers received. The new style booklet incorporated a brief description of each town centre, a map showing the location of the five managed towns and adverts promoting different Council departments. These included the work of the Fostering Service and Community Safety Wardens, an advert for the campaign against the sale of illegal tobacco and highlighting the support offered to residents who are over 50 as part of Welsh Government's 'Aging Well in Wales' initiative. There were also pages listing the town centre Christmas events programme.

4.3 The scheme was officially launched on 5<sup>th</sup> November at The Maxime Cinema in Blackwood where local school children from Blackwood Primary School joined the Cabinet Member Cllr James, the cinema manager and Father Christmas for a launch photo followed by a special film screening.

#### 4.4 Marketing Platforms

4.4.1 To support the campaign a number of different marketing platforms were utilised including:

- Newspaper advert in Cardiff & South Wales Advertiser;
- Advertorial pages in the Caerphilly Observer;
- Social media engagement on the Council's Facebook / Twitter feeds;
- A YouTube video
- Articles in the Council's Newslite publication, which is delivered to every household in the County Borough;
- Dedicated web page on the CCBC corporate website including a PDF version of the booklet.

#### 4.5 Caerphilly Experience

4.5.1 In order to reach a wider audience an additional marketing promotion was run through Wales Online's social media platforms and website. The 'Caerphilly Experience' competition featured donated prizes and a PDF version of the booklet to promote the offers.

- Cadw – A family seven day Explorer pass;
- Llancaiach Fawr – Family tour of the manor house;
- Bargoed Ice Rink – Family ticket to skate;
- Blackwood Miners Institute – Family ticket to a performance;
- Caerphilly Visitor Centre - Hot drink and a pastry for a family;
- The Harp Inn - Three course meal for a family;
- A replica Miner's Lamp donated by The Winding House.

4.5.2 Data from the Wales Online social media channels and website was analysed at the end of the competition period. A summary can be found below. It is worth noting that the industry standard click-through rate is 0.07%, with anything between 1% and 3% being considered good, this campaign achieved an impressive 10.51% click-through rate.

Ad Impressions	12,190
Unique Browsers	5,714
Click-throughs	1,281
Click-through Rate	10.51%
Number of Entries	38

#### 4.6 Production and Distribution

4.6.1 A total of 35,000 Voucher Booklets were produced, with distribution being carried out by the Council's Community Safety Wardens.



The following locations displayed Voucher Booklets:

- Caerphilly: Library / Customer First Centre / Visitor Centre / Wetherspoons - The Malcolm Uphill;
- Blackwood: Library / Customer First Centre / Blackwood Miners' Institute / Tidal Stores / Maxime Cinema;
- Bargoed: Library / Customer First Centre;
- Risca: Library / Customer First Centre;
- Ystrad Mynach: Library;

In addition, primary schools in the County Borough were supplied with Voucher booklets. In total, 20 schools requested booklets for their pupils and staff, these were delivered using the Council's courier service.

#### 4.7 Supermarket Distribution

4.7.1 For the first time the Town Centre Management team reached an agreement with local supermarkets to distribute the booklets to their customers. Receptacles were used to display the booklets in the foyers of ASDA Blackwood and also Morrisons in Caerphilly & Bargoed.

#### 4.8 Retailer Participation

4.8.1 The table shows the number of retailers taking part in the scheme compared to those in the previous years. This evidences the year on year growth in retailers participation of the scheme.

Town Centre	Number of Offers in 2015	Number of Offers in 2014	Number of Offers in 2013	Number of Offers in 2012
Caerphilly	31	29	26	24
Blackwood	32	26	24	20
Bargoed	20	23	21	14
Risca	8	6	4	5
Ystrad Mynach	10	2	4	N/A
Offers in other towns	4	4	1	1
<b>Total</b>	<b>105</b>	<b>90</b>	<b>80</b>	<b>64</b>

#### 4.9 Retail Engagement

4.9.1 The Town Centre Management team made visits to numerous retailers across the five town centres explaining the scheme and encouraging participation. Once again a number of businesses from outside the managed town centres expressed an interest in joining the scheme and were accommodated in the 'Offers in Other Towns' section of the booklet.

#### 4.10 Retailer Survey

4.10.1 A survey was sent out to all retailers who participated in the scheme and the results are shown in the table below. A total of 86 surveys were sent out and 31 returned, giving a response rate of 36%.

4.10.2 A summary of the responses can be found below:

Question	Yes	No
1. Was the "Choose the High Street Christmas Voucher Booklet" beneficial to your business?	48%	52%
2. Did the voucher booklet bring new customers?	42%	58%

3. Do you think schemes such as this highlight the importance of shopping locally?	<b>Yes</b> 87%	<b>No</b> 13%
4. Did you feel that the scheme was well-publicised?	<b>Yes</b> 48%	<b>No</b> 52%
5. Would you consider taking part in a discount scheme in the future?	<b>Yes</b> 83%	<b>No</b> 17%
6. If yes, would you revise your offer in any way?	<b>Yes</b> 32%	<b>No</b> 68%

4.10.3 The take up of offers in individual businesses varied considerably, as has been the case in previous years. The number of vouchers redeemed varied from zero to 25 per day. It was apparent that the quality of the offers received was better than in previous years, which was reflected in the fact that only 36% of respondents reported having no vouchers redeemed compared to 41% last year. The average number of vouchers redeemed was around 5.

4.10.4 Generally, the responses were more positive than in previous years. However, the biggest change was to the responses in question 3. In 2014 only 47% of respondents felt that the scheme highlighted the importance of shopping locally, this year that figure dramatically rose to 87%.

4.10.5 It is positive to note that despite the varying success of the offers amongst participating businesses, 83% of respondents would consider taking part in the scheme if it were run again. This high volume suggests that retailers see not only the transactional value, but also the free promotional benefit of being part of the scheme. Those who said they would revise their offer in the future generally said that they would give a different/larger level of discount.

#### **4.11 Conclusion**

4.11.1 The 2015 version of the Christmas Voucher booklet was the most successful to date and continued to build on the success of previous years. Importantly, the scheme as a whole took some significant steps forward which improved it. The number of offers from local retailers increased for the fourth year in a row demonstrating how retailers are willing to participate in the scheme. Of note was the more competitive nature of many of the offers, showing that retailers have a growing appreciation of how savvy customers shop at Christmas.

4.11.2 The redesigned booklet was more visually appealing and included adverts to support other Council services enabling the booklet to support some of the wider 'Improvement Objectives' of the Council's Corporate Plan.

4.11.3 The extension of the scheme's duration in response to feedback from customers and retailers appeared to increase the number of vouchers which were used.

4.11.4 Perhaps the most important change to the scheme was the expansion of the voucher distribution network which was achieved by partnering with local supermarkets. The link up with the supermarkets enabled display stands containing hundreds of Voucher Booklets to be sited in the store foyers providing thousands of people each day with the opportunity to pick up a booklet.

#### **5. EQUALITIES IMPLICATIONS**

5.1 This report is for information purposes, so the council's Eqla process does not need to be applied.

#### **6. FINANCIAL IMPLICATIONS**

6.1 The campaign was funded through the Town Centre Management core budget.

## **7. PERSONNEL IMPLICATIONS**

7.1 There are no direct personnel implications.

## **8. CONSULTATIONS**

8.1 There are no consultation responses that have not been reflected in this report.

## **9. RECOMMENDATIONS**

9.1 That Members note the contents of the report.

## **10. REASONS FOR THE RECOMMENDATIONS**

10.1 This report is for information only.

## **11. STATUTORY POWER**

11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager  
Consultees: Pauline Elliott, Head of Regeneration & Planning  
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable  
Development  
Ian MacVicar, Group Manager Operations  
Allan Dallimore, Team Leader Urban Renewal  
Paul Hudson, Marketing & Events Manager  
Steve Wilcox, Assistant Town Centre Manager  
Dave Titley, Customer Service Manager  
Gareth Evans, Senior Libraries Manager  
Hayley Lancaster, Senior Communications Officer  
Paul Wallen, Community Safety Warden Supervisor  
Gareth Chapman, Web Designer

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## YSTRAD MYNACH TOWN CENTRE AUDIT – FEBRUARY 2016

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
01/07/13	<p><b><u>Repainting of Post Box</u></b>  <b><u>Pengam Road/Bedwlwyn Road</u></b>                      Paintwork on the post box in the town centre is flaking and worn.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>20/10 Continue to chase Royal Mail.                      02/11 An update was provided to the TCMG.                      15/12 Previous requests were logged incorrectly. The work is prioritised for the spring/summer 2016 repainting schedule.</p>
01/07/13	<p><b><u>Repaint Postbox</u></b>  <b><u>O/S Post Office, Penallta Road</u></b>                      The postbox outside the Post Office is worn, requiring fresh paintwork.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>20/10 Continue to chase Royal Mail.                      02/11 An update was provided to the TCMG.                      15/12 Previous requests were logged incorrectly. The work is prioritised for the spring/summer 2016 repainting schedule.</p>
02/06/14	<p><b><u>Illegal Parking</u></b>  <b><u>Town Centre</u></b>                      Cllr. Angel raised concerns with regards to the amount of illegal parking within the Town Centre and the disruption caused.</p>	<p><b>Police</b>  <i>Ins Muirhead</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>02/11 An update was provided to the TCMG.                      15/12 Enforcement continues using local officers and officers from the Community Support tasking team.                      28/1 Central CSO Tasking Team is being used to enforce parking.</p>

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02/06/15	<p><b><u>Vehicle Speed</u></b> <b><u>Pengam Road</u></b> Residents have complained that the speed of vehicles travelling along Pengam Road is excessive.</p>	<p><b>Police</b> <i>Ins Muirhead</i></p> <p><b>Transportation</b> <i>Clive Campbell</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>20/10 The survey results are currently being analysed. 02/11 An update was provided to the TCMG. 15/12 Speed monitoring will continue as part of the local plan, but no further complaints have been received. <b>Issue Closed 15/12</b></p>
02/06/15	<p><b><u>Illegal Parking</u></b> <b><u>Church Street</u></b> Cllr. Angel has received complaints from local residents that vehicles are illegally parking in the street near the junction with Commercial Street.</p>	<p><b>Police</b> <i>Ins Muirhead</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>20/10 The Police are now able to enforce the Traffic Order. 02/11 An update was provided to the TCMG. 15/12 Enforcement continues using local officers and officers from the Community Support tasking team, but situation appears to have improved. <b>Issue Closed 15/12</b></p>
04/06/15	<p><b><u>Grubbing Out</u></b> <b><u>Siloh Square</u></b> There are weeds growing between the pavements on Siloh Square, which require grubbing out.</p>	<p><b>Parks</b> <i>Derek Price</i></p> <p><b>Urban Renewal</b> <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>20/10 Some work is still outstanding, which is on the work schedule. 02/11 An update was provided to the TCMG. 15/12 Hand weeding has been scheduled over the winter.</p>

04/06/15	<p><b><u>Litter</u></b>  <b><u>Siloh Square</u></b>  Litter is accumulating under the benches and in the flower beds around Siloh Square.</p>	<p><b>Cleansing</b>  <i>Tony White</i></p>	<p>16/6 Cleansing will be carried out.  18/8 Cleansing is ongoing.  20/10 Cleansing continues, but a further complaint has been received from Gelligaer Community Council.  15/12 The area is now subject to regular cleaning.  <b>Issue Closed 15/12</b></p>
04/06/15	<p><b><u>Additional Plants</u></b>  <b><u>Town Centre</u></b>  Gelligaer Community Council has requested that more colourful plants are added to the flower beds throughout the town centre to improve the overall appearance of the area.</p>	<p><b>Parks</b>  <i>Derek Price</i></p>	<p>16/6 Officers will consider the request in due course.  18/8 Additional plants will be purchased in September/October.  20/10 New plants have been planted, which should improve the structure and colour of the beds from next year onwards.  15/12 The work is complete.  <b>Issue Closed 15/12</b></p>
25/06/15	<p><b><u>Repainting of Roundabout Markings</u></b>  <b><u>Town Centre</u></b>  Following reports of some “near misses” on the mini-roundabouts in the town centre, an assessment of whether the mini-roundabouts and associated markings required repainting was carried out.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>18/8 No update could be provided.  20/10 No update could be provided.  15/12 Some work has been undertaken, but the remainder is scheduled for 2016.</p>
05/08/15	<p><b><u>Loose Paving Blocks</u></b>  <b><u>Siloh Square</u></b>  Some of the paving blocks on Siloh Square have worked loose and require resetting to secure them in place.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p>18/8 A quote for the work is being obtained.  20/10 Remedial works have been added to the work schedule.  15/12 The blocks have now been reset.  <b>Issue Closed 15/12</b></p>



18/08/15	<p><b><u>Tidying of Planters</u></b>  <b><u>Junction of Penallta Road/High Street</u></b>          At the TCIG, Cllr. Martyn James asked if Officers could look at the planters outside Lucas Estates. The planters require some tidying and trimming back.</p>	<p><b>Parks</b>  <i>Derek Price</i></p>	<p>20/10 The work has been added to the programme.          15/12 This has now been completed.  <b>Issue Closed 15/12</b></p>
02/10/15	<p><b><u>Temporary Grit Bins</u></b>  <b><u>Town Centre</u></b>          Temporary grit bins will be installed in various locations throughout the town centre in readiness for the winter weather.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>20/10 The bins are in the process of being installed.          15/12 The bins have now been installed.  <b>Issue Closed 15/12</b></p>
05/10/15	<p><b><u>Christmas Event</u></b>  <b><u>Town Centre</u></b>          Planning is underway for the Christmas event, which is scheduled to take place on 21<sup>st</sup> November.</p>	<p><b>Business Enterprise Support Team</b>  <i>Paul Hudson</i></p>	<p>20/10 Planning for the event continues.          02/11 An update was provided to the TCMG.          15/12 The event went ahead and was well-received.  <b>Issue Closed 15/12</b></p>
20/10/15	<p><b><u>Installation of Cigarette Bin</u></b>  <b><u>Siloh Square</u></b>          A request has been made by Gelligaer Community Council to consider installation of a cigarette bin on Siloh Square.</p>	<p><b>Cleansing</b>  <i>Tony White</i></p>	<p>15/12 The request is currently being considered.</p>
21/10/15	<p><b><u>Stolen Plants</u></b>  <b><u>Siloh Square</u></b>          A number of new plants that were placed in the beds on Siloh Square have been stolen.</p>	<p><b>Police</b>  <i>Ins Muirhead</i></p> <p><b>Community Safety</b>  <i>Kath Peters</i></p>	<p>21/10 Incident logged as crime number 1500387606          15/12 The crime has been closed due to lack of evidence.  <b>Issue Closed 15/12</b></p>

03/11/15	<p><b><u>Illegal Parking Obstructions</u></b> <b><u>Town Centre</u></b></p> <p>At the TCMG, it was noted that there are several key illegal parking areas within the town centre that cause problems for other motorists, namely:</p> <ul style="list-style-type: none"> <li>• The pavement O/S St. David's Hospice shop on Bedwlwyn Road;</li> <li>• Non-blue badge holders parking in the disabled bay O/S Ladbrokes on Bedwlwyn Road;</li> <li>• The double yellow lines O/S Spar on Penallta Road.</li> </ul>	<p><b>Police</b> <i>Ins Muirhead</i></p>	<p>15/12 Enforcement continues using local officers and officers from the Community Support tasking team. Problems appear to have improved. <b>Issue Closed 15/12</b></p>
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