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Am bob ymholiad ynglŷn â'r agenda hwn cysylltwch â Andrew Highway
(Rhif Ffôn: 01443 866213 E-bost: highwa@caerphilly.gov.uk)

Dyddiad: Dydd Mawrth, 6 Medi 2016

Annwyl Syr/Fadam,

Bydd cyfarfod **Grŵp Rheoli Canol Tref Caerffili** yn cael ei gynnal yn **Ystafell Rhymni, Tŷ Penallta, Tredomen, Ystrad Mynach** ar **Dydd Mawrth, 13eg Medi, 2016** am **2.00 pm** i ystyried materion a gynhwysir yn yr agenda canlynol.

Yr eiddoch yn gywir,

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

Chris Burns
PRIF WEITHREDWR DROS DRO

A G E N D A

Tudalennau

- 1 I benodi Cadeirydd ac Is-gadeirydd am y flwyddyn nesaf.
- 2 I dderbyn ymddiheuriadau am absenoldeb
- 3 Datganiadau o Ddiddordeb.

Atgoffi'r Cynghorwyr a Swyddogion o'u cyfrifoldeb personol i ddatgan unrhyw fuddiannau personol a/neu niweidiol mewn perthynas ag unrhyw eitem o fusnes ar yr agenda hwn yn unol â Deddf Llywodraeth Leol 2000, Cyfansoddiad y Cyngor a'r Cod Ymddygiad ar gyfer Cynghorwyr a Swyddogion.

I gymeradwyo a llofnodi'r cofnodion canlynol:-

A greener place Man gwyrddach



4	Cofnodion cyfarfod blaenorol 1af Mawrth 2016.	1 - 6
I dderbyn a nodi'r diweddariadau canlynol:-		
5	Diweddariad Ansawdd Aer.	
6	Straeon 'Dewiswch y Stryd Fawr'.	7 - 14
7	Llyfryn Taleb Nadolig 'Dewiswch y Stryd Fawr'.	15 - 18
8	Cyflwyniad PowerPoint 'Go2my Town'.	
9	Parcio yn ystod digwyddiadau ochr Ddwyreiniol o'r Dref.	
10	Archwiliad Canol y Dref Caerffili - Awst 2016.	19 - 28

Cylchrediad:

Cynghorwyr Mrs E.M. Aldworth, P.J. Bevan, D.T. Davies, C. Elsbury, Mrs C. Forehead (Cadeirydd), Miss E. Forehead, J.E. Fussell, K. James, Mrs B. A. Jones (Is Gadeirydd), S. Kent, M.J. Prew, J. Pritchard a Mrs J. Hibbert

Cynghorwyr Tref

Sefydliadau Eraill



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE ON TUESDY 1ST MARCH 2016 AT 5:00 P.M.

PRESENT:

Councillors:

Councillors: P. J. Bevan, J. Fussell, K. James, B. Jones, S. Kent, M. Prew, J. Pritchard.

Together with:

Mrs. J. Hibbert (Town Councillor), Mr. K. Williams (Clerk - Town Council), Sgt. S. Greening (Gwent Police), Mr. K. Robottom (Caerphilly Residents' Association), Mrs. T. Undery (Caerphilly Town Retailers' Association), Mrs. D. Hale (Caerphilly Town Retailers' Association), Mr. R. Tidridge (Heol Trecastell Residents' Association), Mrs. D. Stephens (Caerphilly Pubwatch), Ms. K Warrington (Caerphilly Workmen's Hall)

Also:

A. Highway (Town Centre Manager), S. Wilcox (Assistant Town Centre Manager), A. Dallimore (Team Leader – Urban Renewal & Conservation), A. Brown (Environmental Health Officer)

1. TO RECEIVE APOLOGIES FOR ABSENCE

Councillor C. Elsbury, Town Councillor Prof. R. Deacon & A. Jones (Committee Clerk)

2. DECLARATIONS OF INTEREST

Mr. Highway declared an interest in item 7 as he serves as a non-stipendiary Curate at St. Martin's Church, which is one of the Churches that participate in the Flower Festival.

3. MINUTES OF PREVIOUS MEETING 20TH OCTOBER 2015

The previous minutes were taken as read, subject to the following amendment:

- Sgt. S. Greening was present at the meeting.

4. WELSH GOVERNMENT BUSINESS RATES LETTER

Cllr. James informed the group that he had invited the Minister for Economy, Science & Transport – Edwina Hart – to Caerphilly town centre to discuss business rates with business owners. A copy of the response letter was circulated prior to the meeting.

Following a discussion around the amount of time that has passed since the initial letter and the difficulty that business rates pose to businesses within Caerphilly town centre, it was agreed that Cllr. James would send a firmer letter of response after the Assembly elections, inviting the new Minister to visit Caerphilly.

5. AIR QUALITY UPDATE

Ms. Brown informed the group that there had been a few delays with the air quality modelling in terms of traffic monitoring. This has now been completed and the report is being finalised. Once the report has been completed, it will be circulated to members of this group for consultation.

In addition to the production of the report, a steering group is being established. Work is also being carried out with schools to educate children and encourage cycling.

There are some financial constraints in addressing the issues. As such, officers are working with developers of large-scale developments to secure S.106 money to implement the action plan.

Ms. Brown was thanked for her update.

6. BUSINESS REPORT CAERPHELLY TOWN CENTRE

Mr. Highway presented the report to the group, which outlined the number of businesses that opened and closed throughout the year, footfall data and the Town Centre Management initiatives that operated during 2015.

Ms. Warrington asked why the footfall camera is located in its current position. Mr. Highway explained that the camera had to be situated within a business, so it was a case of finding a business owner who was willing to host the system. Cllr. Fussell elaborated that the business used to be owned by a member of the Town Centre Management Group, so was more than happy to host the camera.

Mrs. Undrey enquired whether an additional camera could be installed in the town, perhaps towards the top of Cardiff Road. Mr. Highway stated that the system is very expensive, so it is all down to funding. However, it is important to have one camera in each town as it forms part of the data that gets sent back to Welsh Government.

Mr. Highway was thanked for the report.

7. REQUEST FOR FUNDING FOR CAERPHELLY FLOWER FESTIVAL FROM CAERPHELLY TOWN COUNCIL

Mr. Williams noted that planning is well underway for this year's Flower Festival. There are nine Churches and four other organisations taking part this year. Each will receive £450 to contribute to their floral displays. A 49-seater bus is being put on to transport visitors between the venues this year. This is cheaper than the usual open-top bus.

The Town Council would like to make a request for £1,500 from the Area Forum Budget towards the cost of this year's festival, which is likely to be the last one.

A discussion took place around the benefit that the Flower Festival brings to businesses in the town centre, as the Caerphilly Town Retailers' Association did not feel that their members benefit from the event. Cllr. Fussell noted that it is not only a Church event as other

organisations and venues are also involved, along with local schools. It has gained momentum each year and now brings people in from across South East Wales.

A motion was put forward to allocate the £1,500 to the Flower Festival. There were ten votes in favour, one against and one abstention, so the motion was carried.

8. REQUEST FOR FUNDING FOR CENOTAPH MEMORIAL PLAQUE

Mr. Highway informed the group that in readiness for Armed Forces Day on Saturday 25th June, consideration was being given to updating the Cenotaph plaque with the names of people who died in battle since 1972 and who resided within the Caerphilly Basin area.

A Freedom of Information request was made to the MoD to obtain the names, but a response has not yet been received. As such, the local branch of the Royal British Legion is also trying to help.

It is difficult to estimate cost until the number of names is known, but it was proposed that £6,892 be allocated in anticipation. There were 12 votes in favour of this proposal.

9. GO2 MY TOWN WEBSITE REPORT

Mr. Highway presented the report to the group, which summarised the revised content being placed on the Go2MyTown website and how members of the group could access the site. However, it was noted that the content is being regularly updated at present, which may mean some sections are not live or out-of-date.

Information hosted on the site includes footfall data, the Retail Property Directory, Town Centre Gazettes and a new news section, which incorporates stories from each of the town centres.

A live demonstration of the site will be brought to a future meeting.

Mr. Highway was thanked for the report.

10. PWLL-Y-PANT ROUNDABOUT UPDATE

Mr. Highway read a statement from Traffic Management:

“CCBC submitted a funding bid to Welsh Government prior to Christmas regarding the Pwll-y-Pant Roundabout improvement scheme. We have not received a funding award letter to date from Welsh Government.

The Council does have a preferred bidder, however, before they can be appointed funding will need to be in place and an internal report to Cabinet will be submitted for consideration and approval.”

11. PARK LANE UPDATE

Mr. Dallimore provided an update and informed the group that DTZ had been commissioned to undertake some soft market testing to investigate the market to establish any interest in the Park Lane site. It was concluded from this exercise that one national volume hotel provider was interested in providing an 80-bedroomed facility in Caerphilly Town Centre and would be interested in the site if it could accommodate this demand. One retailer also showed an initial interest but this has since fallen away due to the constraints attached to the site.

Further research has been undertaken on the possibility of providing hotel accommodation on the site. The Urbanist consultants have been commissioned to establish if a large 80-bed facility would fit on the site and to also further investigate the independent medium-sized hotel market. The Urbanists are well placed to undertake this task as they have been heavily involved in the development of the convention centre in Newport and the accommodation spin offs that this will have on SE Wales. As such they have built up a very strong contact base in the hotel sector.

They have concluded that the site would not accommodate a large 80-bed facility but would be more suited to a smaller hotel offering in the region of 30-40 bedrooms with some parking on site. It is believed that the inclusion of the Specsavers building into the footprint would be beneficial. Indicative designs have been produced outlining how such a building would sit on the site and make best use of its unique setting next to the castle. Initial costings highlight the fact that any development of this nature will not “wash its face” financially and that gap funding would be required. Funding sources such as Welsh Government are currently being investigated.

Cllr. Bevan asked whether the owners of Specsavers are involved in the scheme at all. Mr. Dallimore stated that they aren't, but there have been some positive discussions with the owners.

Ms. Warrington queried whether a museum has been considered for the site. Mr. Dallimore replied that it was considered, but it was felt that it would not boost the tourism offer significantly or increase the dwell time within the town centre. The site has been allocated within the Local Development Plan as a more commercial site, which would boost the tourism offer.

12. BENCHES & FLAGSTONES UPDATE

Mr. Dallimore provided an update on a previous Area Forum Budget allocation, which was to repair the flagstones and benches above the toilet block at the top of Cardiff Road.

The flagstones were damaged, with the most likely cause being skateboarding. The area was made safe by removing the damaged stones and laying tarmac as a temporary surface. Replacement stones have been ordered and will be installed in due course.

A bench of identical specification to the one that was damaged has been fabricated and delivered. Installation is due shortly.

13. ARTWORK UPDATE

At the previous meeting, Mr. Dallimore had requested Area Forum Budget money to carry out artwork repairs in the town centre.

The bird artwork on Stockland Street was inspected, but not deemed to be unsafe. However, some repairs are required and a company has been appointed. They need a three-day window where the weather will be dry and temperatures above 8°C in order for the repair resin to set.

In Windsor Street, there is a goose on a pole that appeared to be moving far more than usual in the high winds. The artwork has been inspected and is safe, but there is a little too much movement in the plinth that could lead to future problems. The same company carrying out the Stockland Street repairs will conduct the repairs to the plinth during finer weather.

14. 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET 2015 – ANALYSIS REPORT

Mr. Highway presented the report to the group. Particular thanks were noted to the council's Graphics Design team for all of their work designing this year's voucher booklet, the Community Safety Wardens for helping to deliver the booklets and to Steve Wilcox for his work on the scheme.

Mr. Highway was thanked for the report.

15. CAERPHILLY TOWN CENTRE AUDIT – AUGUST 2015

Mr. Highway presented the audit to the group. The following issues were raised:

30 minute parking bays on Cardiff Road – the bays have been approved and the Traffic Order is currently being implemented.

Community Notice Board – an A1 sized board has been procured, which should be delivered shortly. A location on one of the Library walls has been agreed and the Area Forum Budget will be used to pay for installation costs.

Taxi Rank, Station Terrace – the scheme has been very well supported and it is anticipated that the Traffic Order will be made permanent at the end of the trial.

Homeless person, Cardiff Road – the person sadly passed away over the Christmas period.

No through road signage, Cardiff Road – this is currently being progressed. The signage should be installed shortly.

Cleaning of steps, The Twyn – the steps will be treated with an anti-fungal cleanser to reduce future problems.

Cigarette ends, Clive Street – Cllr. Jones asked if Police Officers could patrol the area to monitor offenders. Sgt. Greening confirmed that the area is already patrolled, but could be briefly prioritised.

The meeting closed at 15:24.

CHAIR

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CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 13TH SEPTEMBER 2016

SUBJECT: 'CHOOSE THE HIGH STREET' STORIES

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 To inform the Town Centre Management Group of a new phase of the successful 'Choose the High Street' initiative through the development of publicity of the stories behind many of our town centre retailers, in order to support the County Borough's five managed town centres.

2. SUMMARY

- 2.1 During the summer, the Councils Town Centre Management team launched a new element to the 'Choose the High Street' brand was launched called 'Stories'. The initiative was designed to highlight the diversity of businesses across the five managed town centres. It also sought to raise awareness about the importance of consumer choice and encouraged people to make a conscious decision to support local businesses. The scheme consisted of articles featuring stories about local businesses, which were uploaded onto the GO2 website and also posted on the Council's own Facebook page. The 'Stories' initiative has drawn positive responses from the retailers who participated in it and also from those who viewed the articles both online and at the library exhibitions.

3. LINKS TO STRATEGY

- 3.1 "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.
- 3.3 "Future Generations Act (Wales) 2015" sets out seven Well-being Goals which aim to make a positive impact upon the social, economic, environmental or cultural well being of the area or community concerned. This report aligns with the following Well-being Goals:
- A prosperous Wales - the retail sector is a significant employer within the County Borough and a substantial number of those retail businesses and jobs are located in the town centres.
 - A Wales of cohesive communities - the scheme highlights the importance of town centres to the local communities.
 - A Wales of vibrant culture and thriving Welsh language - the Stories exhibitions were produced in a bilingual format.

4. THE REPORT

- 4.1 To reflect some of the history of the County Borough's five managed town centres, the Town Centre Management team created a new initiative called 'Stories' under the 'Choose the High Street' brand. The project follows on from last year's successful 'Past & Present' initiative by telling the stories of the people behind the shop fascia.
- 4.1.1 The overall aims of the scheme are to:
- a. Help to maintain town centre footfall over the summer period;
 - b. Encourage people to make a conscious decision to support local businesses;
 - c. Generate renewed interest in town centres as a location for new business ideas;
 - d. Raise the profile of the town centre businesses;
 - e. Increase footfall in town centre libraries.
- 4.2 The businesses that make up the County Borough's town centres each have their own story. Some have been run over generations by a single family, whilst others are new businesses started by someone excited about beginning their own story with a fresh idea. What all of these stories confirm is that the high street is still a place for new business ideas and remains at the heart of the communities they serve.
- 4.3 The aim of the 'Stories' are to make local retailers feel valued and encourage people to make a conscious choice to support local businesses as part of their weekly shopping. Importantly, the Town Centre Management team aim to use this initiative to further promote town centres as windows of opportunity for new businesses.
- 4.4 The 'Stories' initiative was launched on 27th May 2016 at Glanmor's Bakery in Caerphilly town centre by the Cabinet Member Cllr. James along with the bakery's owners. To date a total of 56 stories have been uploaded onto the Go2Mytown. In addition, the articles were also posted on the Council's corporate *Facebook* page.
- 4.5 Those businesses featured on the Go2Mytown website were asked to complete a short questionnaire in order to provide feedback and gauge reaction to the scheme. The results are set out in Appendix 1 and 2.
- 4.6 Over the summer a series of exhibitions were held of the 'Stories' in local libraries:
- Bargoed 25th July for two weeks;
 - Blackwood 8th August for two weeks;
 - Caerphilly 22nd August for two weeks;
 - Risca 5th September for two weeks;
 - Ystrad Mynach – due to refurbishment a date in October will be arranged.
- 4.7 As part of the exhibitions visitors were asked to pledge to support local business on weekly shopping trips whenever possible.

5. CONCLUSION

- 5.1 The project's success to date and the positive feedback from both retailers and the public alike, exceeded expectations. The comments from retailers who shared their 'Stories' show how highly they valued the initiative and the focus that it brought to their individual businesses and the contribution they make to the life, diversity and vibrancy of the town centres.
- 5.2 The 'Stories' published on the Go2MyTown site have had over 8,000 unique page views, with visitors to these articles also viewing other town centre related content on the site. The Go2MyTown Facebook page recorded over 27,700 views of 'Stories' posts. Some of the 'Stories' were also posted on the Council's own Facebook page, these posts obtained an average reach of 7,500 followers, with the most popular reaching an audience of 23,700 (Howard's Butchers Easter Campaign).

The posts received extremely positive feedback from followers, the highest level of engagement (likes, shares and comments) was 285 individual interactions (Rossi Café, Bargoed).

- 5.3 The scheme and its online publicity generated a number of enquiries directly to Town Centre Management from potential new businesses.
- 5.4 It is difficult to quantify footfall increases in the libraries, however Librarians reported many people who visited the libraries took time to look at the exhibitions and enjoyed reading the Stories.
- 5.5 Due to the popularity of the initiative and the number of retailers who still want to have their stories featured, Town Centre Management intend to extend the initiative and continue to post them on the Go2Mytown web site.

6. EQUALITIES IMPLICATIONS

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

7. FINANCIAL IMPLICATIONS

- 7.1 None.

8. PERSONNEL IMPLICATIONS

- 8.1 There are no direct personnel implications.

9. CONSULTATIONS

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

10. RECOMMENDATIONS

- 10.1 For members to note the contents of the report.

11. REASONS FOR THE RECOMMENDATIONS

- 11.1 This report is for information only.

12. STATUTORY POWER

- 12.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: David Whetter, Interim Head of Regeneration
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable Development
Allan Dallimore, Team Leader Urban Renewal
Hayley Lancaster, Senior Communications Officer
Geraint King, Digital Media Officer
Steve Wilcox, Assistant Town Centre Manager

Appendices:
Appendix 1 Questionnaire Responses
Appendix 2 Questionnaire Comments

Appendix 1

Questionnaire Responses

Number Issued 36

Number Returned 23

Question	Yes	No	Don't know
Did the 'Stories' article raise the profile of your business?	22	1	0
Did the 'Stories' article make you feel more valued as a business?	22	1	0
Do you think the initiative encourages people to use local shops?	21	2	0
Does your business story encourage people to start a business?	17	2	4
Did the 'Stories' initiative help promote your town centre?	21	0	2

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Questionnaire Comments

"I believe this scheme nurtures the sense of community as it shows the human and personal side to every business. Thank you for including us." - **St Gwladys Chruch Hall** (Bargoed)

"We would like to thank Andrew Highway and Caerphilly Borough Council for all their support" – **Rusty's Guitar Shop** (Blackwood)

"Really happy with the article published – lots of positive feedback" – **Blackwood Appliance** (Blackwood)

"Excellent coverage and hopefully will encourage more business to the area!" – **Urpada** (Caerphilly)

"A brilliant initiative by Town Centre Management, who are always supportive and informative of local business "Thank You" from the Boots Team" – **Boots** (Caerphilly)

"The story of our business was highly appreciated by both my brother and I thank you" **S Jones Florist** (Caerphilly)

"Thank you - I feel it will make a difference to people knowing that I have a shop here in Caerphilly so that we can provide that advice and guidance for those that want it" **50+Life Planning** (Caerphilly)

"It was actually a fun few days on social media with the number of views and comments and shares, I enjoyed being part of it and although the financial benefit was minimal it certainly raised my business profile temporarily and allowed some lovely interaction with the public so thank you very much for including me." **Fix it Up** (Blackwood)

"Loved this! Would recommend and defiantly use again" **Pre-Loved Furniture** (Blackwood)

"I think it's a positive going forward, I think we need to do as much as possible on the internet" **Miss Label** (Blackwood)

"The story was very well written. The article was professional in appearance. Overall we were very please." **Dunbar Costumes** (Caerphilly)

"Great to have the Council take an interest in promoting small business and organisations. Very grateful." **Love Caerphilly** (Caerphilly)

"Very helpful and innovative, good to receive support from Caerphilly Council. Thank you." **The Caerphilly Florist** (Caerphilly)

"We greatly appreciated the previous mentions on Caerphilly's website and we think it's a good way of reaching more people who might be interested in visiting. The features also help build a positive image of small towns in the area and show that - despite the difficult economic situation - some businesses can last and even thrive. It's also interesting being able to find out more about the history of some of the older shops!" **The Kickplate Project** (Bargoed)

“Any advertising is good, but an increased footfall is what is needed for small businesses to succeed” **The Shoe Clinic** (Bargoed)

“It was a lovely article that brought back many memories to some of our ‘old’ customers. Thank you” **Rossi Café** (Bargoed)

“We are happy overall with this business story. However, we are still looking for improvements with regard to delivery parking facilities in the town” **Chisholm’s** (Bargoed)

“Good webpage, shared all Facebook pages and Twitter. All businesses required to be on this” **The Market Place Shopping Centre** (Blackwood)

“Great article, nice to feature local independents businesses instead of high street multiples, feel it really helps people associate with our business ‘family’ rather than just the name” **Bateman Opticians** (Blackwood)

“Certainly helped put our business on the map” **Y Galleri** (Caerphilly)



CAERPHELLY TOWN CENTRE MANAGEMENT GROUP – 13TH SEPTEMBER 2016

SUBJECT: 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 To inform the Town Centre Management Group of the 'Choose the High Street' 2016 Christmas campaign and will be run in the five principal town centres.

2. SUMMARY

- 2.1 The 'Choose the High Street' initiative will include a 2016 Christmas campaign directed towards encouraging spend in local town centres over the festive period. Retailers across the five managed town centres will have the opportunity to be included in a printed voucher booklet. The campaign is designed to support local businesses by offering them the opportunity to participate under the 'Choose the High Street' banner.

3. LINKS TO STRATEGY

- 3.1 "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.
- 3.3 "Future Generations Act (Wales) 2015" sets out seven Well-being Goals which aim to make a positive impact upon the social, economic, environmental or cultural well being of the area or community concerned. This report aligns with the following Well-being Goals:
- A prosperous Wales - the retail sector is a significant employer within the County Borough and a substantial number of those retail businesses and jobs are located in the town centres.
 - A Wales of cohesive communities - the campaign encourages people to visit local town centres connecting them with their wider community.
 - A Wales of vibrant culture and thriving Welsh language - the Voucher Booklet will be produced in a bilingual format.

4. THE REPORT

4.1 Since 2012, the Council has run a discount scheme to assist local retailers generate sales in the lead up to Christmas. The Christmas Voucher Booklet has proved very popular with the public and retailers and will again be produced in 2016. The aims of the scheme are to provide local businesses with an opportunity to capture consumer spend during the Christmas period and also to market the diverse retail offer contained in the town centres. Retailers in the five managed town centres will have the opportunity to be included in the booklet with the level of discount being set by each retailer. However, the onus remains on the retailer to participate and ensure that their offer is strong enough to incentivise customers. The scheme is free for all retailers and, as in previous years, any retailer in the County Borough who expresses a wish to participate will also be included.

4.2 To support the campaign a number of different marketing platforms will be utilised these include:

- Newspaper adverts;
- Social media;
- Article in the Council's *Newsline*;
- Dedicated webpage on the CCBC corporate website;
- Go2MyTown web site.

4.3 The voucher booklets will be given out in a number of locations in each of the five town centres including:

- Caerphilly: Library / Customer First Centre / Visitor Centre / Whetherspoons - 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.

4.4 In 2015, the voucher distribution network was extended to include local supermarkets using dispensers located in their foyers. This proved very successful and will be repeated again for this year's campaign. The supermarkets that have agreed to assist are:

- Morrisons Bargoed;
- Morrisons Caerphilly;
- ASDA Caerphilly;
- ASDA Blackwood.

4.5 In addition, every school in the County Borough will be offered a supply of voucher booklets.

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 is 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: David Whetter, Interim Head of Regeneration & Planning
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable
Development
Allan Dallimore, Team Leader Urban Renewal
Paul Hudson, Marketing & Events Manager
Hayley Lancaster, Senior Communications Officer
Steve Wilcox, Assistant Town Centre Manager

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CAERPHELLY TOWN CENTRE AUDIT – AUGUST 2016

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
17/10/08	<p><u>Air Quality</u> <u>Town Centre</u> An air quality issue has been identified in the town centre. A working group, which includes members of the TCMG, has been established. This will meet to promote a collaborative approach to finding long-term viable solutions.</p>	<p>Environmental Health <i>Lyndon Ross</i></p> <p>Transportation <i>Clive Campbell</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p> <p>Town Centre Management <i>Andrew Highway</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 Updates to the TCMG continue when available. 14/6 Reports and updates continue to go to the TCMG.</p>
28/02/13	<p><u>Community Notice Board</u> <u>Town Centre</u> A new notice board will be installed into the town for the benefit of the community. The Police, local societies and groups will be able to place information in this space to the benefit of the wider town centre community.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p> <p>Town Centre Management <i>Andrew Highway</i></p> <p>Police <i>Ins O'Keefe</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 The noticeboard is due for delivery imminently. Installation will then be carried out by NCS in due course. 14/6 The board will be installed shortly.</p>

04/12/14	<p><u>Taxi Rank Issues</u> <u>Irish Tymes, Station Terrace</u> The taxi rank O/S The Irish Tymes has been identified as a 'flashpoint' during the evenings and is prioritised under the 'Town Safe' initiative. The Police are working with Council colleagues to trail a relocation of the taxi rank toward the bus station to stop crowds gathering in the roadway by the pub.</p>	<p>Police <i>Ins Jones</i></p> <p>Transportation <i>Clive Campbell</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 A consultation is currently underway on making the Order permanent. 14/6 The process to amend the Order continues.</p>
11/05/15	<p><u>Major Traffic Disruption</u> <u>Pwllpant Roundabout Works</u> The Council will be undertaking an extensive remodelling project of the roundabout, which will improve capacity. The works are funded by Welsh Government and are scheduled to last for 12 months starting in late summer. Throughout the duration of the works there is expected to be significant traffic disruption as the contractor undertakes works that will necessitate lane closures in all directions.</p>	<p>Transportation <i>Clive Campbell</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 Planning for the scheme of works continues. 14/6 Updates continue to the TCMG.</p>
16/06/15	<p><u>Development Site</u> <u>Park Lane</u> Following demolition of the buildings on Park Lane, Officers will now be working to look at the development options for the site and will work to secure a suitable tenant.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 A draft report has been produced and options are being considered. The report will be given to the TCMG once finalised. 14/6 There is currently a dialogue in relation to placing a boutique hotel on the site.</p>

13/08/15	<p><u>Cleaning of Stone Pillars</u> <u>The Twyn</u> A complaint has been received in relation to the stone pillars in The Twyn area of the town. They have become dirty and moss/algae is growing on them, which requires pressure washing to improve their appearance.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 The work will be carried out by Highways as they have access to a stronger pressure washer. 14/6 The pillars have been cleaned. Issue Closed 14/6</p>
13/08/15	<p><u>Cleaning of Coping Stones</u> <u>Opposite Sports Direct, Cardiff Road</u> The coping stones on the wall that runs alongside the pavement on Cardiff Road, above the moat footpath, have become dirty with traffic film and require pressure washing.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 The work will be carried out by Highways as they have access to a stronger pressure washer. 14/6 The area has been cleaned. Issue Closed 14/6</p>
13/08/15	<p><u>Repainting of Benches</u> <u>Opposite Sports Direct, Cardiff Road</u> The paintwork on the benches at the bus stop opposite Sports Direct has become worn and chipped</p>	<p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 The work will be carried out as part of the wider town centre repainting programme over the summer period. 14/6 This work remains on the summer schedule.</p>

28/09/15	<p><u>Littering</u> <u>Lower Twyn Square</u> A complaint has been received in relation to the accumulation of litter on Lower Twyn Square each morning. This appears to be occurring each evening.</p>	<p>Cleansing <i>Tony White</i></p> <p>Environmental Health <i>Lyndon Ross</i></p> <p>Police <i>Ins O'Keefe</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 The area is cleaned each morning and monitoring is ongoing. 14/6 No further complaints have been received. Issue Closed 14/6</p>
28/09/15	<p><u>Installation of "No Through Road" Signage Lane alongside Sports Direct/Co-op Bank, Cardiff Road</u> A number of vehicles are driving into the private land/car park between Sports Direct and Co-op Bank and then having to reverse onto Cardiff Road, which is causing traffic flow problems.</p>	<p>Transportation <i>Clive Campbell</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 The sign has been delivered and will be installed shortly. 16/4 The installation remains on a forward work programme.</p>
20/10/15	<p><u>Broken Paving Slabs Above Toilet Block, Cardiff Road</u> The area above the toilet block at the top of Cardiff Road is in need of some repairs. Several of the paving slabs are broken and in need of replacement.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p> <p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 A temporary surface has been installed to make the area safe and replacement pavements have been ordered. 14/6 The replacement slabs are still to be delivered.</p>

25/11/15	<p><u>Addition of a New Name Plaque Caerphilly Cenotaph</u> Local Members have asked Officers to look at whether the names of those killed in conflicts since WWI & WWII can be added to a new plaque on the Cenotaph in readiness for Armed Forces Day 2016.</p>	<p>Town Centre Management <i>Andrew Highway</i></p> <p>Parks <i>Mike Headington</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 The FOI response from the MoD was inconclusive, so the Royal British Legion has been asked for any information held. 14/6 A quote is being obtained for the new plaque.</p>
25/11/15	<p><u>Repainting of Railings Alongside Visit Caerphilly Centre, The Twyn</u> The railing running alongside the Visit Caerphilly Centre is in need of repainting. It will be repainted burgundy to fit in with the rest of the street furniture in the town centre.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 The work will be carried out as part of the wider town centre repainting programme over the summer period. 14/6 The railings have been repainted. Issue Closed 14/6</p>
15/12/15	<p><u>Cleaning of Steps O/S Visit Caerphilly Centre The Twyn</u> At the TCIG, it was noted that the steps outside the Visit Caerphilly Centre require cleaning due to an accumulation of algae, which is making the steps slippery when wet.</p>	<p>Parks <i>Mike Headington</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>1/3 An update was provided to the TCMG. 11/4 A specialist chemical treatment is to be applied. 14/6 The steps have been treated. Issue Closed 14/6</p>

04/01/16	<p><u>Installation of Event Site Demarcation Studs O/S Peter Alan, The Twyn</u> A new promotional/event site location has been agreed at The Twyn opposite Peter Alan. Studs will be installed in the pavement to indicate the boundaries of the area.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>8/2 The studs have been ordered. 1/3 An update was provided to the TCMG. 11/4 The work is scheduled for 18/4. 14/6 The studs have been installed. Issue Closed 14/6</p>
27/01/16	<p><u>Big Spring Clean Launch Event The Twyn</u> This year's Big Spring Clean event will be launched in The Twyn, with a variety of cleaning taking place around The Twyn and an official launch event within the Visit Caerphilly Centre.</p>	<p>Cleansing <i>Tony White</i></p>	<p>8/2 Planning for the event is ongoing. 1/3 An update was provided to the TCMG. 11/4 Planning for the event is ongoing. 14/6 The weather prevented a launch event. Issue Closed 14/6</p>
10/02/16	<p><u>Accumulation of Rubbish Town Centre</u> A complaint has been received from a Town Councillor in relation to rubbish throughout the town centre. Black bags that are left out for collection are not being collected and then opened by young people and/or animals and strewn throughout the town.</p>	<p>Cleansing <i>Tony White</i></p>	<p>11/4 The matter is being investigated, with enforcement considered if necessary. 14/6 Businesses have been advised and no further complaints received. Issue Closed 14/6</p>
22/02/16	<p><u>Repainting of Street Furniture Town Centre</u> During the summer period, the street furniture throughout the town centre will be repainted to improve its appearance.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>11/4 The work will be carried out as part of the wider town centre repainting programme over the summer period. 14/6 Work has started and will continue over the summer period.</p>
24/02/16	<p><u>Chewing Gum Accumulation Cardiff Road</u> A complaint has been received from a retailer in relation to the amount of chewing gum on Cardiff Road, particularly at the top of town.</p>	<p>Cleansing <i>Tony White</i></p>	<p>11/4 The specialist equipment for the work will be operational from the end of April. 14/6 The work is due to be completed during w/c 13/6/16.</p>

01/03/16	<p><u>HGV Obstruction</u> <u>Bartlett Street</u> At the TCMG, a retailer complained about a HGV that is parking on Bartlett Street each Tuesday while delivering to a business on Cardiff Road. The vehicle is causing an obstruction on Bartlett Street.</p>	<p>Police <i>Ins O'Keefe</i></p>	<p>11/4 Parking enforcement continues in the town centre with 80 tickets being issued in March. However, officers need to be mindful of the fact that businesses need their deliveries. 14/6 Monitoring and enforcement continues.</p>
16/03/16	<p><u>Free Runners</u> <u>Town Centres</u> Free runners are gaining access to several buildings on Cardiff Road via their fire escapes. Managers of the businesses affected have expressed concern about the safety of these individuals, particularly as the fire escapes must be kept clear and accessible at all times.</p>	<p>Police <i>Ins O'Keefe</i></p>	<p>11/4 An event was held on 10/4 at Caerphilly Leisure Centre. 25 young people attended, including those that practice free running in the town centre. The aim of the event was to educate them to the potential dangers of their activities. 14/6 Monitoring and enforcement continues.</p>
24/03/16	<p><u>Caerphilly Food Festival</u> <u>Town Centre</u> Planning is underway for the event, which is taking place on Saturday 7th May.</p>	<p>Events <i>Paul Hudson</i></p>	<p>11/4 Planning continues for the event and businesses in the town have been informed of the arrangements. 14/6 The event took place and was well-received. Issue Closed 14/6</p>
24/03/16	<p><u>Caerphilly 10k Race</u> <u>Town Centre</u> Preparations are being made for this year's 10k race, which will be taking place on Sunday 19th June.</p>	<p>Events <i>Paul Hudson</i></p>	<p>11/4 Planning continues for the event and businesses in the town have been informed of the arrangements. 14/6 Preparations for the event are ongoing.</p>
13/04/16	<p><u>Blocked Drain</u> <u>O/S The Visit Caerphilly Centre, The Twyn</u> A drain outside the Visit Caerphilly Centre is blocked with silt/mud, which is causing flooding on the footway.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>14/6 The drain has been cleared and will be monitored.</p>

20/04/16	<p><u>Steps Stonework</u> <u>Lower Twyn Square</u> The steps leading from Lower Twyn Square to The Twyn Car Park have damage on the brickwork that secures the balustrade. Some stones have come loose and require re-setting.</p>	<p>Highways <i>Gavin Barry</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p>	<p>14/6 The steps have been repaired. Issue Closed 14/6</p>
27/04/16	<p><u>Parking Complaint</u> <u>Clive Street</u> A complaint has been received from a retailer over the misuse of the short term parking bays on Clive Street.</p>	<p>Police <i>Ins O'Keefe</i></p>	<p>14/6 PCSOs issued tickets, which has had a noticeable impact. Issue Closed 14/6</p>
27/04/16	<p><u>Banner Changeover</u> <u>Town Centre</u> The lamp column banners throughout the town centre will be changed in readiness for the summer period.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	<p>14/6 The changeover was completed. Issue Closed 14/6</p>
09/05/16	<p><u>Faded One Way Sign</u> <u>O/S Irish Thymes, Station Terrace</u> The faded directional sign, which is attached to the base of a pole, requires replacement and re-fixing to the pole at the correct height.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>14/6 This has been passed to Highways Inspectors for consideration.</p>
18/05/16	<p><u>Homeless Male</u> <u>R/O Sports Direct, Cardiff Road</u> A homeless male is using the yard at the rear of Sports Direct to sleep. Some damage has been caused to security measures at the rear of the store and there are safety concerns when deliveries are being made.</p>	<p>Police <i>Ins O'Keefe</i></p>	<p>23/5 Officers have attended the store and, whilst the Manager would not like to pursue the issue of damage, he is keen for Officers to be aware. 14/6 The individual has moved on. Issue Closed 14/6</p>

18/05/16	<p><u>Aggressive Male</u> <u>Sports Direct, Cardiff Road</u> An individual angered by a stray bag of rubbish from the Sports Direct store was very rude and aggressive to staff within the store. The Manager fears for the safety of staff should the individual return.</p>	<p>Police <i>Ins O'Keefe</i></p>	<p>23/5 Officers have attended the store and, whilst the Manager would not like to pursue the matter, he is keen for Officers to be aware. 14/6 The issue is not being progressed further. Issue Closed 14/6</p>
24/05/16	<p><u>Parking Enforcement</u> <u>Pentrebane Street</u> A complaint has been received on behalf of a number of retailers in Pentrebane Street. Several vehicles are regularly parking for long periods of time in the short stay bays, which is leading to customers of the businesses on the street having difficulty to park.</p>	<p>Police <i>Ins O'Keefe</i></p>	<p>14/6 Tickets have been issued and an improvement has been noticed. Issue Closed 14/6</p>
17/06/16	<p><u>EU Referendum Campaigning</u> <u>Town Centre</u> During campaigning for the forthcoming EU referendum, the Police and Highways Inspectors were called to the area in the vicinity of The Twyn to speak to campaigners about possible obstructions of the Highway.</p>	<p>Police <i>Ins O'Keefe</i> Highways <i>Gavin Barry</i></p>	
21/07/16	<p><u>Vandalism</u> <u>Caerphilly Tourist Information Centre, The Twyn</u> On 20/7 an incident of vandalism occurred at the Tourist Information Centre. The balcony area was accessed and plants were damaged. Bark from nearby planters was strewn across the area below and graffiti was daubed on various surfaces in the area.</p>	<p>Police <i>Ins O'Keefe</i></p>	

26/07/16	<p><u>Resetting of Bin</u> <u>Moat Footpath, Castle Street</u> A bin at the entrance to the moat footpath has been dislodged from its foundations and tipped over.</p>	<p>Highways <i>Gavin Barry</i></p>	
26/07/16	<p><u>Access to Vacant Property</u> <u>73 Cardiff Road</u> Local retailers and residents have expressed concern that young people are climbing onto the roof of a vacant property and gaining access. In response, Police officers have contacted the Council to establish the agent's details.</p>	<p>Police <i>Ins O'Keefe</i></p> <p>Regulatory Planning <i>Tim Stephens</i></p>	<p>28/7 The Police were provided with letting agent's details and invited to a site meeting with Building Control officers.</p>