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(Tel: 01443 866213 Email: highway@caerphilly.gov.uk)

Date: 14th March 2017

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, 21st March, 2017** at **1.00 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

AGENDA

	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 Minutes of Previous meeting 22nd November 2016.	
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1 - 4

A greener place Man gwyrddach



To receive and note the following updates: -

4	Business Report.	5 - 10
5	'Choose the High Street' Christmas Voucher Analysis.	11 - 16
6	Procurement of Footfall Counter Provider.	17 - 20
7	Audit.	21 - 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

Other Organisations



YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE ON TUESDAY 22ND NOVEMBER 2016 AT 2:00 P.M.

PRESENT:

Councillors:

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

Together with:

Dr Jorro, C. Mortimer (Clerk)

Also:

A. Highway (Town Centre Development Manager), S. Wilcox (Assistant Town Centre Manager), G. Cooper (Urban Renewal Project Officer) & A. Jones (Clerk)

1. TO APPOINT A CHAIR AND VICE CHAIR FOR THE ENSUING YEAR

Mr Highway opened the meeting and requested nominations for the Chair. Councillor J A Pritchard nominated Councillor Angel. Councillor Angel accepted the post and invited nominations for Vice-Chair.

Councillor J A Pritchard nominated Councillor M James and Councillor Angel said that he had spoken with Councillor M James who confirmed that he would accept the role. Councillor Angel accepted the role in Councillor M James' his absence.

2. TO RECEIVE APOLOGIES FOR ABSENCE

Councillors: M. James, A. Dallimore (Team Leader – Urban Renewal & Conservation), Inspector Muirhead (Gwent Police), P. Hudson (Marketing & Events Manager)

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. MINUTES OF PREVIOUS MEETING 8TH MARCH 2016

The minutes were taken as read

5. 'CHOOSE THE HIGH STREET' STORIES

Mr Highway presented his report to the group.

The Chair thanked Mr Highway and his team for their hard work

The Chair stated that it is very important to use all available means to promote the town and that this is an excellent idea which shows how dynamic our High Street is.

6. 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET

Mr Highway presented his report and showed the design of the booklet.

The group were advised that the booklets would be in production in the next few weeks.

Mr Highway informed the group that retailers are becoming more aware of the scheme as each year passes and already 30 retailers have submitted offers.

Councillor J A Pritchard was disappointed in the number of establishments that have not taken part and Mr Highway agreed but advised the group that all the Town Centre Management team can do is provide platform to promote businesses and market the towns retail offer..

The group were advised that the offers received to date appear to be more competitive than in previous years.

The Chair thanked Mr Highway for the report and the hard work.

7. GO2 MY TOWN VIRTUAL TOUR OF THE WEBSITE.

Mr Highway took members on a virtual tour of the Go2 My Town Website and highlighted how the site works and the information available to businesses interested in setting up in the town centre.

Mr Highway showed the group how to find the stories for each of the towns on the site.

Mr Highway shared with the group some of the comments of appreciation from retailers featured in the 'Stories' initiative and explained that they really appreciated the support from the Council

The Chair thanked Mr Highway

8. TOWN CENTRE EVENTS BUDGET

Mr Highway passed on apologies from Mr Hudson and presented the report on his behalf.

The report was noted.

Mr Highway stated that Mr Hudson had asked to place on record his appreciation for the hard work of the Community Council to support events in the town.

The Chair also thanked Lewis Girls School, Ms Mortimer (Community Council Clerk) & Mrs Francis (Events Team) for all of their hard work

12. AUDIT

Mr Highway presented the Audit and the following items were raised.

Ms Mortimer asked if the loose paving blocks could be cemented down. Mr Cooper advised that Mr Dallimore had requested that the Highways Inspector visit the site to ensure there were no trip hazards.

The group were advised that there is a limited budget which has been fully committed so this will be looked at in the next financial year but officers will continue to monitor the site. However, Mr Cooper reiterated that it was unlikely that additional funding would be available during this financial year.

Ms Mortimer raised concerns over general cleanliness of the Square. The group were advised that the Cleansing team do visit, but the frequency can be looked at.

The group discussed the feeder pillar being installed on the Square by Town Centre Management. Members of the group were advised that Mr Hudson's team would be happy to provide advice on how to use the pillar. Mr Wilcox advised that a Risk Assessment will be required for any bookings on the site and he was able to give examples and help, if required.

Ms Mortimer raised an issue with chewing gum on pavements outside Premier Store. Mr Highway confirmed that he would flag this up with Cleansing colleagues and add to the audit.

Councillor J A Pritchard requested the possibility of installing bollards outside Nat West Bank to prevent people parking on the pavement. Mr Highway advised that a maintenance budget would be needed. Mr Cooper will take this request back to the Urban Renewal Team Leader Mr Dallimore.

Mr Highway advised that parking enforcement rests with the police and the Sector Inspector has requested previously that if there are any specific problems/details be emailed to him so that he will arrange for officers to deal with the issues.

Dr Jorro advised that non blue badge holders are using the disabled bays which, is causing problems. Mr Highway confirmed he will inform Inspector Muirhead

Mr Wilcox informed the group that Councillor M James had previously requested the installation of a directional monolith outside the Centre for Sporting Excellence. He was still in discussions with the Highways department but hoped that it would be installed by the end of the financial year. Mr Wilcox passed around examples of what it would look like and advised that the aim is to promote links between The Centre and the town.

There were no further issues raised.

The meeting closed 17:15

CHAIR

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YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP - 21ST MARCH 2017

SUBJECT: BUSINESS REPORT YSTRAD MYNACH TOWN CENTRE 2016 - FOR INFORMATION

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

1.1 This report provides information on the number of businesses opened and closed in Ystrad Mynach town centre throughout 2016.

2. SUMMARY

2.1 The report gives a business overview of Ystrad Mynach town centre over the past year and details every retail business opening and closing within the town during 2016. In addition, it also provides an assessment of the annual footfall data collated in the town centre using the ShopperTrak Footfall electronic pedestrian counting system. Finally, the report sets out details of a number of initiatives that have been developed to support and promote existing businesses and attract new ones to the town centre.

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 The Well-being of Future Generations (Wales) Act 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;
- A healthier Wales;
- A Wales of cohesive communities;
- A Wales of vibrant culture and thriving Welsh language;
- A globally responsible Wales.

4. THE REPORT

4.1 Ystrad Mynach Retail Overview 2016

4.1.1 It continues to be a time of change on the UK's high streets, particularly in smaller town centres. In the past, the shopping offer was a mix of both retail and service provision, however this is slowly changing. There is a gradual shift away from a reliance on retail and a move towards more service based businesses, which is reflected in those that opened in Ystrad Mynach town centre during 2016: *Marmaris Barbers* and *Natalie's*. The change of use of *Lazarou Barbers* on Bedwlwyn Road, from a hair salon to residential property, is evidence of how town centres core retail offer is now shrinking. There remains virtually no vacant units in the town centre confirming Ystrad Mynach is a sought after location for new businesses.

4.1.5 A number of key issues could potentially affect town centres in 2017. The much anticipated business rates review was conducted last autumn; this led to some businesses having their rates reduced, whilst others had them increased. Small independent retailers in those towns where the business rates have been reduced are expected to be better placed to survive the challenging economic conditions. Following last summer's BREXIT vote, consumer confidence has faltered. It is still too early to predict the wider implications of the decision but whilst economic instability continues and consumer confidence remains volatile the long-term commitment of many multiple retailers to smaller town centres is uncertain.

4.2 Retail Property Directory

4.2.1 The *Retail Property Directory* provided through Town Centre Management is an online resource listing all retail properties to rent or buy in the five managed town centres. The Directory is designed to encourage 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 for vacant town centre units.

4.3 Choose the High Street – Stories

4.3.1 The 'Stories' initiative ran throughout the summer months and involved telling the stories of the people behind the shop fascia. At the close of 2016, 75 stories have been published on the Go2MyTown website and shared on social media. Due to the popularity of the scheme the initiative will continue in 2017. Over the summer a series of library exhibitions were staged displaying some of the stories and asking people to sign a pledge to shop locally. The initiative was extremely well-received by both businesses and the public alike.

4.4 Choose the High Street - Christmas Voucher Booklet

4.4.1 The 'Choose the High Street' initiative once again featured a Christmas Voucher Booklet in 2016. The campaign is designed 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 across the five managed town centres were given the opportunity to participate. In total 112 offers were received across the County Borough, which is an increase of 7 on 2015. A total of 8 of these were from businesses in Ystrad Mynach town centre.

4.5 Go2 MyTown Web Site

4.5.1 The Go2MyTown web site is an online platform for the Council's business support services. Town Centre Management have utilised the site in order to make key pieces of information and data available online. These include: weekly footfall data, Property Directory, Town Centre Gazettes and 'Pop Up Shop' Guide. In addition, the site contains information on each of the five managed towns as well as featuring different elements of the 'Choose the High Street' campaign.

4.6 GovDelivery

4.6.1 In response to retailers' requests to receive footfall data by email, a GovMail delivery account was created for Town Centre Management enabling footfall data to be disseminated each week. The platform is also used to periodically issue a general news update.

4.7 Events

4.7.1 The town centre events programme provides local retailers with an opportunity to engage with a wider customer base. The increase in footfall numbers also has the potential to generate repeat visits to the town centres throughout the year.

4.8 Business Comparison

4.8.1 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.

Ystrad Mynach Business Comparison			
	2016	2015	LFL Comparison
Businesses Opened	4	8	4 fewer businesses closed
Businesses Closed	4	6	2 fewer businesses opened

4.9 Ystrad Mynach Footfall

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

Ystrad Mynach Footfall Comparison			
	2016	2015	Difference
Highest Number	18,362 (10/10/16)	18,147 (28/09/15)	+215
Lowest Number	8,292 (28/12/15)	10,515 (29/12/15)	-2,223
Average Footfall	15,111	14,935	+176

4.10 Town Centre Gazette

4.10.1 The Town Centre Management Team supports retailers by producing regular *Town Centre Gazettes*, which are bespoke to each town centre. In 2016 five editions were produced. In line with the provisions of the new Welsh Language Act the Gazettes were changed to a bilingual format.

5. WELL-BEING OF FUTURE GENERATIONS

5.1 This report contributes to the Well-being Goals as set out in Links to Strategy above in the following ways:

- *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 healthier Wales* – visiting a town centre promotes physical exercise and encourages social interaction;
- *A more equal Wales* – town centres should strive to celebrate diversity and promote equal opportunity for all people regardless of their background or circumstances;
- *A Wales of cohesive communities* – relevant, accessible and well managed town centres are vital to sustaining vibrant communities;
- *A Wales of vibrant culture and thriving Welsh language* – town centres contain significant elements of the nation's architectural and cultural heritage. They are also places where the Welsh language can be taught, used and promoted;

- *A globally responsible Wales* – providing communities with local shops and services potentially reduces the necessity and frequency of vehicle use and promotes public transportation links.

5.2 In addition, the report is also consistent with the five ways of working as defined within the sustainable development principle in the Act:

- Long Term - Investment in town centres contributes to the sustainability and viability of local communities. It is accepted that the role and nature of town centres may change in the coming decades, but the challenge is for them to remain places which are relevant to how people live their everyday lives;
- Prevention – The management and promotion of town centres through the ‘Unique Places’ model of Town Centre Management aims to prevent the decline of town centres and retain them as focal points of community life;
- Integration – The continued vitality of town centres is integral to the Act by contributing to the prosperity, health and cultural identity of Wales;
- Collaboration – Town Centre Management draws on different service areas within the Council to work towards achieving the well-being goals in respect of town centres. It also works in partnership with outside organisations such as Town & Community Councils, local charities and retailers to encourage and promote community engagement;
- Involvement – The County Borough’s town centres serve a wide range of people across many different communities. They strive to be places of social interaction which celebrate diversity and promote equality.

6. EQUALITIES IMPLICATIONS

6.1 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.

7. FINANCIAL IMPLICATIONS

7.1 There are no financial implications.

8. PERSONNEL IMPLICATIONS

8.1 There are no personal implications.

9. CONSULTATIONS

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

10. RECOMMENDATIONS

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

11. STATUTORY POWER

11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Dave Whetter, Principal Engineer
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 – 21ST MARCH 2017

**SUBJECT: 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET
2016– ANALYSIS REPORT**

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

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 2016.

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 during Christmas 2016. 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.
- 3.3 The Well-being of Future Generations (Wales) Act 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;
 - A healthier Wales;
 - A Wales of cohesive communities;
 - A Wales of vibrant culture and thriving Welsh language;
 - A globally responsible Wales.

4. THE REPORT

4.1 In the lead up to Christmas 2016, the Council's Town Centre Management team once again produced a 'Choose the High Street' Christmas Voucher Booklet. The scheme provides local retailers with the opportunity to take part in a co-ordinated marketing campaign. This year's Christmas Voucher Booklet contained 112 offers across the five managed town centres which was an increase of 7 on the previous year. The aims of the scheme are to provide 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.

4.2 The booklet was designed by the Council's Graphic Design team. In addition, to the offers also included was a brief description of each town centre, a map of the County Borough showing the location of the five managed towns and adverts promoting the work in the community of different Council departments. These adverts raised awareness of the role of the Community Safety Wardens and the support offered to residents who are over 50 as part of Welsh Government's 'Aging Well in Wales' initiative. They also included details of the Visitor Attractions, the Go2 My Town website and the Christmas Events programme.

4.3 The scheme was officially launched on 31st October at Risca Library where local school children from Risca and Ty Syn Primary Schools joined the Cabinet Member Cllr. James and Father Christmas.

4.4 Marketing Platforms

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

- Bus adverts;
- Advertorial pages in the *Caerphilly Observer*;
- Social media engagement on the Council and Go2 My Town Facebook / Twitter feeds;
- Articles in the Council's *Newsline* 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;
- PDF version of the booklet and promotional page on the Go2 My Town website.

4.5 Production and Distribution

4.5.1 A total of 30,000 Voucher Booklets were produced, with distribution being carried out by the Council's Community Safety Wardens.

The following locations gave out 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, Chinkles;
- Bargoed: Library / Customer First Centre, Poundworld;
- Risca: Library / Customer First Centre & Tesco;
- Ystrad Mynach: Library & Tesco.

4.6 Supermarket Distribution

4.6.1 Once again the Town Centre Management team reached agreements with local supermarkets, ASDA (Blackwood) and Morrisons (Caerphilly & Bargoed) to distribute the booklets to their customers. For the first time Tesco (Risca & Ystrad Mynach) also participated in the scheme. Different receptacles were used this year which were sturdier and may be reusable next year.

4.7 Retailer Participation

4.7.1 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 2016	Number of Offers in 2015	Number of Offers in 2014	Number of Offers in 2013	Number of Offers in 2012
Caerphilly	40	31	29	26	24
Blackwood	30	32	26	24	20
Bargoed	26	20	23	21	14
Risca	6	8	6	4	5
Ystrad Mynach	8	10	2	4	N/A
Offers in other towns	2	4	4	1	1
Total	112	105	90	80	64

4.8 Retail Engagement

4.8.1 The Town Centre Management team made visits to numerous retailers across the five town centres explaining the scheme and encouraging participation. Awareness of the scheme was much higher amongst retailers this year.

4.9 Retailer Survey

4.9.1 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 23 returned, giving a response rate of 27%.

4.9.2 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?	61%	39%
2. Did the voucher booklet bring new customers?	52%	48%
3. Do you think schemes such as this highlight the importance of shopping locally?	78%	22%
4. Did you feel that the scheme was well-publicised?	41%	59%
5. Did you notice the bus advertising used to promote the scheme this year?	10%	90%
6. Would you consider taking part in a discount scheme in the future?	76%	24%
7. If yes, would you revise your offer in any way?	21%	79%

4.9.3 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 20. It was apparent that the quality of the offers received was better than in previous years, which was reflected in the fact that only 30% of respondents reported having no vouchers redeemed compared to 36% last year. The average number of vouchers redeemed was around 5.

- 4.9.4 Generally, the responses were positive. However, the biggest change was to the responses in question 1. In 2015 48% of respondents felt that the scheme benefitted their business, this year that figure rose to 61%.
- 4.9.5 It is positive to note that despite the varying success of the offers amongst participating businesses, 76% 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.
- 4.9.6 For the first time this year, (external) bus advertising was used to promote the scheme. Unfortunately, this new advertising medium was noticed by only 10% of the respondents, despite it being a high profile element of the publicity campaign.

4.10 Conclusion

- 4.10.1 In evaluating the scheme the wider changes in how the retail sector is approaching Christmas need to be understood. Multiple retailers are placing a greater emphasis on online sales and using discount vouchers sent to smart phones to encourage consumers to shop online. They are also staging flash discount days in stores in the lead up to Christmas. These changes make consumers increasingly price sensitive and place a much greater pressure on independent retailers to offer larger discounts. Although the scheme is operated and funded by the council, the level of discount offered by retailers remains solely at their discretion.
- 4.10.2 This year's booklet contained the highest number of offers since the scheme's inception which demonstrates that there is a growing appetite amongst local retailers to participate in the Christmas scheme. The distribution of 30,000 voucher booklets using an expanded supermarket partnership enabled the towns to be marketed and promoted to a wide audience across the County Borough.
- 4.10.3 The inclusion of adverts to support Council services continued to support the wider Improvement Objectives in the Council's Corporate Plan.
- 4.10.4 The Christmas Voucher Booklet scheme achieved its two primary objectives. Firstly, it offered independent retailers a chance to participate in a marketing campaign over Christmas. Secondly, it highlighted the retail offer across the five managed towns. Whilst the level of discount offered by retailers continues to be at the discretion of individual retailers, those elements of the scheme within the Council's control, the format of the booklet, publicity and distribution were all successfully delivered. The scheme remains a crucial tool in helping promote the County Borough's towns over Christmas and offering local retailers support in an increasingly challenging market place.

5. WELL-BEING OF FUTURE GENERATIONS

- 5.1 This report contributes to the Well-being Goals as set out in Links to Strategy above in the following ways:
- *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 healthier Wales* – visiting a town centre promotes physical exercise and encourages social interaction;
 - *A Wales of cohesive communities* – relevant, accessible and well managed town centres are vital to sustaining vibrant communities;
 - *A Wales of vibrant culture and thriving Welsh language* – town centres contain significant elements of the nation's architectural and cultural heritage. They are also places where the Welsh language can be taught, used and promoted;

- *A globally responsible Wales* – providing communities with local shops and services potentially reduces the necessity and frequency of vehicle use and promotes public transportation links.

5.2 In addition, the report is also consistent with the five ways of working as defined within the sustainable development principle in the Act:

- Long Term - Investment in town centres contributes to the sustainability and viability of local communities. It is accepted that the role and nature of town centres may change in the coming decades, but the challenge is for them to remain places which are relevant to how people live their everyday lives;
- Prevention – The management and promotion of town centres through the 'Unique Places' model of Town Centre Management aims to prevent the decline of town centres and retain them as focal points of community life;
- Integration – The continued vitality of town centres is integral to the Act by contributing to the prosperity, health and cultural identity of Wales;
- Collaboration – Town Centre Management draws on different service areas within the Council to work towards achieving the well-being goals in respect of town centres. It also works in partnership with outside organisations such as Town & Community Councils, local charities and retailers to encourage and promote community engagement;
- Involvement – The County Borough's town centres serve a wide range of people across many different communities. They strive to be places of social interaction which celebrate diversity and promote equality.

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

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 That Members note the contents of the report.

11. REASONS FOR THE RECOMMENDATIONS

11.1 This report is for information only.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Dave Whetter, Principal Engineer
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable
Development
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



YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 21ST MARCH 2017

SUBJECT: PROCUREMENT OF TOWN CENTRE FOOTFALL COUNTER PROVIDER

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 This report is intended to provide members of the Town Centre Management Group with information on the renewal of the footfall camera provision contract.

2. SUMMARY

- 2.1 The contract for the supply of footfall cameras in our principal town centres has recently come to an end. As such, a tender process is underway to award a new five-year contract. The report provides members of the Town Centre Management Group with an update as to the current status of this procurement process and the potential implications on data provision.

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.
- 3.3 Data from the footfall counters is used to inform the Annual Monitoring Report (AMR) into the Adopted Caerphilly County Borough Local Development Plan (LDP) (up to 2021). The main aim of the AMR is to assess the extent to which the LDP Strategy and Strategy Policies are being achieved. With regards to Retail and Town Centres, the AMR addresses the vacancy rates in the 5 Principal town centres, as well as using information from the shopper attitude surveys to ascertain how well the town centres are performing. More specifically, indicator L17 in the AMR provides an annual summary of footfall figures in the town centres, which is a vital component in measuring the vitality and viability of town centres.
- 3.4 The Well-being of Future Generations (Wales) Act 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;
 - A resilient Wales;

- A healthier Wales;
- A more equal Wales;
- A Wales of cohesive communities;
- A Wales of vibrant culture and thriving Welsh language;
- A globally responsible Wales.

4. THE REPORT

4.1 The town centre footfall figures for Bargoed (North), Barged (South), Blackwood, Caerphilly, Newbridge, Risca and Ystrad Mynach are compiled using electronic pedestrian counting systems. These systems count the pavement directly beneath them 24 hours per day, 7 days per week. The counters are currently situated in the following locations:

- Bargoed (North) – Outside *Peacocks* on High Street;
- Bargoed (South) – Outside *Bargoed Sight Centre* on Hanbury Road;
- Blackwood – Outside *Boots* on High Street;
- Caerphilly – Outside *Happy Feet, Happy Sole* on Cardiff Road;
- Newbridge – Outside 16-18 High Street (formerly *Barclays Bank*);
- Risca – Outside *Palace Cinema Library* on Tredegar Street;
- Ystrad Mynach – Outside *Premier Stores* on Bedwlwyn Road.

4.2 The seven cameras are covered by two separate contracts – Bargoed (North & South), Blackwood, Caerphilly & Risca are under one contract last renewed on 1st December 2011. Ystrad Mynach and Newbridge are under a separate contract dated 31st March 2013. Both of these contracts run for a period of five-years and are between Caerphilly CBC and *ShopperTrak* (formerly *Experian FootFall & Tyco FootFall*).

4.3 The larger of the two contracts (covering Bargoed, Blackwood, Caerphilly & Risca) expired on 1st December 2016. Due to the value of the contract and the Council's Standing Orders for Contracts, a Band B mini competition tender process is currently being undertaken. This process is due to be finalised (i.e. contract award letter issued) by early March 2017 and the Town Centre Management Groups will be made aware of the successful provider at a future meeting. However, members should be aware that there may be a short gap in the provision of footfall figures if there is a change in supplier and/or equipment. The contract commencement date is scheduled to be early July 2017.

4.4 It is anticipated that the successful tenderer will become responsible for the provision of footfall data for Newbridge and Ystrad Mynach with effect from 1st April 2018 (when the current contract ends).

4.5 Following consultation with the Cabinet Member for Regeneration, Planning & Sustainable Development, and to manage future budgetary constraints as outlined in the Medium Term Financial Plan (MTFP), Bargoed town centre will no longer have two footfall counters. The Bargoed (North) camera will be removed upon completion of the tender process and the new provider will only supply data from the Bargoed (South) location. This change will also provide consistency across the town centres, as each town will have just one camera.

4.6 The cost of providing the footfall cameras is mainly borne by the Town Centre Management core budget. However, contributions are also provided by the Strategic Planning and Events departments due to the value of the footfall data to their work.

5. WELL-BEING OF FUTURE GENERATIONS

5.1 This report contributes to the Well-being Goals as set out in Links to Strategy above in the following ways:

- *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 healthier Wales* – visiting a town centre promotes physical exercise and encourages social interaction;
- *A more equal Wales* – town centres should strive to celebrate diversity and promote equal opportunity for all people regardless of their background or circumstances;
- *A Wales of cohesive communities* – relevant, accessible and well managed town centres are vital to sustaining vibrant communities;
- *A Wales of vibrant culture and thriving Welsh language* – town centres contain significant elements of the nation’s architectural and cultural heritage. They are also places where the Welsh language can be taught, used and promoted;
- *A globally responsible Wales* – providing communities with local shops and services potentially reduces the necessity and frequency of vehicle use and promotes public transportation links.

5.2 In addition, the report is also consistent with the five ways of working as defined within the sustainable development principle in the Act:

- Long Term - Investment in town centres contributes to the sustainability and viability of local communities. It is accepted that the role and nature of town centres may change in the coming decades, but the challenge is for them to remain places which are relevant to how people live their everyday lives;
- Prevention – The management and promotion of town centres through the ‘Unique Places’ model of Town Centre Management aims to prevent the decline of town centre and retain them as focal points of community life;
- Integration – The continued vitality of town centres is integral to the Act by contributing to the prosperity, health and cultural identity of Wales;
- Collaboration – Town Centre Management draws on different service areas within the Council to work towards achieving the well-being goals in respect of town centres. It also works in partnership with outside organisations such as Town & Community Councils, local charities and retailers to encourage and promote community engagement;
- Involvement – The County Borough’s town centres serve a wide range of people across many different communities. They strive to be places of social interaction which celebrate diversity and promote equality.

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 The footfall camera provision is funded primarily by the Town Centre Management core budget. However, due to the value of the data to other Council departments, contributions are also made by the Strategic Planning and Events departments.

7.2 As outlined above, the removal of the Bargoed (North) camera will contribute to the savings required across the Authority as identified in the MTFP.

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 That Members 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.

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YSTRAD MYNACH TOWN CENTRE AUDIT – FEBRUARY 2017

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
01/07/13	<p><u>Repaint Post Box</u> <u>O/S Post Office, Penallta Road</u> The post box outside the Post Office is worn, requiring fresh paintwork.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>18/10 Royal Mail continues to be chased to carry out the work. 22/11 An update was provided to the TCMG. 13/12 Royal Mail has stated that there are several boxes that are outstanding, but will be completed by the end of the financial year.</p>
08/02/16	<p><u>Parking on Pavements</u> <u>Town Centre</u> At the TCIG, Cllr. Angel noted that a lot of people are parking on the pavements in the town centre, which is causing obstructions. The problem is particularly bad near Natwest, New Ystrad Fish Bar and Educ8.</p>	<p>Police <i>Ins Muirhead</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</p> <p>18/10 Education and enforcement continues. 22/11 An update was provided to the TCMG. 13/12 No update could be provided. 7/2 Education, prevention and enforcement continues.</p>
12/02/16	<p><u>Condition of Zebra Crossing</u> <u>O/S Gaffacino's, Penallta Road</u> The zebra crossing is in need of some remedial work. The markings of the crossing have faded and the speed hump on which the crossing sits has several defects in the block paving.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</p> <p>18/10 The work is currently with the lining contractor. 13/12 No update could be provided.</p>

08/03/16	<p><u>Links with Centre for Sporting Excellence</u> <u>Town Centre</u> At the TCMG, members requested that a dialogue be opened with the management of the Centre for Sporting Excellence about publicising the facilities available in the town centre to users of the facility.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</p> <p>18/10 A monolith will be installed near to the Centre, which will provide details of the local facilities in the town centre. 22/11 An update was provided to the TCMG. 13/12 Installation costs are awaited.</p>
31/03/16	<p><u>Repainting of Double Yellow Lines</u> <u>Town Centre</u> The double yellow lines in many parts of the town centre are worn and require repainting. This will assist in enforcement of illegal parking.</p>	<p>Highways Gavin Barry</p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</p> <p>18/10 The work is currently with the lining contractor. 13/12 The work is due to be completed by the end of the financial year.</p>
31/03/16	<p><u>Repainting of Bus Stop Markings</u> <u>Bedwlwyn Road</u> The bus stop markings on Bedwlwyn Road are worn and require repainting.</p>	<p>Highways Gavin Barry</p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</p> <p>18/10 The work is currently with the lining contractor. 13/12 The work is due to be completed by the end of the financial year.</p>
31/03/16	<p><u>Condition of Steps</u> <u>Pengam Road</u> The steps leading from Pengam Road to Oakfield Street car park require some remedial works. The pointing has failed in several locations and some of the paving slabs are slightly loose.</p>	<p>Transportation <i>Dean Smith</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</p> <p>18/10 No update could be provided. 13/12 All defects have been repaired. Issue Closed 13/12</p>

14/06/16	<p><u>Obstructive Parking</u> <u>Central Street</u> At the TCMG, Cllr. Martyn James noted the issues of residents on Central Street. Motorists dropping their children off at the nearby schools are illegally parking in the street, which is causing problems for residents.</p>	<p>Police <i>Ins Muirhead</i></p>	<p>16/8 Monitoring and enforcement continues. 18/10 Enforcement and education continues. 13/12 No update could be provided. 7/2 The local policing team is carrying out work with both schools, producing newsletters and carrying out enforcement days to highlight the issue.</p>
08/07/16	<p><u>Overgrown Foliage</u> <u>Pengam Road</u> The trees alongside Pengam Road, above Oakfield Street car park, are overgrown and causing an obstruction for pedestrians using the footway.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>16/8 The cutting of the trees has been added to a work schedule. 18/10 The work has been added to the inclement weather work programme. 13/12 No update could be provided.</p>
04/10/16	<p><u>Damaged Litter Bin</u> <u>Siloh Square</u> A litter bin has been damaged on Siloh Square and needs repair.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>18/10 As this is a recurring problem, an alternative foundation specification is being considered. 22/11 An update was provided to the TCMG. 13/12 No update could be provided.</p>
04/10/16	<p><u>Litter Pick</u> <u>Siloh Square</u> A litter pick of Siloh Square has been requested following complaints.</p>	<p>Cleansing <i>Tony White</i></p>	<p>18/10 The area is part of a daily patrol and monitoring will continue. 22/11 An update was provided to the TCMG. 13/12 Officers continue to cleanse on a regular basis.</p>
04/10/16	<p><u>Repainting Lines</u> <u>Commercial Street</u> Cllr Martyn James has asked for the lines at the junction O/S The Emporium to be repainted.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>18/10 This has been added to the lining programme for the 2017/18 financial year. 13/12 The work is due to be completed by the end of the financial year.</p>

04/10/16	<p><u>Litter Pick</u> <u>Town centre</u> Cllr Martyn James has asked for a litter pick of the town to be undertaken especially in respect of cigarette ends.</p>	<p>Cleansing <i>Tony White</i></p>	<p>18/10 A deep clean of the town centre has been allocated to the 2017/18 financial year budget. 13/12 The deep clean was completed. Issue Closed 13/12</p>
22/11/16	<p><u>Removal of Chewing Gum</u> <u>O/S Premier Stores, Bedwlwyn Road</u> At the TCMG, Members noted that there is an accumulation of chewing gum on the pavement outside Premier Stores on Bedwlwyn Road.</p>	<p>Cleansing <i>Tony White</i></p>	<p>13/12 The work will be completed as soon as the weather allows.</p>
25/11/16	<p><u>Reinstatement of Bin</u> <u>O/S Premier Stores, Oakfield Street</u> A bin has been dislodged from its foundations and is currently resting on the pavement O/S Premier Stores on Oakfield Street.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>13/12 No update could be provided.</p>
25/11/16	<p><u>Painting of Step Edges</u> <u>Oakfield Street Car Park</u> The steps leading from Oakfield Street car park require a high visibility edging to make them easier to traverse in dark conditions.</p>	<p>Transportation <i>Dean Smith</i></p>	<p>13/12 The edging of the steps has been deemed unnecessary as there is adequate lighting in the area.</p>
17/01/17	<p><u>Damage to Community Defibrillator</u> <u>Library, Commercial Street</u> The Automatic External Defibrillator (AED) that was recently installed by Gelligaer Community Council has been damaged.</p>	<p>Police <i>Ins Muirhead</i></p>	<p>7/2 Police enquiries are ongoing.</p>