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

Date: 11th November 2014

Dear Sir/Madam,

A meeting of the **Risca Town Centre Management Group** will be held in the **Sirhowy Room, Penallta House, Tredomen, Ystrad Mynach** on **Tuesday, 18th 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 Appointment of Chairman.
- 2 Appointment of Vice Chairman.
- 3 To receive apologies for absence.
- 4 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: -

- 5 Risca Town Centre Management Group held on 24th June 2014.

To receive and note the following updates: -

A greener place Man gwyrddach



- 6 Cuckoo Statue Update.
- 7 Risca House Car Park Update.
- 8 Toilet Murals Update.
- 9 'Choose the High Street' Campaign Progress Update.
- 10 'Choose the High Street @ Christmas'.
- 11 Christmas Event 2014.
- 12 Risca Town Centre Audit - October 2014.

Circulation:

Councillors Mrs E.M. Aldworth, D.T. Davies, N. George (Chair), Mrs P. A. Griffiths, K. James, Ms P. Leonard, Mrs R. Passmore (Vice Chair) and D. Rees

Town Councillors C. Edwards (Risca East), B. Hancock (Risca Town Council), D. Hobbs (Risca East), M. Parker (Risca Town Council), R. Campbell (Clerk - Risca Town Council) and Mr G. James (Clerk Risca East)

Other Organisations

Inspector Muirhead, (Gwent Police)



RISCA TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT PENALLTA HOUSE, TREDOMEN PARK ON TUESDAY, 24TH JUNE 2014 AT 2.00 P.M.

PRESENT:

Councillors:

N. George, K. James

Together with:

B. Hancock (Community Councillor), D. Hobbs (Community Councillor), G. James (Clerk Risca East)

Also:

A. Highway (Town Centre Manager), A. Dallimore (Team Leader – Urban Renewal and Conservation), T. White (Waste Strategy and Operations Manager), P. Hudson (Marketing and Events Manager), A. Jones (Clerk)

1. APPOINTMENT OF CHAIRMAN

The meeting was delayed from commencing, as not enough members were present to nominate and elect the Chairman. Mr. Highway left the meeting to discuss the protocol and how the meeting should proceed under the terms of reference with Officers in Legal Services. At 2.28 p.m. Angharad Price, a Barrister from Legal Services, came into the meeting and advised the group that the meeting could continue with the previous chair overseeing the meeting and that the voting of the chair be delayed until the next meeting.

At 2.30 p.m. Councillor George opened the meeting and advised that this item will be adjourned to the next meeting

2. APPOINTMENT OF VICE CHAIRMAN

Councillor George advised that this item would also be adjourned to the next meeting.

3. APOLOGIES FOR ABSENCE

E.M. Aldworth, D.T. Davies, P. Griffiths, D. Rees, M. Parker (Community Councillor), Ms. C. Mortimer (Clerk Risca Town Council), S. Wilcox (Assistant Town Centre Manager).

4. DECLARATIONS OF INTEREST

There were no declarations of interest.

5. TO NOTE PREVIOUS MINUTES OF MEETING DATED 18TH FEBRUARY 2014

The previous minutes were taken as read.

6. RECYCLING COLLECTIONS FROM COMMERCIAL LANE

Mr. White introduced himself to the group and apologised for not being able to attend previous meetings. Members were advised that the report presented to the group previously was the result of the Task and Finish Group, which was set up to look at where the recycling bins were collected.

Mr. White advised the group that the vehicles are far too large to travel down commercial lanes and there is nowhere for the vehicles to turn around if the BT site at the bottom of the lane is locked. Reversing vehicles has resulted in a number of accidents and this would not be possible in this area due to the size of the vehicles, which have been increased in size to enable larger amounts of waste to be collected.

Whilst members of the committee were dissatisfied with the decision they understood the reasons given and accepted that not collecting recycling from the lane was the safest option.

Mr. White was thanked for attending and for his report and then he left the meeting.

7. A FRAMES PROTOCOL

Mr. Highway advised the group that the report was for information as it has been brought to the group previously. If there were any concerns over the report they were to be made to Mr. Highway for him to take to the service area.

8. CUCKOO STATUE

Mr. Dallimore advised that there were 4 issues raised with this area.

The first issue is the location of the cuckoo statute and whether or not it could be moved to a different location. Mr. Dallimore advised that this could not happen until money is available.

The second issue is the cleanliness of the site. Mr. Dallimore informed the group that the owner is responsible for maintaining cleanliness of the site and if the Council were to arrange for the area to be tidied up, then consent from owners would be needed.

The Council will contact the owners and request that they maintain the site on a regular basis.

The third issue is the slow worms and whether or not they could be relocated. Mr. Dallimore advised that the Council's ecologist has stated that the slow worms could be removed but this would be at a cost. There are currently no funds available for this to be carried out.

The ecologist is looking into the possibility of spreading where the slow worms are housed around the plinth so that it is more aesthetically pleasing.

There is also a possibility that the slow worms could be housed underground beneath the statue. Costs will be looked at, but consent from the landowner would also be required.

The fourth issue is the advertising on the railings and fencing. Mr. Dallimore has spoken to the planning department who have confirmed that enforcement action will be taken for those who have not complied with planning legislation.

Members did confirm that since the last meeting they have noticed some of the advertisements have been removed.

Mr. Dallimore advised that highways and appropriate action taken would monitor this.

9. UPDATE ON TOILET BLOCK MURALS

Mr. Dallimore informed the group that the budget is available and designs agreed. Artist is free from 6th July to start works. Timeframe is 4 weeks dependant on the weather.

Chairman advised that the Community Council has agreed to pay to keep the toilets open on Sundays. Councillor Hancock raised concern over individuals abusing toilet block and is disappointed that these acts could result in toilets being closed if not monitored. This will be taken back to the community council.

Councillor Hancock raised concern over the amount of weeds surrounding the toilet block. Mr. Dallimore confirmed that Parks undertake spraying to kill the weeds and this will happen 3 to 4 times.

10. 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.

As part of the advertising, 5,000 bags have been handed out from the Customer First offices across the County Borough; all members were provided with 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.

Advertising will continue in a number of ways such as banners, billboards, twitter, facebook and youtube.

Mr. Highway informed the group that his team would see how the campaign goes through the summer and feedback at the next meeting.

Chairman thanked Mr. Highway for his hard work and report.

11. TOWN CENTRE IMPROVEMENT GROUP ENVIRONMENTAL AUDIT-PROCESS CHART

Mr. Highway ran through the procedure explaining how the items are placed on the agenda and presented the chart to members for guidance.

12. RISCA AUDIT

Mr. Hudson informed the group that this exciting event is different from any other events they have put on. The theme is the Wild West, titled Hoe Down and Show Down and leaflets will be distributed shortly.

It is all-American themed and will include catering, funfair rides, shooting galleries and Country and Western music. There will also be a marquee with hay bales. The number of stalls is restricted for health and safety reasons as in the past a number of gazebos have blown over.

Mr. Hudson went on to say that feedback from the Christmas event was disappointing due to clash of dates with other events in the borough.

Mr. Highway confirmed that the event will go on the next audit report and Mr. Hudson will then be able to provide an update.

Mr. Dallimore advised that the new footbridge rear of Lidl's is still an ongoing matter and he will go back to Legal for an update as there is still an issue where Lidl's solicitors and Tesco's solicitors have not been corresponding with us.

Councillor Hobbs asked if Tesco decided to not go ahead with the bridge what would happen. Mr. Dallimore advised that there is no legal commitment however Lidl's would have to consent. All concerns will be referred to our Legal Department and Mr. Dallimore will report back.

Mr. Highway advised that this item will remain on the audit and any updates will be provided.

Mr. Dallimore informed the group that the Town Centre Action Plan has been presented to full Council and is now an official document. Councillor Hancock requested that the town council be more involved in any future matters in relation to the Town Centre Action Plan. This will be noted and Mr. Dallimore will look to build further relationship with the town council.

There were no further issues raised on the audit.

Meeting Closed at 3.14 p.m.

CHAIRMAN



RISCA TOWN CENTRE MANAGEMENT GROUP – 18TH NOVEMBER 2014

SUBJECT: CUCKOO STATUTE UPDATE

REPORT BY:

1. BACKGROUND

- 1.1 Officers have been asked to investigate the reasons why the area surrounding the cuckoo statue in Pontymister appears to be in such an unkempt condition.

2. LEGAL POSITION

- 2.1 Condition 17 of the Planning Approval states that a management plan needs to be submitted and adhered to. This is also mirrored in the terms of the Section 106 Agreement.
- 2.2 This condition has been discharged as a 'Management and Maintenance Plan' (drawn up by Aspect Landscape Planning) has been submitted to the Council. This plan stipulates:
- An **annual cut or trim** of orchid receptor sites set as wildflower grassland, shall be carried out between the months of October and February using a varied cutting regime. The application of fertiliser or herbicide on these areas should be avoided, and all cuttings be removed directly following a cut. [The reason for this is not to harm any slowworms]
 - Initially, woody species will be particularly targeted for removal by hand from within the orchid receptor sites set as wildflower grassland, combating the spread of woody imported species as part of the soil scrape.
 - Edge, banks and grass around obstructions to be strimmed.
 - Repair and reseed all open or poorly germinated areas using the same seed during Aril and September.
 - The maintenance contractor shall undertake the removal of all litter at quarterly intervals throughout the year.

3. CURRENT POSITION

- 3.1 It is the view of the ecologist that although the cutting may have taken place the removal of the cuttings/arising has not. CCBC officers have been tasked with ensuring this aspect of the works is conducted.
- 3.2 It is also the view of the CCBC ecologist that the current refugia is not fit for purpose – the stones are too small to create the necessary sized gaps for slowworms to take refuge.

3.3 Therefore the CCBC ecologist sees no merit in retaining the refugia or the thistle growth at the base of the statue, which has overtaken any wild meadow flower seedmix from establishing.

4. WAY FORWARD

4.1 There is scope to remove the current refugia, tidy up the site, cut back the thistle growth and introduce a more attractive refugia with associated planting around the base of the artwork.

4.2 Community involvement would be welcome as would materials such as stone and logs to create the refugia. CCBC ecologists would be prepared to oversee the works but do not have a budget, neither do they have the workforce to implement these works.

4.3 In addition owners consent would first be needed to take this scheme forward.

4.4 Officers from the Council's Regeneration and Planning Department will pursue owners consent and also look to take forward a community driven project in association with members of the Risca Town Centre Management Group.

Author:

Consultees:



RISCA TOWN CENTRE MANAGEMENT GROUP – 18TH NOVEMBER 2014

SUBJECT: 'CHOOSE THE HIGH STREET' CAMPAIGN PROGRESS UPDATE

REPORT BY: CHIEF EXECUTIVE

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:-

Business	Town Centre
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:-

Business	Town Centre
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:-

Question	Yes	No	Unsure
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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RISCA TOWN CENTRE MANAGEMENT GROUP – 18TH NOVEMBER 2014

SUBJECT: 'CHOOSE THE HIGH STREET @ CHRISTMAS'

REPORT BY: CHIEF EXECUTIVE

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

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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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RISCA TOWN CENTRE MANAGEMENT GROUP – 18TH NOVEMBER 2014

SUBJECT: CHRISTMAS MARKET & LANTERN PARADE EVENT 2014

REPORT BY: MARKETING & EVENTS MANAGER

1. PURPOSE OF REPORT

- 1.1 This report seeks to update the group on plans for this year's Christmas Market and Lantern Parade event.

2. SUMMARY

- 2.1 The 2014 event will be held on 6 December in Tredegar Park 2014 with the primary aims of drawing footfall to the town centre during the festive season and providing an opportunity to bring the local community together. The organisation of the event is undertaken with support and input from the Risca West and East Community Events Group and local members.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed 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 Last year's event was affected by inclement weather but still managed to attract additional visitors to the town centre with 2,219 visitors recorded on the footfall data figures, an increase of 28% over the previous 3 week average.
- 4.2 The impact of last's weather during the event has meant some changes required to the stall infrastructure for this year and so far there are approximately 25 stalls booked for the event, which will be located through the park.

The following attractions will support the market offer:

- Santa's Grotto
- Face painting
- Children's funfair rides
- Birds of Prey
- Stilt walking

Marketing activities to promote the event include the following:

- A listing in 40,000 Winter 'What's On' guides
- 10,000 A6 flyers distributed across the county borough
- Advertisement in Primary / Family Times – Cardiff and Newport
- Direct Mail to event database
- Press releases sent to local press
- Information updates to 3,600+ twitter followers
- Listing in 'Newslines'
- Listed in 40,000 1/3rd A4 Christmas flyer (30,000 to school pupils)
- Listed in 'Local View' Events column – 10,000+

To conclude the event a lantern parade will take place around the park as a result of a number of school based workshops. This year the workshops will be attended by representatives of Lilac Ridge with a view to future involvement in delivering workshop activity.

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 the Area Forum Budget.

7. PERSONNEL IMPLICATIONS

- 7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Team will co-ordinate the event in co-operation with the Risca West and East Community Events Group.

8. RECOMMENDATIONS

- 8.1 To accept the report as an update on progress of the event.

9. REASONS FOR THE RECOMMENDATIONS

- 9.1 The report is an information item.

10. STATUTORY POWER

- 10.1 Local Government Act 2000.

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

RISCA TOWN CENTRE AUDIT – OCTOBER 2014

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
01/04/11	<p><u>Artwork</u> <u>Tredegar Grounds, Tredegar Street</u> The possibility of some artwork within Tredegar Grounds Park will be investigated to enhance the appearance of the park.</p> <p><u>Park Interpretation</u> The history of the park is to be researched and interpretation facilities installed. A floorscape or plaque will be installed and local schools will be involved in the project to provide community involvement and ownership.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>18/2 An update was provided to the TCMG. 14/4 This is a long-term project and work with an internal landscape architect is ongoing. 2/6 Officers continue to source external funding. 4/8 Work has started on the toilet block mural.</p>
28/11/11	<p><u>New Footbridge</u> <u>Rear of Lidl</u> It was agreed to use Section 106 monies from the Tesco superstore development in order to build a footbridge across the river linking the store with the existing town centre.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>14/4 This is currently with Tesco's legal team. Although CCBC has received £400k in lieu of the bridge, Tesco and CCBC are still keen to progress the development. 2/6 Legal agreements are still ongoing. 4/8 Officers continue discussions, but £400k has been received from Tesco in lieu of the footbridge.</p>

27/03/13	<p><u>Smoking and Cigarette Ends</u> <u>O/S Palace Cinema, Tredegar Street</u> At the TCMG, it was noted that a lot of people are smoking outside the Palace Cinema and dropping their cigarette ends on the pavement, causing a large amount of detritus to accumulate. Cllrs asked Officers to consider an enforcement campaign and possibility of a new bin.</p>	<p>Environmental Health <i>Lyndon Ross</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>14/4 The “No Ifs, No Butts” campaign will be returning to all of the town centres in the summer. 2/6 Officers continue to monitor and enforce. 4/8 An improvement has been seen. Issue Closed 4/8</p>
27/03/13	<p><u>Seating Area</u> <u>O/S Risca Pine Centre, Tredegar Street</u> At the TCMG, Cllrs noted that the seating area at the northern end of Tredegar Street is in need of some attention. The planters are overgrown and the paved area beneath the benches requires grubbing out and power washing.</p>	<p>Cleansing <i>Tony White</i></p> <p>Parks services <i>Derek Price</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>18/2 An update was provided to the TCMG. 14/4 The area will be sprayed with weed killer and grubbed out in the summer. 2/6 Works are ongoing. 4/8 The weeds have been treated.</p>
19/08/13	<p><u>Drug Use</u> <u>Commercial Lane</u> Reports have been received of drug use on a parcel of land in Commercial Lane. The land runs alongside LIDL and backs onto the river.</p>	<p>Police <i>Ins Thompson</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>18/2 An update was provided to the TCMG. 14/4 Officers are continuing to monitor and respond to complaints. 2/6 The area is a high priority on the patrol plan and is walked daily. 4/8 No further reports have been received. Issue Closed 4/8</p>

26/11/13	<p><u>Banners alongside Highway</u> <u>Tesco Extra, Pontymister Industrial Estate</u> At the TCMG, Members expressed concern about the number of advertising banners that have been attached to railings on the access road to the Tesco Extra store & KFC restaurant.</p>	<p>Regulatory Planning <i>Tim Stephens</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>2/6 Planning Officers continue to look into legal options. 4/8 Each piece of signage is being assessed individually. Action will be taken where possible.</p>
26/11/13	<p><u>Condition of Land around Cuckoo Artwork</u> <u>Pontymister Industrial Estate</u> Concern was expressed by local Members at the TCMG in relation to the condition of the land surrounding the cuckoo artwork, which is in an unkempt condition.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p> <p>Cleansing <i>Tony White</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>02/06 Landowners have been contacted with regards to producing a regular maintenance plan. 24/6 An update was provided to the TCMG. 4/8 CCBC's Ecologist has advised that as slow worms are present, the area can't be trimmed back at present.</p>
15/01/14	<p><u>Refuse Collection</u> <u>Commercial Lane</u> A complaint has been received via the Town Council in relation to the collection of recycling and food waste for residents of the caravan park on Commercial Lane.</p>	<p>Cleansing <i>Tony White</i></p>	<p>3/2 A report has been completed and will be taken forward to the TCMG. 18/2 The item was deferred until the next meeting. 14/4 The matter will be going to the TCMG. 2/6 This report is on the agenda for the next TCMG meeting. 24/6 An update was provided to the TCMG. 4/8 A report explaining the situation was given to the TCMG. Issue Closed 4/8</p>

30/01/14	<p><u>Town Centre Action Plan Consultation</u> <u>Town Centre</u> A revised Town Centre Action Plan has been drafted by Officers, which will now go out to public consultation for comments and suggestions.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p> <p>Regulatory Planning <i>Tim Stephens</i></p>	<p>14/4 The draft plan is going through the usual consultation process and feedback to date has been positive. 2/6 Undertook an exhibition at the Library. All consultations have been presented to Cabinet and full Council has adopted the plan. 4/8 The plan has now been adopted as Supplementary Planning Guidance by full Council. Issue Closed 4/8</p>
03/02/14	<p><u>Toilet Block Mural</u> <u>Tredegar Grounds, Tredegar Street</u> A new mural is being developed, which will be painted onto the toilet block situated within Tredegar Grounds.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>2/6 The design and price have been agreed and work is due to commence in July. 24/6 An update was provided to the TCMG. 4/8 Work has started on the mural.</p>
07/05/14	<p><u>Repainting of Railings</u> <u>Tredegar Grounds, Tredegar Street</u> The railings surrounding Tredegar Grounds have become worn and require repainting to improve their appearance.</p>	<p>Highways <i>Marcus Lloyd</i></p>	<p>2/6 This has been placed on the work schedule for NCS. 4/8 The railings are deemed to be in decent condition and the work has been deferred to the next financial year. Issue Closed 4/8</p>
13/05/14	<p><u>Removal of Signage</u> <u>Junction of Lyne Road/Brookland Road</u> A complaint has been received from the Town Council. The directional signage pointing to the former Library site is still in situ and requires removal.</p>	<p>Highways <i>Marcus Lloyd</i></p>	<p>2/6 The sign will be removed in due course. 4/8 The sign has been removed. Issue Closed 4/8</p>

19/05/14	<p><u>Choose the High Street Campaign</u> <u>Town Centre</u> 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>Town Centre Management <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. Cllr Passmore suggested taking the campaign into the schools to use as a project. 24/6 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>
03/06/14	<p><u>Removal of Foliage from Pillar</u> <u>Tredegar Grounds, Tredegar Street</u> Cllr. George requested that the corner pillar of Tredegar Grounds near the Police Station be cleared of weeds and foliage.</p>	<p>Parks <i>Derek Price</i></p>	<p>4/8 The foliage has been removed. Issue Closed 4/8</p>
03/06/14	<p><u>Repair of Library Roof</u> <u>Tredegar Street</u> Cllr. George requested an update on the repair of the Palace Cinema Library roof following an incident of significant water ingress.</p>	<p>Library Services <i>Gareth Evans</i></p>	<p>4/8 The building has been repaired and is now fully operational again. Issue Closed 4/8</p>
10/06/14	<p><u>Renovation of Risca House Inn</u> <u>Commercial Street</u> A complaint has been received in relation to the renovation works on the former Risca House Inn. There is rubble in the car park area and workmen on site do not appear to be following health & safety regulations.</p>	<p>Regulatory Planning <i>Tim Stephens</i></p>	<p>4/8 The car park area has now been cleared, but Officers will continue to monitor.</p>

24/06/14	<p><u>Hoe Down & Show Down Event</u> <u>Tredegar Grounds, Tredegar Street</u> The summer event for Risca is planned for 12th July and will have a Wild West theme. Activities will include line dancing, funfair rides and food and drink.</p>	<p>Business Enterprise Support Team <i>Paul Hudon</i></p>	<p>4/8 The event was highly successful. Issue Closed 4/8</p>
24/06/14	<p><u>Directional Signage to Risca RFC</u> <u>Tredegar Street</u> A request has been received from Risca Town Council for the installation of an additional finger post on the signage at Risca/Pontymister railway station. The additional sign will be for Risca Rugby Club in readiness for the new season.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>4/8 Officers are currently looking at the possibility of the additional signage.</p>
27/06/14	<p><u>Clearance of Foliage & Jet Washing</u> <u>O/S Brooklands Centre, Commercial Street</u> The area outside the Brooklands Centre on Commercial Street is in need of jet washing and the foliage along the wall needs trimming back.</p>	<p>Cleansing <i>Tony White</i></p>	<p>4/8 The hedge has been trimmed back and the rest of the work will be carried out in due course.</p>
30/06/14	<p><u>Removal of Weeds & Grubbing Out</u> <u>Tredegar Grounds, Tredegar Street</u> The area around the central circle in Tredegar Grounds requires weeding and grubbing out to improve its appearance.</p>	<p>Parks Services <i>Derek Price</i></p>	<p>4/8 The area has been cleaned. Issue Closed 4/8</p>
04/08/14	<p><u>Height of Dropped Kerbs</u> <u>Junction of Dan-y-Graig Road</u> Cllr. George has received complaints from wheelchair users that the dropped kerbs on either side of the junction between Tredegar Street and Dan-y-Graig Road are too high, making it difficult for them to cross the road.</p>	<p>Highways <i>Marcus Lloyd</i></p>	

21/08/14	<p><u>Exposed Electrical Wiring</u> <u>Tredegar Grounds, Tredegar Street</u> Some grass and its underlying soil have been ripped up near the event space in Tredegar Grounds. The hole has left an area of the cabling underneath exposed.</p>	<p>Parks Services <i>Derek Price</i></p>	
03/09/14	<p><u>Christmas Event</u> <u>Town Centre</u> Planning is underway for a Christmas event in the town centre, which is scheduled to take place on 6th December 2014.</p>	<p>Business Enterprise Support Team <i>Paul Hudson</i></p>	
03/09/14	<p><u>“Choose The High Street @ Christmas”</u> <u>Campaign</u> <u>Town Centre</u> 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>Town Centre Management <i>Andrew Highway</i></p>	

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