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**Date: 29th October 2014**

Dear Sir/Madam,

A meeting of the **Caerphilly Town Centre Management Group** will be held in the **Council Chamber, Penallta House, Tredomen, Ystrad Mynach** on **Tuesday, 4th November, 2014** at **2.00 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

## A G E N D A

- 1 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 2000, the Council's Constitution, and the Code of Conduct for both Councillors and Officers.

To receive and note the following minutes: -

- 3 Caerphilly Town Centre Management Group held on 3rd June 2014.

To receive and note the following updates: -

- 4 Air Quality - Update;
- 5 Former Library at Morgan Jones Park - Update;

A greener place Man gwyrddach



- 6 Senghenydd Memorial - Update;
- 7 'Choose the High Street' Campaign Progress Update;
- 8 'Choose the High Street @ Christmas';
- 9 Caerphilly Christmas Market 2014;
- 10 Adverts on the Highway - Update;
- 11 Caerphilly Town Centre Audit- October 2014.

**Circulation:**

Councillors Mrs E.M. Aldworth, P.J. Bevan, D.T. Davies, C. Elsbury, Mrs C. Forehead (Chair), Miss E. Forehead, J.E. Fussell, K. James, Mrs B. A. Jones (Vice Chair), S. Kent, M.J. Prew and J. Pritchard

Town Councillors Professor Deacon, Mr J. Dilworth (Van Community Council), Mr M. Hall, M.H. Newman and K. Williams (Clerk - Caerphilly Town Council)

**Other Organisations**

Mrs S. Cooper, (Caerphilly Access Group)  
Inspector G. Jones, (Gwent Police)  
Mr T. Jones, (Tommy Cooper Society)  
Mr T. Payne, (Cadw)  
Mr K. Robottom, (Caerphilly Residents Association)  
Mr E. Talbot, (Caerphilly Independent Retail Partnership)  
Mr. R. Tidridge, (Heol Trecastell Residents Association)  
Mr P. Warren, (Bedwas Junior School)  
Ms K. Warrington, (Caerphilly Independent Retail Partnership)



## CAERPHILLY TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE  
ON TUESDAY, 3RD JUNE 2014 AT 2.00 P.M.

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PRESENT:

Councillors:

P J Bevan, C. Elsbury, C. Forehead, J. Fussell, K. James, B. Jones, S. Kent, M. Prew

Together with:

Mrs. M. Hall (Community Councillor), Mr. K. Williams (Clerk Caerphilly Town Council), Mr. T Payne (Cadw), Mrs. S. Cooper (Caerphilly Access Group), Inspector G. Jones (Gwent Police), CSO John McDonnell (Gwent Police), Mr. Tidridge (Heol Trecastell Residents Association), Mr. K. Robottom (Caerphilly Residents Association)

Also:

A. Highway (Town Centre Development Manager), A. Dallimore (Team Leader – Urban Renewal & Conservation), S. Wilcox (Assistant Town Centre Manager), M. Godfrey (Environmental Health Officer), G. Richards (Highways Maintenance Manager), P. Hudson (Marketing & Events Manager), A. Jones (Clerk)

### 1. APPOINTMENT OF CHAIRMAN

Mr Highway opened the meeting and asked for nominations for Chairman. Councillor C. Forehead was nominated and seconded and all agreed, Councillor Forehead accepted the position and continued with the meeting.

### 2. APPOINTMENT OF VICE CHAIRMAN

Councillor Forehead asked for nominations for Vice Chairman. Councillor B. Jones was nominated and seconded and all agreed. Councillor Jones accepted the position.

### 3. APOLOGIES FOR ABSENCE

Councillors: E.M. Aldworth, D.T. Davies, E. Forehead, J. Pritchard, Professor R Deacon (Community Councillor), Mr. J Dilworth (Clerk Van Community Council).

#### **4. DECLARATIONS OF INTEREST**

Mr. K. Williams (Clerk Caerphilly Town Council) declared an interest in item 10 on the agenda as the town council have requested funding.

Councillor Elsbury declared an interest in item 11 on the agenda, as he knew the person who had donated the monies for the plaque.

#### **5. TO NOTE THE PREVIOUS MINUTES ON 11TH FEBRUARY 2014**

Mr. Robottom requested that his apologies be noted for previous meeting as he did send apologies and was not listed.

Councillor B. Jones requested that a slight amendment be made to item 4 on the minutes by placing a comma after the word father in the first paragraph.

The minutes were then taken as read.

#### **6. 'A' FRAMES PROTOCOL**

Mr. Richards informed the group that the policy presented to the group is now in place. If there are any contentious issues raised the protocol can be revised and any feedback will be considered.

Councillor Elsbury asked for confirmation as to whether insurance will need to be checked each year to ensure businesses are covered.

Mr. Richards advised that insurance is checked annually and any queries would be referred to the Council's Insurance Department.

Councillor Bevan raised concern about the fruit and vegetable shop near the zebra crossing in Cardiff Road as they display a lot of their wares on the pavement.

Mr. Richards advised that the owners do own a section of land outside the shop but as long as they do not go on to the Council land it should not be a problem. It was identified that they also display things by placing them on the fencing.

Mr. Richards informed the group that there is a question as to whether or not this adds vibrancy to the town centre. The application will be vetted and anything contentious will be referred to the Head of Service for a decision to be made.

Councillor Fussell requested clarification on signage that is currently up in the main street pointing visitors to their businesses in the side streets. Does this protocol cover these signs and if so it may be worth looking into fingerposts to direct visitors to the shops in the side streets. Mr. Richards advised that this is under the protocol.

The contents of the report were noted.

#### **7. AIR QUALITY UPDATE**

Ms Godfrey apologised to the group for not being able to attend the previous meeting. The consultation from December to March only received one response from a resident in Lansbury Park supporting what was being undertaken and no other responses for anyone else.

The group were advised that the Air Quality Action Plan is going to Cabinet on 4th June. Once all comments passed back it will then go through a procurement process for consultants to be appointed. It is anticipated that this should all be in place by mid July.

There is an issue with regards to finance but Welsh Government are making grants available, however the council cannot apply for modelling.

The air quality area has expanded to include Nantgarw Road, this is a working document which can be amended, any suggestions could they be passed direct to Ms. Godfrey.

Ms. Godfrey was thanked for the update and then left the meeting.

## **8. MORGAN JONES FORMER LIBRARY UPDATE**

Mr. Dallimore advised that there are four options and a report setting out the options has been prepared to go to Cabinet. Colin Jones will be attending to take any questions on the report.

The options for Cabinet to consider are:-

1. Sell the property on the open market
2. Dispose of CCBC's interest in the property to a party with the best business case
3. Conduct an asset transfer exercise to a third sector organisation
4. A staged approach where option 1 is tried first, then options 2 and/or 3 if this fails.
5. Councillor Bevan enquired as to which organisations have expressed an interest in the building.

Councillor Prew advised that a number of organisation have expressed an interest to take over the building which include the Caerphilly Cwrt Rawlin football team and others but until the report has gone through Cabinet no decision will be made.

Mr Dallimore advised that the group would be kept updated on the position.

## **9. "CHOOSE THE HIGH STREET"**

Mr. Highway presented his report, which informed the group that since the Christmas campaign feedback was brought to the group. Town Centre Management has been working on a number of platforms to raise consumer choice throughout the towns.

The aim of the campaign is to increase importance of supporting local retailers by promoting their businesses and raise awareness of consumer choice. Support the High Street, increase footfall and encourage new businesses. Advertising will continue in a number of ways such as banners, billboards, twitter, facebook and youtube.

As part of the advertising, 5,000 bags have been ordered and will be distributed from Customer First centres and libraries in each of the five towns; all members were given a bag. Information will be going out to all businesses and local banks have been contacted and provided with leaflets to provide to potential new businesses.

Councillor Bevan asked if the discount card worked. Mr. Highway advised that it was not really achieving what it should have done and the scheme was a lot of hard work with not much coming out of it.

Mr. Highway advised that the next stage for "Choose the High Street" is to link up with Mr. Hudson's team to hand out leaflets and bags at all the events being carried out in the towns.

Councillor Jones raised a possible vacant building in the town, which is Wimpy. It seems that the premises has been vacated and this could be a prime location for a new business.

Mr. Highway was thanked for the report.

#### **10. FLOWER FESTIVAL FUNDING REQUEST FROM TOWN COUNCIL**

Mr. Highway informed the group that a request for funding has been received from the Town Council and read out the report.

The group were advised that the area forum budget has £14,182.00 available and invited the group to vote on the request for funding of £1,500 for the flower festival event.

The vote was put to the group and 12 voted in favour. The motion was carried.

It was requested that the Town Centre Management Group be noted as contributing to the event but was advised by Mr. Williams that leaflets had already been printed so could not be changed.

Mr. Highways suggested that at the awards presentation the group could be mentioned then as contributing to the event.

#### **11. CAERPHILLY TOWN CENTRE SENGHENYDD MINING DISASTER MEMORIAL**

Mr. Dallimore referred the group to the report and advised that Dolmans Solicitors approached the Council with a request to install a plaque outside Caerphilly Library to commemorate the mining disasters which occurred at Universal Colliery, Senghenydd. A local gentleman, recently deceased, has bequeathed the plaque.

The design was left for the Council to decide and the draft image was included in the report. Mr. Dallimore advised that the heritage group in Abertridwr has agreed the wording.

The dimensions will be 0.8m x 0.8m and produced in bronze.

Councillor Fussell asked if the design could be changed to the image of the girl with a younger sister instead. Mr. Dallimore advised that this could be passed back to the design group and a final decision will be made.

Concern was raised over the location of the plaque as it is going to be placed on the pavement and could be a hazard for tipping over or slippery. The location is also an area where vehicles park on the pavement as well.

Mr. Dallimore confirmed that they could possibly consider moving the location closer to the library entrance and all factors will be taken into consideration.

Recommendations moved

#### **12. SUMMER EVENTS**

Mr. Hudson apologised for not being able to provide the information previously. The group were advised that there are two events that will not be going ahead this year, which are the Tour of Britain and Proms in the Park.

Mr. Hudson ran through the events for the year and advised that there will be additional stewards to control access to Heol Trecastell, Brynccenydd and Bondfield Park. There will be

additional cones placed along St. Martin's Road.

There is a play day event, taking place in Morgan Jones Park on the 6th August. This is not an event run by the events team as it is funded by GAVO and they have asked for advice on holding the event. Mr. Hudson's team is seeking to offer support to the event.

Mr. Tidridge asked if there were specific areas for disabled parking for the event. Mr. Hudson advised that there would be drop off points on Crescent Road and provision with the 'park and ride' locations and regular scheduled bus tops used.

Caerphilly Access Group questioned whether the event would have walkways in place on grassed areas as this could be a problem for disabled users. They are happy to provide any assistance to the events holder. Mr. Hudson will feedback concerns to Park Services.

### **13. CAERPHILLY AUDIT**

Caerphilly access group informed the group that there was a complaint submitted with regards to a number of issues with disabled doors being too heavy and not wide enough, toilet roll holder being too high to reach at the library and it has been brought to their attention that the response sent states that all works were done with approval from the access group. This is not the case.

The access group felt that the inspector was ignoring their concerns with regards to these issues.

Councillor Bevan advised that builders could appoint their own inspector as it does not have to be an inspector from the Council.

Councillor Jones stated that this was very unfortunate as the Council strongly supports the access group.

Mr. Highway requested that the group were provided with an update on homeless people in the town from the police.

Inspector Jones advised that there is an emerging trend with growth of homeless people across the towns. The police have been monitoring this on their patrols and other agencies such as Age Concern and Drug Aid Cymru are supporting these individuals

Mr. Highway advised that Age Cymru have submitted an application for shutters to be put up on their shop front due to homeless people sleeping in the doorway and during the nights have been subjected to individuals passing them and urinating on them.

Inspector Jones confirmed that police do carry out patrols to move people on. Any offence being committed will be dealt with accordingly. Support is provided to homeless and night shelters are available but unfortunately individuals choose not to use them.

There has been an incident recently where a number of homeless people have been residing in a property in Park Lane and the appropriate action has been taken and notices served.

A further meeting has been arranged for the 10th September to review this issue.

The police were thanked for their work and Mr. Highway wished to thank the Cleansing Team for their work also.

There were no other issues raised from the audit

The meeting closed 3.33 p.m.

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CHAIRMAN





## CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 4TH NOVEMBER 2014

**SUBJECT: 'CHOOSE THE HIGH STREET' CAMPAIGN PROGRESS UPDATE**

**REPORT BY: CHIEF EXECUTIVE**

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

- 1.1 To provide information on the progress of the 'Choose the High Street' campaign run by the Council's Town Centre Management Team.

### **2. SUMMARY**

- 2.1 The 'Choose the High Street' campaign ran throughout the summer months across the five managed town centres. A number of promotional platforms were utilised to communicate the message to the public.

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

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

### **4. THE REPORT**

- 4.1 Following the publication of the Portas Review in 2011, there has been a great deal of strategic thinking and media focus on the future of Britain's town centres. Subsequent reports and studies have all drawn attention to the threat posed to the high street by the growth in online shopping, particularly through the advent of Smartphone technology and also the expansion of out of town retail parks. In light of these changes in consumer spending, the active promotion of town centres is seen as key to their long-term survival and future growth. In Spring 2014, the Council's Town Centre Management team developed a new concept 'Choose the High Street', the aim was to use this brand across the five managed town centres in order to promote them as shopping destinations and business opportunities.
- 4.2 During the summer months the 'Choose the High Street' campaign was rolled out in Caerphilly, Blackwood, Bargoed, Risca and Ystrad Mynach town centres. The initiative moved away from the 'discount card' concept used at Christmas and took a twofold approach in promoting the town centres. Firstly, 'Choose the High Street' highlights the power of

consumer choice and asks shoppers to make a conscious decision to use their local high street. Secondly, it encourages new 'start up' businesses to locate onto the high street.

Summary of platforms utilised to promote the campaign:

- 5,000 x free canvas shopping bags given away in Libraries and Customer First Centres;
- 1,000 children's balloons given away at town centre events;
- 30,000 'concertina' leaflets given away in the Libraries, Customer First Centres and at town centre events – Caerphilly 10K / Blackwood Beach Party / Risca Hoe Down & Show Down / The BIG Cheese;
- Advertising billboards displayed in each town centre;
- 700 window stickers distributed to retailers across five town centres;
- Article in Newline - delivered to every household in the County Borough;
- Lamppost banners;
- YouTube videos produced;
- Content posted on Council's Facebook page;
- Content posted on Council's Twitter page;
- Re-development of the Town Centre pages on the Caerphilly County Borough Council website, with a banner placed prominently on the council website homepage to signpost visitors to the pages;
- Retail Property Directory site rebranded as 'Choose the High Street';
- 250 business leaflets sent to local banks, enterprise agencies, grant providers and Business Wales contacts;
- Proactive engagement with property agents who have shops for sale or let in the town centres.

#### 4.3 Additional Promotion

As the campaign unfolded additional items were purchased in response to public demand and also to support the Welsh Governments 'Support Your High Street' seven day initiative between September 20th – 27th:

- An additional 3,000 free canvas shopping bags were ordered for Libraries, Customer First Centres and the new Mobile Customer Service Centre;
- A full-page Caerphilly Observer advert and accompanying web banner advert was placed.

#### 4.4 Social Media

Social media platforms *Facebook*, *Twitter* and *YouTube* were used as a complementary mechanism to reinforce the messages promoted through press articles and roadside billboards.

YouTube film clips were produced involving local independent traders from each of the five town centres these helped to showcase the unique retail offering of each town centre. In each film clip, the retailers were united in conveying the message that there are many reasons why residents should choose to support their local high street. To date, the collective number of views of these film clips is in excess of 1,000.

Facebook and Twitter were used to reinforce the key messages of the campaign with in excess of a collective 14,000 followers. Throughout the three month first phase period, regular engagement activity took place to gauge residents' thoughts and views on a range of high street related issues including customer service and suggestions for potential enhancements to town centres in the future.

A 'closed' Facebook group was also created, to allow the County Borough's retailers a unique place where they can share best practice, ideas and potential opportunities to work collaboratively. This element of the campaign is in its very early stages, but will continue to be built upon over the coming months.

#### 4.5 New Businesses

Since the 'Choose the High Street' initiative was launched in June a number of new businesses have opened in the five managed town centres:-

<b>Business</b>	<b>Town Centre</b>
Cadwalladers	Caerphilly
EMS Motorcycle Spares	Caerphilly
Gills Café & Coffee House	Caerphilly
Vapo Place Café	Caerphilly
Scruffy 2 Fluffy Pet Parlour	Bargoed
Simply at Home	Bargoed
Beauty by Emma	Bargoed
The Band Box	Risca
The Nook	Risca
Busy Bees Home Design	Risca
Amore	Ystrad Mynach
Coffee @ 37	Ystrad Mynach
Preachers Lounge Bar	Blackwood
Maxime Cinema	Blackwood
Jim's Traditional Fish & Chips	Blackwood
Learn About Wales	Blackwood

#### 4.6 Potential New Businesses

In addition, Town Centre Management have provided information & support in response to enquiries from people looking to start the following businesses or establishing new projects:-

<b>Business</b>	<b>Town Centre</b>
Coffee Shop	Blackwood or Caerphilly
Crèche	Blackwood or Bargoed
Ex Service persons café	Blackwood
Coffee shop	Ystrad Mynach
Foodbank shop	Blackwood
Hope Rescue Charity Shop	Caerphilly
Win a Shop Project	Bargoed
Kickplate Photography Exhibition	All five town centres
Cafe	Caerphilly
Sports / School wear Shop	Ystrad Mynach
Indoor Sports Facility	Blackwood / Ystrad Mynach
Kitchen producing locally sourced food	Caerphilly
Coffee shop	Caerphilly

#### 4.7 Retailer Survey Results

A total of 692 surveys were sent out to every business across the five managed town centres of those just 39 were returned, giving a response rate of just 5.6%.

Of the responses received, a summary of the results is below:-

<b>Question</b>	<b>Yes</b>	<b>No</b>	<b>Unsure</b>
Are you aware of the "Choose the High Street" campaign?	82%	18%	
Have you displayed the promotional window sticker?	72%	28%	
Are your customers aware of the "Choose the High Street" campaign?	30%	70%	
Do you think "Choose the High Street" was successful?	13%	61%	28%

Retailers were also asked which promotional tools they felt were the most successful. Social media and billboards were ranked the highest, followed by the window stickers, then the free canvas shopping bags and finally the leaflets distributed at events.

#### 4.8 Public Survey results:

To supplement the retailers' survey, an online survey was also conducted asking members of the public for their views on the campaign so far.

The responses were gained through a combination of social media (CCBC Facebook and Twitter) and through email to the CCBC Viewpoint Panel Members.

A total of 114 people responded to the survey – and a summary of the results are below:-

#### 4.9 Question:-

1. Have you heard of the Choose the High Street campaign? **Yes: 50% No: 49%.**
2. If you answered 'Yes' to question one, where have you seen the Choose the High Street campaign promoted? **The majority of respondents saw the campaign promoted through social media (40%), Newsline (24%) and the local newspaper (20%).**
3. The Choose the High Street campaign aims to encourage local people to support their local town centres and local traders. Do you agree with the sentiments of the campaign? That is, do you support what the council is trying to achieve through this campaign? **Yes: 88% No: 4% Not Sure: 7%.**
4. How often, on average do you visit your local town centre? **The majority of residents said they visited their town centres once a week (30%), most days (19%) and fortnightly (14%). 11% said they rarely visit their local town centre and 1% said they never do.**
5. Which Caerphilly County Borough town centre do you visit most often? **The responses, in descending order were Caerphilly (39%), Blackwood (32%), Risca (10%), Ystrad Mynach (6%), Bargoed (6%) and None (4%).**
6. What would encourage you to visit your local town centre more often than you currently do? **This question generated a total of 98 responses. The issue that drew the most responses (37) was the provision of free / better parking, the second highest number of responses (35) related to the need for an improved shopping offer. A small number of other responses highlighted better street cleansing, longer shop opening hours and retailers running special offers as suggestions for improvements.**
7. Would a Christmas/festive discount offer encourage you to support a retailer in your local town centre? **Yes: 58%, No: 15%, Not Sure: 26%.**

#### 4.10 Summary

The 'Choose the High Street' campaign was the first stage in a longer process to raise awareness of the need for people to support their local town centre. Since the launch of the campaign in the County Borough, a UK wide effort to promote the 'Great British High Street' and a one-week initiative by Welsh Government - 'Support Welsh High Streets' have both taken place. This demonstrates that the council's 'Choose the High Street' campaign is in line with current strategic thinking on town centre development.

Various marketing platforms have been used to make consumers, retailers and potential business start-ups aware of the 'Choose the High Street' brand. However, realistically, this will take time, as it is impossible to encourage a permanent behavioural change over just a three-month period. In the coming months officers will continue to support local retailers in developing new ways to use the 'Choose the High Street' brand to promote the five town as shopping destinations and business opportunities.

## **5. EQUALITIES IMPLICATIONS**

- 5.1 This report is for information purposes, so the council's EqIa 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: Pauline Elliott, 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  
Elizabeth Sharma, Research Officer

Appendices:  
Appendix 1 Endorsements for 'Choose the High Street'

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A number of endorsements were received for the campaign:-

"The 'Choose the High Street' campaign successfully connects with customer sentiment and highlights the power of consumer choice. The initiative demonstrates the importance of managing our town centres, something we as the Association of Town & City Centre Management have highlighted to Welsh Government." **Chief Executive Martin Blackwell - Association of Town & City Centre Management**

"At Revive and Thrive, we fully support and endorse the excellent 'Choose the High Street' campaign. Our high streets are about much more than shops - they are places to meet and relax and give us all a sense of community, of belonging somewhere. This campaign is an important part of the on-going effort to revitalize and rejuvenate the most important part of the places we live in." **Mark Barnes Managing Director - Revive & Thrive**

"The 'Choose the High Street' campaign is very good and something that Welsh Government could consider using in other towns across Wales, I would be happy to use the campaign locally in Bridgend." **Rhiannon Kingsley - Chair of Association Town & City Centre Management Wales / Bridgend Town Centre Manager**

"The role of the high street in the 2020's is vitally important and the 'Choose the High Street' campaign affirms this. The retail scene is evolving rapidly and our high streets reflect this as top internet performers open shops and new 'collect' provisions become part of how we now use our local high street. Any campaign to make customers aware of the need to vote with their feet and support the high streets is to be welcomed." **John Couzens, Centre Manager - Castle Court Shopping Centre, Caerphilly**

"I drove in from the north end of Blackwood earlier this week, a route I do not usually travel and saw the *Choose The High Street* billboard situated next to the Institute. What a great sign, it certainly is eye catching, a great advert for the campaign and one that will hopefully have a positive effect." **Huw Edwards - Tidal's Store & Chair of Blackwood Retail Partnership**

"Choose The High Street is an innovative way of encouraging those who do not shop locally to come into town and see what is available and what they are missing." **David Collins - Bargoed Chamber of Trade**

"Each shop in a High Street is individual and a reflection of the owner's personality, which is something very special. Choose the High Street encourages people to experience this." **Helen O'Sullivan – Risca Pine Centre**

"A High Street is not just about the variety of shops, but also the community. People cannot only shop for their items, but also chat with the shopkeepers, which keeps community spirit alive within the town. The Choose the High Street campaign endorses this." **Andrew Berry – Andrew Berry Jewellers**

"Thanks for providing us with the high street bags we ran out of them pretty quickly we had customers who sent their friends, family and neighbours to come in and get one which then improved our footfall. Customer Feedback was very positive and all thought the same about supporting our local high street shops." **Customer First Team Caerphilly Library**

"Just to say thanks for the bags they have been very popular with our customers. Also we are distributing the High Street info maps with the bags now and customers are saying how useful they are." **Blackwood Library Staff**

"We have had a very favorable response from the customers and have put a supply of the leaflets and bags on the main reception desk and the cash office." **Customer First Team, Ty Penallta**

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## CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 4TH NOVEMBER 2014

**SUBJECT: 'CHOOSE THE HIGH STREET @ CHRISTMAS'**

**REPORT BY: CHIEF EXECUTIVE**

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

- 1.1 This report provides information on the 'Choose the High Street @ Christmas' campaign, which will be run in the County Borough's five principal town centres in the weeks leading up to Christmas 2014.

### **2. SUMMARY**

- 2.1 The next phase of the 'Choose the High Street' campaign will be directed towards encouraging more people to spend in their local town centres over the Christmas period. Retailers across the five managed town centres will have the opportunity to submit an offer, which will be included in a voucher booklet. The scheme supports local businesses as it offers them a chance to participate in a coordinated campaign under the 'Choose the High Street @ Christmas' banner. In addition, a new 'Pop Up Shop Guide' has been produced by Town Centre Management, which sets out the process of setting up a Pop Up shop and is particularly relevant in the run up to Christmas.

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

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

### **4. THE REPORT**

- 4.1 According to retail analysts, Christmas 2014 is expected to be a very difficult one for retailers, with only a modest sales growth expected. A number of factors are contributing to this, including: faltering consumer confidence and the continued growth in online sales. Over the last two years, in the lead up to Christmas the Council's Town Centre Management Team has run the 'Unique Places Discount Card' scheme, a tool for retailers to generate sales. After assessing the feedback provided by retailers in previous years, a slightly different approach will be taken for Christmas 2014.

- 4.2 Following the successful start of the 'Choose the High Street' campaign developed by the Council's Town Centre Management team over the summer months, the next phase of the scheme will be run over the Christmas period. 'Choose the High Street @ Christmas' will build further on the brand and in the weeks leading up to Christmas encourage people to spend locally in the five principal town centres. In doing so, the initiative is assisting local businesses as they try to capture consumer spend during this crucial trading period. The booklet has been developed to support local businesses but the onus remains on the retailers to participate and ensure that the booklet contains a large number of offers, which will incentivise customers to pick it up.
- 4.3 To market the campaign the 'Choose the High Street' branding will have a seasonal twist with the addition of '@ Christmas'. The adapted logo is included as an Appendix to the report.
- 4.4 This year's scheme centres on a printed voucher booklet and retailers in the five managed town centres will have the chance to submit an offer for inclusion in the booklet with the level of discount being set by retailer at their discretion. In order to allow time for design and printing, retailers will need to submit their offer by the 24th October on the form sent to them by Town Centre Management. Building on the successful distribution of the 'Choose the High Street' shopping bags through the Council's Libraries and Customer First Centres, the free voucher booklet will also be given out in these locations and at the Council's Christmas events. The use of a single voucher booklet covering all five towns as a promotional tool, rather than a discount card, means that people will have the offer physically in front of them as they plan their Christmas shopping.
- 4.5 An additional element to the Christmas initiative is the launch of a 'Pop-Up Shop Guide' produced by the Town Centre Management Team. The guide provides an explanation of what a Pop-Up shop is and explains the process of setting one up. It is hoped that by providing this guide in the months leading up to Christmas 2014, it will encourage people to explore opening a Pop-Up shop for Christmas. New Pop-Up shops will increase the shopping offer and also occupy an otherwise vacant unit. The guide will be branded as 'Choose the High Street' and further builds on the work already done to highlight the importance of the County Borough's town centres to the local economy.

## **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: Pauline Elliott, 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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## CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 4TH NOVEMBER 2014

**SUBJECT: CAERPHILLY CHRISTMAS MARKET 2014**

**REPORT BY: MARKETING & EVENTS MANAGER**

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

- 1.1 This report seeks to update the group on plans for this year's Caerphilly Medieval Market event scheduled to take place on 13 & 14 December and to request a funding contribution of £2,000 from the area forum budget.

### **2. SUMMARY**

- 2.1 Following last year's event the aim for this year is to continue building on the awareness of the event in the County Borough and beyond to attract an audience in excess of previous year's recorded footfall figures.

### **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 'A Prosperous Caerphilly' is identified as a key outcome in the Council's Single Integrated Plan and the 'Ongoing provision of tourism and community events' as one of the means of helping to achieve this outcome along with 'Other town centre events in line with regeneration objectives'

### **4. THE REPORT**

- 4.1 Footfall data for 2013 isn't available but the 2012 event attracted a town centre footfall of 19,234 an increase of 116% over normal footfall for the town centre (8,894) and a 3% increase over 2011 figures for the event. Web statistics show 8,401 unique visitors were generated via the Council's website in 2013, a 50% increase on 2012.
- 4.2 For 2014 there are approximately 130 stalls booked for the event, which will be located through the town centre.
- 90 Town Centre Stalls
  - 10 Castle
  - 5 Continental
  - 15 Farmers
  - 10 TIC Crafters

The following attractions have been booked for the event to support the stall offer:

- Pottery workshops
- Face painting
- Children's funfair rides
- Victorian style street entertainment to reflect CADW's Victorian theme inside the Castle

4.3 Promotional activity for the event will include:

- A listing in 40,000 'What's On' guides
- 50,000 A6 flyers distributed across Southern Wales and Bristol / Somerset / Gloucester regions
- Advertisement in Primary / Family Times
- Listing on Christmas Markets.com
- Direct Mail to event database
- Press releases sent to local and national press
- Listing in American Express National editorial feature (targeting: Independent, Times, Metro, London24, ELLE, Grazia, TimeOut)
- Information updates to 3,600+ twitter followers
- Listing in Newline
- Listed in 40,000 1/3<sup>rd</sup> A4 Christmas Poster
- Listed in 'Local View' Events column – 10,000+

This will be the second weekend that the Unique Places Christmas Voucher booklet can be used and the booklets will be available at the event.

4.4 Traffic congestion is likely to be concentrated around Ludlow Street and Crescent Road as the main alternative route around the town centre. Temporary traffic signals will be installed at the junction of Nantgarw Road and Crescent Road to facilitate the increased bus and vehicle traffic expected along Crescent Road during the weekend. Cardiff road will be closed to traffic from midnight on Friday 12th December until 9.00 pm on Sunday 14th December. Letters will be circulated to all retailers within the town centre and all residents within the immediate vicinity of Cardiff Road.

## **5. EQUALITIES IMPLICATIONS**

5.1 Two of the Council's Strategic Equality Objectives (numbers 3 and 4) are relevant to this report in that they cover matters relating to Physical Access and Communication Access for various individuals and groups covered by Equalities and Welsh Language legislation.

5.2 Town centre regeneration and tourism issues are strongly influenced by these and due consideration of the Strategic Equality Objectives and related actions can contribute to the success of tourism projects and events for example by attracting wider audiences.

## **6. FINANCIAL IMPLICATIONS**

6.1 The funding required to stage the event will come predominantly from the Economic Development Unit within Caerphilly County Borough Council with additional funding support from Caerphilly Town Council.

## **7. PERSONNEL IMPLICATIONS**

7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Services department will co-ordinate the event.

## **9. RECOMMENDATIONS**

- 9.1 To accept the report as an update on progress of the event and to consider a request for £2,000 to be allocated from the area forum budget to fund a radio campaign to promote the event across the region.

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

- 10.1 A radio campaign would add value to the current event promotional plan attracting additional and new visitors generating additional revenue spend in the town centre.

## **11. STATUTORY POWER**

- 11.1 Local Government Act 2000.

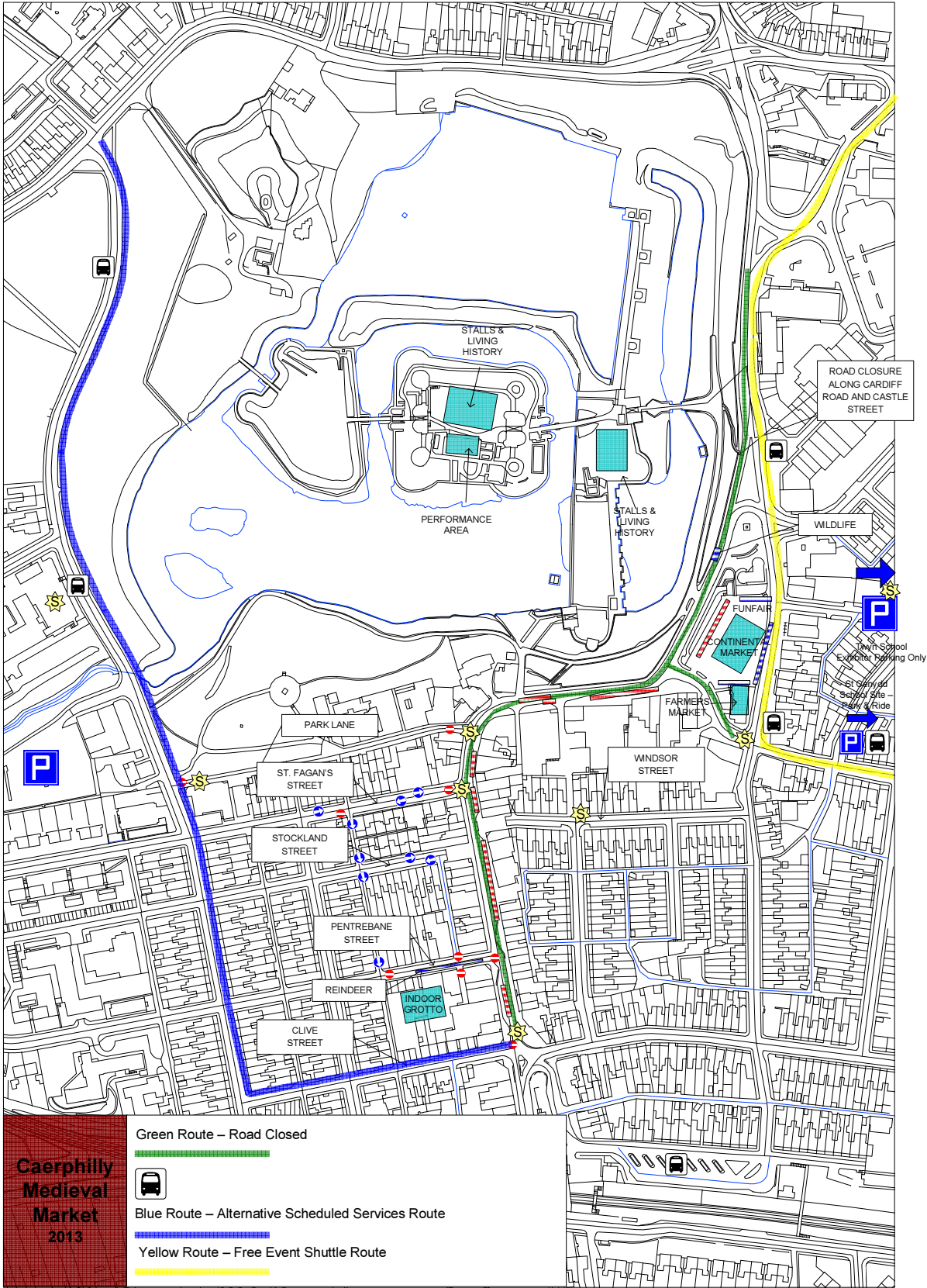
Author: Paul Hudson, Events and Marketing Manager  
Consultees: Ian MacVicar, Group Manager, Operations  
Andrew Highway, Town Centre Development Manager

Appendices:  
Appendix 1 Site Plan

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SITE PLAN



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## CAERPHILLY TOWN CENTRE AUDIT – OCTOBER 2014

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
17/10/08	<p><b><u>Air Quality Town Centre</u></b>                      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><b>Environmental Health</b>  <i>Lyndon Ross</i></p> <p><b>Transportation</b>  <i>Clive Campbell</i></p> <p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p> <p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>11/2 An update was provided to the TCMG.                      14/4 Updates will continue to go to the TCMG when required.                      2/6 The Air Quality Action plan has gone to Cabinet.                      3/6 An update was provided to the TCMG.                      4/8 Reports continue to go to the TCMG.</p>
27/02/12	<p><b><u>30-minute Parking Bays Cardiff Road</u></b>                      Cllr. Elsbury asked Officers to investigate whether 30-minute parking restrictions could be introduced along Cardiff Road.</p>	<p><b>Transportation</b>  <i>Clive Campbell</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>11/2 An update was provided to the TCMG.                      14/4 The statutory consultation period will begin during week commencing 14<sup>th</sup> April.                      2/6 Consultation is complete and a report is being produced for consideration by the Head of Engineering Services.                      4/8 A new consultation started on 1<sup>st</sup> August and will run for 28 days.</p>

25/05/12	<p><b><u>Repairs to Toilets</u></b>  <b><u>The Twyn</u></b>  Following a criminal incident in the ladies toilet, urgent repairs were required to the cubicles. The flooring in the gents' toilet also required attention.</p>	<p><b>Cleansing</b>  <i>Tony White</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>14/4 Availability of funding is still awaited.  2/6 Funding is still being sought.  4/8 Officers continue to look for funding.</p>
29/11/12	<p><b><u>Maintain Area of “Tommy Cooper Walk of Fame”</u></b>  <b><u>The Twyn</u></b>  The area around the Walk is in need of some attention due to weathering. Maintenance needs to be undertaken to some of the pavers, which need relaying.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p> <p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>14/4 The area around the pavers has been grubbed out. More intricate cleaning of the pavers themselves will be undertaken in the summer period.  2/6 Ongoing with NCS for the summer period.  4/8 The work has been completed.  <b>Issue Closed 4/8</b></p>
08/01/13	<p><b><u>Illegal Parking/Obstruction of Highway</u></b>  <b><u>Cardiff Road</u></b>  A complaint has been received from a local business concerning “accident claim” practitioners who operate on Cardiff Road. Their information desk obstructs the pavement and the staff are parking for long periods in the loading only bays at the bottom of Cardiff Road.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p> <p><b>Police</b>  <i>Ins Jones</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>2/6 Still ongoing with Legal Department  4/8 Offences continue and has been referred back to the Legal Department.</p>

28/02/13	<p><b><u>Community Notice Board</u></b>  <b><u>Town Centre</u></b>  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><b>Urban Renewal</b>  <i>Allan Dallimore</i></p> <p><b>Town Centre Management</b>  <i>Andrew Highway</i></p> <p><b>Police</b>  <i>Ins Jones</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>2/6 A budget is currently being identified to carry out the works.  4/8 A budget has been identified and the location is currently being confirmed.</p>
11/09/13	<p><b><u>Damaged Bench</u></b>  <b><u>Cardiff Road</u></b>  A bench on Cardiff Road, overlooking Station Terrace, has become badly damaged and is in need of repair or replacement.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>11/2 An update was provided to the TCMG.  14/4 A site meeting will be arranged in due course.  2/6 Officers are still discussing options.  4/8 The bench has been replaced.  <b>Issue Closed 4/8</b></p>
03/10/13	<p><b><u>Footway Defects</u></b>  <b><u>Crescent Road</u></b>  A number of defects have been identified on the footways of Crescent Road, which are in need of repair.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>11/2 An update was provided to the TCMG.  14/4 No update could be provided.  2/6 Remedial works are ongoing.  4/8 Works formed part of the slurry sealing programme, which has now been completed.  <b>Issue Closed 4/8</b></p>

05/11/13	<p><b><u>Repainting of Fingerposts Town Centre</u></b> The fingerposts throughout the town centre are not consistent with the colour scheme of the town and require repainting.</p>	<p><b>Urban Renewal</b> <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>14/4 There is currently a backlog of repainting works due to inclement weather. Works will be completed in due course. 2/6 This has been added to the programme of works for NCS. 4/8 Some have been completed, but works are ongoing.</p>
29/01/14	<p><b><u>Installation of Railings Pentrebane Street</u></b> Railings are to be installed on the new build outs on Pentrebane Street to increase pedestrian safety and encourage a café culture.</p>	<p><b>Urban Renewal</b> <i>Allan Dallimore</i></p> <p><b>Highways</b> <i>Marcus Lloyd</i></p>	<p>14/4 The railings have been ordered and installation is currently pending. 2/6 This has been added to the programme of works for NCS. 4/8 The work is scheduled for week commencing 4<sup>th</sup> August.</p>
30/01/14	<p><b><u>Street Lighting Defect O/S Indoor Market, Pentrebane Street</u></b> A complaint has been received that the street light outside the Indoor Market is defective.</p>	<p><b>Highways</b> <i>Marcus Lloyd</i></p>	<p>30/1 SR1034069 has been raised. 14/4 No update could be provided. 2/6 No update could be provided. 4/8 The column has been repaired. <b>Issue Closed 4/8</b></p>
11/02/14	<p><b><u>Condition of Bus Station Station Terrace</u></b> At the TCMG, Cllr. Forehead expressed concern about the condition of the bus station following fire damage in 2013.</p>	<p><b>Transportation</b> <i>Clive Campbell</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>27/5 Cleansing has been carried out, but snagging issues with the refurbishment works are ongoing. 2/6 Refurbishment works are still ongoing. 4/8 Works are ongoing and comments from Cllr. Forehead will be relayed to the contractor.</p>

13/03/14	<p><b><u>Loose Drain Cover</u></b>  <b><u>O/S Tourist Information Centre, Castle Street</u></b>  A drainage cover is not sitting correctly within its housing, causing a loud bang each time a vehicle passes over it.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	<p>14/4 The designated sub-contractor will be resetting the cover in due course.  2/6 The work has yet to be completed.  4/8 This has now been repaired.  <b>Issue Closed 4/8</b></p>
13/03/14	<p><b><u>Fire Damaged Property</u></b>  <b><u>Cardiff Road</u></b>  Following a fire in the Phaze store, the building is badly damaged internally and currently vacant.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p>14/4 The building is currently boarded up and the owners have been approached.  2/6 The owner intends to rent out the property or re-open the store.  4/8 The insurance claim has yet to be settled.</p>
21/03/14	<p><b><u>Commemorative Plaque</u></b>  <b><u>Town Centre</u></b>  A request has been received from Dolman's Solicitors in relation to a client's Will. A bequest has been made to install a plaque commemorating the Senghenydd mining disasters within Caerphilly town centre.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p> <p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>2/6 A design has been agreed and will be going to Cabinet for consideration shortly.  3/6 An update was provided to the TCMG.  4/8 The design and indicative costs have been approved by the solicitors. Final costs are in the process of being produced.</p>
14/04/14	<p><b><u>Rough Sleepers</u></b>  <b><u>Cardiff Road</u></b>  Numerous complaints have been received from businesses in Caerphilly and the local MP and AM about the rough sleepers currently residing throughout the town centre.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p> <p><b>Community Safety</b>  <i>Kathryn Peters</i></p> <p><b>Police</b>  <i>Ins Jones</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>2/6 Progress has been made, but some choose not to take on advice given and remain on the streets for personal reasons.  3/6 An update was provided to the TCMG.  4/8 Officers continue to signpost individuals to support services.</p>

01/05/14	<p><b><u>Age Concern Planning Application</u></b>  <b><u>Cardiff Road</u></b>  Age Concern has made a planning application for new shutters to be installed on the front of their property. This is due to a number of rough sleepers residing in the doorway at night.</p>	<p><b>Regulatory Planning</b>  <i>Tim Stephens</i></p>	<p>2/6 The planning application has been submitted and is under consideration.  3/6 An update was provided to the TCMG.  4/8 Discussions over the design of the shutter are ongoing.</p>
01/05/14	<p><b><u>Caerphilly 10k Race</u></b>  <b><u>Town Centre</u></b>  The Caerphilly 10k race will be returning to the town on Sunday 22<sup>nd</sup> June.</p>	<p><b>Business Enterprise Support Team</b>  <i>Paul Hudson</i></p>	<p>2/6 Preparations continue and there has been considerably more interest from participants this year.  3/6 An update was provided to the TCMG.  4/8 The event received excellent feedback.  <b>Issue Closed 4/8</b></p>
01/05/14	<p><b><u>The BIG Cheese</u></b>  <b><u>Town Centre</u></b>  The BIG Cheese event is returning to the Owain Glyndwr Playing Fields on 25<sup>th</sup>, 26<sup>th</sup> &amp; 27<sup>th</sup> July.</p>	<p><b>Business Enterprise Support Team</b>  <i>Paul Hudson</i></p>	<p>2/6 Preparations are ongoing.  3/6 An update was provided to the TCMG.  4/8 The event went well and received positive feedback.  <b>Issue Closed 4/8</b></p>
08/05/14	<p><b><u>Choose the High Street Campaign</u></b>  <b><u>Town Centre</u></b>  Town Centre Management will be launching a summer campaign across the five managed towns, encouraging consumers to “Choose the High Street”. The scheme will run over the summer period and use several forms of media.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p>2/6 Campaign has been launched to encourage shoppers to “choose the high street” and to also encourage businesses to trade from them.  3/6 An update was provided to the TCMG.  4/8 The campaign has started well and will continue over the summer period. Press releases are continuing. The next phase will be to work with property agents to try and fill vacant town centre properties.</p>



02/06/14	<p><b><u>Replacement of Paving Slabs</u></b>  <b><u>Clive Street</u></b>  The paving slabs in Clive Street are to be removed and replaced with tarmacadam. Vehicles delivering to The Malcolm Uphill are regularly mounting the footway and damaging the paving slabs, which are currently having to be replaced regularly.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	4/8 A scheme of works has been agreed and will form part of the footway resurfacing programme for this financial year.
02/06/14	<p><b><u>Resetting of Bollard</u></b>  <b><u>O/S Savers, Cardiff Road</u></b>  A bollard on the pedestrian crossing at the top of Cardiff Road has been struck by a vehicle and requires resetting.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	4/8 The bollard has been repaired. <b>Issue Closed 4/8</b>
02/07/14	<p><b><u>Securing of Handrail</u></b>  <b><u>O/S Twyn Community Centre, The Twyn</u></b>  A complaint was received from Cllr. Kent in relation to a handrail outside the Twyn Community Centre. The weld on one of the mounting plates has sheared, which allows the handrail to move.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	4/8 The issue is currently being looked at.
03/07/14	<p><b><u>Missing Paviers</u></b>  <b><u>Seating Area, Windsor Street</u></b>  Some of the block paviers beneath the benches on the junction of Windsor Street and Cardiff Road are missing, which presents a trip hazard.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	4/8 A works ticket has been issued and will be completed within 28 days.
22/07/14	<p><b><u>Lead Removal</u></b>  <b><u>Former Shoe Zone, Cardiff Road</u></b>  A complaint was received from Cllr. Fussell in relation to the old Shoe Zone on Cardiff Road. The lead surrounding the original shop sign has become loose and is hanging on the building.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	4/8 The agent has been informed of the issue and the owner has been notified.

20/08/14	<p><b><u>A-Frame Placement</u></b>  <b><u>St. Fagans Street</u></b>  A query has been received from a business on St. Fagans Street in relation to the new A-frame policy. They have asked for consent under licence for an A-frame to be sited on the junction of St. Fagans Street/Cardiff Road.</p>	<p><b>Highways</b>  <i>Marcus Lloyd</i></p>	
03/09/14	<p><b><u>Christmas Event</u></b>  <b><u>Town Centre</u></b>  Planning is underway for a Christmas event in the town centre, which is scheduled to take place on 13<sup>th</sup> &amp; 14<sup>th</sup> December 2014.</p>	<p><b>Business Enterprise Support Team</b>  <i>Paul Hudson</i></p>	
03/09/14	<p><b><u>“Choose The High Street @ Christmas”</u></b>  <b><u>Campaign</u></b>  <b><u>Town Centre</u></b>  The “Choose the High Street” campaign is being extended to the Christmas period to encourage people to shop locally this Christmas. The scheme will involve a voucher scheme that all retailers will have the opportunity to sign up to.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	
30/09/14	<p><b><u>Hanging Wire</u></b>  <b><u>O/S Specsavers, Cardiff Road</u></b>  A complaint has been received from Specsavers in relation to a wire that is hanging in front of their property. The wire appears to have been dislodged when the hanging baskets were removed.</p>	<p><b>Parks</b>  <i>Derek Price</i></p>	