

# Public Document Pack

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**Date: 17th March 2015**

Dear Sir/Madam,

A meeting of the **Caerphilly Town Centre Management Group** will be held in the **Sirhowy Room, Penallta House, Tredomen, Ystrad Mynach** on **Tuesday, 24th March, 2015** 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

	Pages
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 4th November 2014.	1 - 4

To receive and note the following updates: -

A greener place Man gwyrddach



4	Update on Air Quality.	
5	Update on Skateboard Park.	
6	Update on former library Morgan Jones Park.	
7	Update on Tesco.	
8	Application for area forum funding Working Men's Hall	5 - 6
9	Request for funding for Flower Festival.	7 - 8
10	Choose the High Street @ Christmas - Analysis Report.	9 - 14
11	Choose the High Street - Past & Present.	15 - 18
12	Business Report Caerphilly Town Centre 2014.	19 - 22
13	Caerphilly Town Centre Audit Report - February 2015.	23 - 32

**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 PENALLTA HOUSE ON TUESDAY 4TH NOVEMBER 2014 AT 2:00PM

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#### PRESENT:

#### Councillors:

C. Forehead, C. Elsbury, J. Fussell, K. James, B. Jones, S. Kent, J. Pritchard

#### Together with:

K. Williams (Clerk, Caerphilly Town Council), J. Dilworth (Clerk, Van Community Council),  
T. Payne (Cadw), S. Cooper (Caerphilly Access Group)

#### Also:

A. Highway (Town Centre Development Manager), S. Wilcox (Assistant Town Centre  
Manager), A. Dallimore (Team Leader - Urban Renewal), G. Richards (Highways  
Maintenance Manager), A. Jones (Complaints Officer), M. Godfrey (Environmental Health  
Officer)

#### 1. APOLOGIES

Councillors: P. Bevan, E. Forehead  
Inspector Jones (Gwent Police), M. Hall (Van Community Council), K. Robottom (Caerphilly  
Residents' Association), P. Hudson (Marketing and Events Manager), A. Jones (Complaints  
Officer)

#### 2. DECLARATIONS OF INTEREST

There were no declarations of interest made.

#### 3. MINUTES OF PREVIOUS MEETING (3RD JUNE 2014)

Previous minutes were agreed as a true and accurate record.

#### 4. AIR QUALITY UPDATE

Ms. Godfrey informed the group that Welsh Government has now officially adopted the Air  
Quality Action Plan (AQAP), which means that it will now become a formal document.

Over the next six to twelve months, modelling for the various scenarios contained within the AQAP will be carried out. Although each individual action point within the AQAP may seem negligible, the cumulative effects could be large and the modelling exercises will assist in looking at the long-term, overall impact.

Procurement for Consultants to assist in the implementation of the AQAP is underway, with the draft tender nearing completion. It is anticipated that the Consultants for the next three-years should be appointed by late February 2015.

## **5. FORMER LIBRARY AT MORGAN JONES PARK**

Mr. Dallimore provided an update on behalf of Property Services, which is the department leading on this project. A number of organisations had expressed an interest in utilising the site and a tendering process is now underway. A total of nineteen organisations were invited to submit a business case for their use of the site by the end of November 2014, but only approximately five submissions are anticipated.

A scoring matrix has already been developed to score each of the business case submissions. Once this scoring process has taken place, the results will be taken to the Asset Management Group, followed by Cabinet in Spring 2015.

Members asked if a date had been set for the relevant Asset Management Group. Mr. Dallimore was not aware of the date of the meeting, but agreed to circulate it to the members of the group in due course.

## **6. SENGHENYDD MEMORIAL PLAQUE**

Mr. Dallimore informed the group that the Senghenydd memorial plaque, donated by the late Mr. Kenneth Arthur Williams, has now been fabricated and installed in the footway outside the new Library in The Twyn. The Aber Valley Heritage Group agreed the image and inscription on the plaque.

The total cost for the plaque was approximately £1,500. This will be donated entirely by Mr. Williams' Estate.

## **7. "CHOOSE THE HIGH STREET" CAMPAIGN**

Mr. Highway informed the group that the Portas Review (2011) identified several threats to town centres. The "Choose the High Street" (CTHS) campaign aimed to promote the County Borough's principal town centres to the public and businesses alike. Starting in the summer of 2014, the CTHS initiative used several platforms to highlight the brand and town centres; these included: free cotton shopping bags bearing the logo, billboards in the town centres, balloons and leaflets distributed at summer events and a series of YouTube videos.

The number of new businesses and potential business enquiries were summarised in the report, along with feedback from business and public surveys, which gave differing perceptions of the campaign. However, it was noted that there was a very small number of business surveys received.

The campaign is intended to be long-term, aiming to make people change their attitudes and shopping habits to support local businesses. Cllr. Elsbury asked how long the campaign is likely to continue. Mr. Highway stated that it would continue as long as budgetary commitments allowed, bearing in mind the Medium Term Financial Plan for the Authority.

**8. "CHOOSE THE HIGH STREET @ CHRISTMAS" INITIATIVE**

Mr. Highway provided an overview of the "Choose the High Street @ Christmas" campaign, which aims to link in with the existing, ongoing campaign, but also continue the Christmas discount scheme that has been run since 2012.

Following feedback from previous years, it was decided that the format for 2014 would be slightly different. During the last two years, any offers submitted by businesses were listed on a Website. To redeem the relevant offer, the consumer would present a discount card at the time of sale. This was deemed to be too complicated by businesses and was supported by the fact that transactional use of the card was low, despite 30,000 cards being distributed across the County Borough.

The Christmas 2014 format is based around a voucher booklet. To redeem an offer, the relevant voucher is cut out from the booklet and presented at the time of sale. Businesses were sent a letter, sign-up form and prepaid return envelope with the Town Centre Gazette and this simpler format has proved popular, resulting in 92 offers being received – the highest to date.

Voucher booklets will be available in Libraries and Customer First centres in the town centres, as well as at some of the visitor attractions. Publicity of the scheme, which goes live on 1<sup>st</sup> December 2014, will be via Heart FM, The South Wales Advertiser, Caerphilly Observer, Newline, CCBC's Website and social media.

A second element of the Christmas campaign is the launch of a "Pop-Up Shop Guide" that outlines the steps that need to be undertaken in order to establish a short-term use of a property. This is particularly useful for budding entrepreneurs who want to try a business model during the key pre-Christmas trading period. The guide is available in both hard and electronic copy.

Cllr. Fussell noted that there doesn't appear to be a link to the electronic version of the Guide on the page of the Website that publicises it.

**9. CAERPHILLY CHRISTMAS MARKET 2014**

Mr. Highway noted that apologies had been received from Mr. Hudson, so provided an update on the event. There will be a total of 90 stalls located throughout the town centre, along with a range of entertainment and activities.

Although the event is now well known, an extensive promotional campaign will be used again this year. To this end, a request for funding of £2,000 from the Area Forum Budget was made to pay for a regional radio campaign specifically for the Caerphilly event. The available balance was approximately £7,500.

Members unanimously agreed to the £2,000 of funding, with eight votes in favour. There were no abstentions.

**10. ADVERTS ON THE HIGHWAY**

Cllr. Pritchard explained that he asked for this item to be placed on the agenda following discussions with local businesses. Many businesses feel that the lack of advertising since the adoption of the A Frame Protocol has negatively impacted on their profits, particularly businesses in side streets that can no longer advertise on the junction to that street. As such, Cllr. Pritchard asked what scope Officers have to assist businesses.

Mr. Richards informed the group that extensive consultation took place on the draft policy, including all Town Centre Management Groups, prior to it being endorsed by Cabinet. The policy is now in force and is very comprehensive, which makes it very difficult for Officers to deviate from it. However, there is an appeals process contained within the policy. Part of the rationale for the policy was to address the Authority's insurance liabilities. These have reduced from £1.4m to £600k partly as a result of the policy's adoption.

Cllr. Fussell noted that the policy has made the street scene tidier and less cluttered, as well as making the town centres safer and more accessible for wheelchair users and the visually impaired. Representatives of the Caerphilly Access Group that were present supported the latter element.

Mr. Dallimore has been working with colleagues in Highways and Transportation to look at alternatives such as signage directing shoppers to side streets. Finger posts are due to be installed in the 2014/15 financial year that will direct shoppers to some of the side streets. Some standardised highways signage is also being looked at.

Officers will continue to work individually with businesses that raise queries or concerns.

## **11. CAERPHILLY TOWN CENTRE AUDIT – OCTOBER 2014**

Cllr. Jones raised concerns in relation to the public toilets in The Twyn and the amount of time the issue has been on the Audit. Mr. Highway noted that the urgent repairs referred to in the Audit were carried out promptly, but a long-term solution is being sought. Mr. Highway will ask the Waste Strategy and Operations Manager to contact Cllr. Jones with an update.

Mr. Dallimore provided an update on the new notice board and informed the group that as the board is to be installed adjacent to The Principality building, the landlord's consent is required. Several requests have been made, but the landlord has not yet responded. Officers will continue to chase.

Mr. Dallimore noted that the railings on Pentrebane Street have now been installed.

In relation to the former Phaze shop, Mr. Highway has been informed that the building is due to be reoccupied in time for pre-Christmas trading.

Members of the group noted that there are still some rough sleepers in the Park Lane area of the town. Mr. Highway offered to make the multi-agency working group that has been established aware of the Park Lane issue.

Cllr. Kent asked for a new item to be added to the Audit in relation to a step near The Twyn Community Centre that has sunk, which is causing a trip hazard. Mr. Highway agreed to add the item to the Audit and Mr. Dallimore would investigate the issue.

There were no further matters arising in relation to the Audit.

The meeting closed at 3:16 pm

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CHAIRMAN

## Funding Application Working Men's Hall

In the early 1900s in Caerphilly, a welfare fund was set up to provide for the needs of the workmen. In 1924, work started on building Caerphilly Workmen's Hall and in 1925, it was opened. For decades, it was at the heart of the community, providing social, welfare and entertainment activities.

Ninety years later, the building is Grade 2 listed and still boasts the original 1920s decor. Unfortunately, as is the case with many similar buildings in South Wales, Caerphilly Workmen's Hall began to fall into disuse.

The current committee has been in place for almost four years and is making efforts to bring the Hall back to the heart of the community. In the last three years, an ambitious events programme has been put into place and support for the Hall is growing. There are further plans to promote the Hall as a community venue, including refocussing on encouraging private hires from community groups. The committee has been successful in securing regular bookings from Caerphilly Players and local bands that use the Hall for rehearsals. More recently, some younger people have started hiring the Hall to organise and promote their own events in an effort to give younger people somewhere to go and to combat anti-social behaviour in Caerphilly.

There are also plans in place to develop an arts and crafts workshop programme to promote adult learning and community engagement.

As well as making use of the Hall as an entertainment and education venue, the committee hopes that meeting rooms and office space can be developed in other areas of the building for use by smaller social enterprises and community organisations.

It is vital that this piece of Caerphilly heritage is preserved for future generations to use and to promote a socially inclusive community. The current committee has made excellent progress so far. However, the building itself requires development in order to attract more usage and to once again be fit for purpose. In order to make this possible, the Hall will have to undergo refurbishment to allow appropriate disabled access.

Projects are already underway to improve access to the actual building, but there are a number of issues with the interior that prevent full accessibility.

There are currently three toilets in the building, none of which are accessible and this prevents the Hall from being a fully inclusive community venue. Our aim is to upgrade the toilet in the reception area to be accessible, allowing wheelchair users and people with mobility issues access to a toilet.

The following shows the work that is needed:

- Remove existing hand basin and toilet
- Widen existing outer doorway for wheelchair access
- Take down interior wall and door
- Install new toilet in new position
- Install grab rails
- Fit new hand basin and water heater

An initial quote has been obtained for a total cost of £4,660. It is hoped that the cost can be reduced through negotiation and volunteer involvement in the project. Further quotes will be obtained in an effort to reduce the cost and can be submitted for consideration.

With appropriate refurbishment and improvement of the current facilities, Caerphilly Workmen's Hall can return to the centre of the whole community where it began and where it belongs.

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CAERPHILLY

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TREF

COUNCIL

CAERFFILI



**TOWN CLERK:  
CLERC-Y-DREF:**

**K. Williams**

**TOWN MAYOR:  
MEIR Y DREF:**

**Councillor  
Mr. James Fussell**

Andrew Highway  
Caerphilly County Borough Council  
Penalra House  
Tredomen Business Park  
Ystrad Mynach  
HENGOED

3rd February 2015

Dear Andrew,

### Caerphilly Flower Festival

The Caerphilly Town Council has agreed to once again organise this year's Flower Festival with the help from local churches and societies.

Nine churches have agreed to take part together with the Glynderi Bonsai Club, Caerphilly Floral Society, Caerphilly Horticultural Society and Caerphilly Players.

The Town Council has made a budget provision of £7,000 to fund both Caerphilly in Bloom and the Flower Festival in 2015 but is looking for assistance from the Town Centre Management Group.

Last year a grant of £1,500 was made by the Town Centre Management Group and it is hoped a similar amount will be donated this year.

The grant will be recognised on the leaflets and brochures produced to advertise the event.

Members are asked to consider this application.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ken Williams'.

Ken Williams  
TOWN CLERK

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## CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 24TH MARCH 2015

**SUBJECT: CHOOSE THE HIGH STREET @ CHRISTMAS – ANALYSIS REPORT**

**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' Voucher Booklet Scheme, which ran across the County Borough's five principal town centres in the three weeks leading up to Christmas 2014.

### **2. SUMMARY**

- 2.1 The report provides details of the 'Choose the High Street @ Christmas' Voucher Booklet Scheme, which the Town Centre Management Team ran over Christmas 2014. Included in the report are details of how the scheme was operated, the numbers of retailers participating, marketing platforms used, along with feedback from questionnaires sent out to participating businesses and an online public survey.

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

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

### **4. THE REPORT**

- 4.1 Over the last two years, in the lead up to Christmas the 'Unique Places Discount Card' scheme has been run in the principal town centres with the aim of assisting retailers to generate sales. In 2012, a total of 60 offers were submitted and in 2013 that number rose to 80. After assessing the feedback provided by retailers, it was decided that a different approach would be taken for Christmas 2014. Instead of using a discount card and website which retailers said was too complicated, a printed voucher booklet was produced. Retailers in the five managed town centres were invited to submit an offer for inclusion in the booklet, with the level of discount being set at their discretion. Participation in the voucher booklet scheme generated greater interest from retailers than the discount card, with a total of 90 offers being received.

4.2 The booklet was designed by the Council's Graphic Design Team, originally in a raffle ticket style book. However, as the volume of offers submitted by retailers was higher than expected, it was necessary to change the design into a booklet format to accommodate them all. A total of 40,000 Voucher Booklets were produced and distributed by the Community Safety Wardens to the following locations:

- Caerphilly: Library / Customer First Centre / Visitor Centre / Cadwaladers / Grazing Ground / Whetherspoons - The Malcolm Uphill;
- Blackwood: Library / Customer First Centre / Blackwood Miners Institute / Tidal Stores / Maxime Cinema;
- Bargoed: Library / Customer First Centre / Comfort Zone;
- Risca: Library / Customer First Centre;
- Ystrad Mynach: Library.

4.3 In addition, every school in the County Borough was offered a supply of Voucher booklets. In total, 28 schools requested booklets for their pupils and staff, these were delivered using the Council's courier service.

### Marketing Platforms

4.4 A number of different marketing platforms were used to promote the scheme, including:

- Newspaper adverts – *Cardiff & South Wales Advertiser / Caerphilly Observer / The Campaign*;
- *Heart FM* radio advertisement;
- Social media engagement on the Council's *Facebook / Twitter* accounts;
- A *YouTube* video was produced by Council's Communications Team;
- Article in the Council's *Newsline* which was delivered to every household in the County Borough;
- Inclusion on the CCBC corporate website.

### Retailer Participation

4.5 The table shows the number of retailers taking part in the scheme compared to those in the previous two years.

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

### Retail Engagement

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

### Retailer Survey

4.7 A survey was sent out to all retailers who participated in the scheme and the results are shown in the table below. A total of 90 surveys were sent out and 44 returned, giving a

response rate of 49%, which was the highest number of returns from retailers in the three years that a Christmas scheme has been run. A summary of the responses can be found below:

<b>Question</b>			
1. Was the Choose the High Street @ Christmas voucher booklet beneficial to your business?	<b>Yes</b> 43%	<b>No</b> 57%	
2. Did the voucher booklet bring new customers?	<b>Yes</b> 38%	<b>No</b> 62%	
3. Did the voucher booklet work better than the discount card used in 2012/13	<b>Yes</b> 47%	<b>No</b> 53%	
4. Did you feel that the scheme was well-publicised?	<b>Yes</b> 63%	<b>No</b> 57%	
5. Would you consider taking part in a discount scheme in the future?	<b>Yes</b> 91%	<b>No</b> 9%	
6. Would you prefer a summer or Christmas discount scheme?	<b>Summer</b> 5%	<b>Christmas</b> 33%	<b>Both</b> 62%

- 4.8 The take up of offers in individual businesses varied considerably. Although 41% of participants had no vouchers redeemed, those businesses where customers did use the vouchers reported that they had seen between 1-150 vouchers redeemed. The huge disparity in the number of vouchers redeemed suggests that strength of the offer was a key factor in whether customers used a voucher or not.
- 4.9 It is positive to note that despite the varying success of the offers amongst participating businesses, 91% of respondents would consider taking part in the scheme if it were run again. This high volume suggests that retailers see not only the transactional value, but also the free promotional benefit of being part of the scheme.

### **Public Survey**

- 4.10 To supplement the retailers' survey, an online survey was also conducted asking members of the public for their views on the Voucher Booklet and the campaign to promote it.
- 4.11 The responses were gained through a combination of electronic media (social media and email), and despite a low number of responses (39), the survey did provide a useful insight into any possible emerging trends in terms of the public's perception of the scheme.
- 4.12 Encouragingly, 69% of respondents were aware of the scheme, with all avenues of publicity and promotion (newspaper, CCBC Newslines, CCBC social media, CCBC website, radio advert and event stewards) being acknowledged. 35% of respondents felt that the voucher booklet encouraged them to shop locally last Christmas, with 28% saying that they spent money in the County Borough that they would otherwise have spent elsewhere, which would have boosted the local economy and assisted local businesses in the crucial pre-Christmas trading period.
- 4.13 An open question was included at the end of the survey that asked people how they felt the scheme could be improved in the future, which provided some very useful comments – generally, people felt that the offers needed to be better for them to participate and that the booklets should be distributed to every household in the Borough. A full list of the comments can be found in **Appendix 1**.

### **Conclusion**

- 4.14 This year's scheme took a different approach than previous years with a move away from website based offers to vouchers printed in a booklet. However, this presented substantial design and logistical challenges which were overcome showing the strength of corporate working across divisions and the commitment of staff at libraries and Customer First centres to enthusiastically promote the initiative to customers.

- 4.15 The take up from the retailers was key to the success of this year's scheme and the number of offers and positive response show that a physical offer contained in a booklet, rather than one on a web site is more effective in driving sales. Therefore, future campaigns will concentrate on evolving and refining the voucher booklet approach.

## **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 was funded through the Town Centre Management core budget.

## **7. PERSONNEL IMPLICATIONS**

- 7.1 There are no direct personnel implications.

## **8. CONSULTATIONS**

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

## **9. RECOMMENDATIONS**

- 9.1 That Members note the contents of the report.

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

- 10.1 This report is for information only.

## **11. STATUTORY POWER**

- 11.1 Local Government Act 2000.

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

Appendices:  
Appendix 1 Public Survey Comments

## **Appendix 1**

### **Public survey comments on how the scheme could be improved**

- “I think the offers could be a lot more enticing. Didn’t use any if them. Didn’t seem worth it”
- “Better offers”
- “Never heard of it”
- “More shops participating”
- “Include Newbridge”
- “Yes send it out to every house. We didn’t get one! Could of saved loads”
- “Being advertised better would help”
- “I was not aware of this”
- “Give out more booklets!! I had to go hunting for mine, but it was a brilliant idea. Also loved the Christmas market in Caerphilly – spent a fortune, well done”
- “Longer expiry dates”
- “Big improvements needed because in Bargoed we were never made aware of it”
- “Let people know about it”
- “I think it was a great idea. Disappointed that I forgot about it. Hope you do it again next year – or maybe have offers through the year, not just at Christmas”
- “The actual offers in the voucher scheme could be improved I believe, but I think that it is an excellent scheme in principle”
- “Better offers from the companies next time but the booklet is a good idea”
- “Better offers – more related to gifts”
- “Definitely, in part by the lousy offers in the booklet by the company’s e.g. spectators offered a free eye test which most are entitled to anyway but those who are not could get a free eye test without the booklet as the offer runs quite frequently without need of a voucher”
- “Better advertised, maybe put one in the Newline? Better and more offers”
- “Wider variety of shops, not so many cafes”
- “More publicity”
- “Increased offers maybe a higher percentage on discounts to make it worthwhile to visit the town”
- “Perhaps better offers although the offers this Christmas were better than the offers last time round”

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## CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 24TH MARCH 2015

**SUBJECT: CHOOSE THE HIGH STREET – PAST & PRESENT**

**REPORT BY: CHIEF EXECUTIVE**

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

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

### **2. SUMMARY**

- 2.1 This year, the Council's Town Centre Management Team will launch a new initiative, which will once again utilise the 'Choose the High Street' brand. Entitled 'Choose the High Street - Past & Present' the campaign will aim to reconnect people with their local town centres.

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

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

### **4. THE REPORT**

- 4.1 The 'Choose the High Street Past & Present' campaign is scheduled to begin in April and will focus on two parts. Firstly, the 'past' element will use old photographs to evoke memories and re-establish people's connection to a particular place. Secondly, through asking people to think about why they choose the high street, it is hoped that they will appreciate and value their town centre. Ultimately, the aim is to encourage people to invest economically, socially and emotionally in the future of their town centres.
- 4.2 In addition, it is hoped that the initiative may inspire people to start new businesses by looking back at what has been lost from the high street. An example of this is the opening of the *Maxime Cinema* in Blackwood, which has demonstrated that a business from the past can successfully be adapted for the present.

## **PAST**

- 4.3 The first part of 'Choose the High Street Past & Present' will begin in April and involves showing old photos of each of the County Borough's five principal town centres using the Council's social media platforms. The photographs will be sourced from the Council archive at the Winding House Museum in New Tredegar. During the summer road shows will be held in each town centre library, these will comprise of archive photos, schools' artwork and retailer stories and pictures of their business history.

## **PRESENT**

- 4.4 The second part of the initiative will begin in June and will focus on the 'present' and take the form of a competition run through local libraries to win shopping vouchers. Shoppers will be invited to call into their local library and fill out an entry form, each entrant will receive a free car sticker, which they are asked to display on their vehicle in order to promote local high streets. The winners of the shopping vouchers will drawn from the entry boxes at random. One winner will be chosen for each town centre in July and another in August.
- 4.5 On the entry form people will also be asked to complete the sentence – "I choose the high street because...". The final part of the 'Choose the High Street Past & Present' initiative in September will see some of these sentences to used to further promote the town centres.

## **OBJECTIVES**

- 4.6 The overall aims of the scheme are:
- a. To maintain town centre footfall over the summer period;
  - b. Improve people's sense of connection with their local town;
  - c. Generate renewed interest in town centres as a location for business;
  - d. Encourage retailers to participate in the life of the town centre;
  - e. Increase footfall in town centre libraries;
  - f. Engage with local schools.

## **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 No there are no consultation responses that have not been reflected in this report.

## **9. RECOMMENDATIONS**

- 9.1 That Members note the contents of the report.

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

- 10.1 This report is for information only.

## **11. STATUTORY POWER**

### 11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager  
Consultees: Pauline Elliott, Head of Regeneration & Planning  
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable  
Development  
Ian MacVicar, Group Manager Operations  
Allan Dallimore, Team Leader Urban Renewal  
Hayley Lancaster, Senior Communications Officer  
Steve Wilcox, Assistant Town Centre Manager

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## CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 24TH MARCH 2015

**SUBJECT: BUSINESS REPORT CAERPHILLY TOWN CENTRE 2014 - FOR  
INFORMATION**

**REPORT BY: CHIEF EXECUTIVE**

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

- 1.1 This report provides information on the number of businesses opened and closed in Caerphilly town centre throughout 2014.

### **2. SUMMARY**

- 2.1 The report gives a retail overview of Caerphilly town centre over the past year and details every retail business opening and closing within the town during 2014. In addition, it also provides an assessment of the annual footfall data collated in the town centre using the Experian Footfall electronic pedestrian counting system. Finally, the report sets out details of a number of initiatives that were developed to support and promote existing businesses and attract new ones to the town centre.

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

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

### **4. THE REPORT**

#### **4.1 Caerphilly Retail Overview 2014**

- 4.1.1 Castle Court Shopping Centre experienced a year of stability, which given the current economic climate was a huge achievement. The centre continues to host a number of key multiple retailers including: *WH Smith, Boots, Argos, Poundland, Costa Coffee, Brighthouse, Shoe Zone, Greggs, Store 21, EE, Game and Bonmarche*. This year it succeeded in attracting *Cadwaladers*, a much sought after brand in Wales. Considering the size of the town and its proximity to Cardiff, this remains a strong tenant mix in a busy shopping centre.

- 4.1.2 Over the last few years, officers have sought to define usage and cultivate an identity for both Clive Street and Pentrebane Street. Clive Street initially had a high number of vacant properties, but the creation of 30 minute waiting bays has enabled more people to 'stop & shop' and assisted in the regeneration of the street, which now has very few vacant units. The purchase of hanging baskets by the retailers this summer has helped the street define a character of its own and shown their commitment to act as a collective. The aspiration for Pentrebane Street was that it would over time evolve into a café quarter, the completion of the outside seating areas and opening of two new cafes *Gills Café & Coffee House* and *The Vape Place*, means that the elements to create a successful café quarter are now in place.
- 4.1.3 Cardiff Road has had a mixed year losing some independent shops but still attracting some new businesses. A number of key properties are now vacant on the street and whilst this is disappointing, it also presents an opportunity for new businesses to locate alongside multiple retailers *Peacocks*, *New Look* and *Select* and the many established independent business.
- 4.1.4 Looking ahead to 2015, the concern remains that multiple retailers and service providers, such as banks, will continue to cut operating costs by rationalising their assets in town centre locations across the UK. The susceptibility of town centres to strategic decisions by national businesses reinforces the importance to the local economy of independent retailers. However, many small businesses are now finding the high street a difficult place in which to trade with the continued fall in consumer spending.

## **4.2 Retail Property Directory**

- 4.2.1 The *Retail Property Directory*, provided through Town Centre Management, enables people to start looking online for retail properties to rent or buy across the five managed town centres. This initiative actively encourages people to open a business in one of the County Borough's town centres.

## **4.3 Choose the High Street**

- 4.3.1 During the summer period a new promotional campaign was unveiled, which aimed to raise awareness of the importance of shopping locally. Using the strap line 'Choose the High Street' it encouraged people to favour using their local high street for at least part of their weekly shop and highlighted that customers have a choice in where they shop. To convey the message a variety of marketing platforms were utilised. The initiative also encouraged new businesses to open in the town centres by proactively engaging with local banks, enterprise agencies and grant providers.

## **4.4 Choose the High Street @ Christmas**

- 4.4.1 Over the last two years, in the lead up to Christmas the 'Unique Places Discount Card' scheme has run as a way to help retailers generate sales. In 2012 a total of 60 offers were submitted and in 2013 that number rose to 80. After assessing the feedback provided by retailers, it was decided to take a different approach for Christmas 2014. Instead of using a discount card, a printed voucher booklet was produced. Retailers in the five managed town centres were invited to submit an offer for inclusion in the booklet with the level of discount being set by the retailer. In total 92 offers were received, a total of 30 of these were from retailers in Caerphilly town centre.

## **4.5 Pop Up Shops**

- 4.5.1 In October 2014, a 'Pop-Up Shop Guide' was launched to encourage people to explore opening a Pop-Up shop or community project on the high street. The guide provides an explanation of what a Pop-Up shop is and explains the process for setting one up.

## **4.6 Events**

- 4.6.1 The town centre events staged by the Council's Events Team provide a chance for retailers to engage with a wider customer base due to the increase in footfall numbers they attract.

## 4.7 Business Comparison

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

<b>Caerphilly Business Comparison</b>			
	2014	2013	LFL Comparison
Businesses Opened	<b>16</b>	<b>17</b>	<b>1 fewer business opened</b>
Businesses Closed	<b>14</b>	<b>15</b>	<b>1 fewer business closed</b>

## 4.8 Caerphilly Footfall

- 4.8.1 Footfall in the town centre is measured outside *Health With Herbs* in Cardiff Road.

<b>Caerphilly Town Centre Footfall Comparison</b>			
	2014	2013	Difference
Highest Number	<b>45,052 (21/07/14)</b>	<b>43,305 (22/07/13)</b>	<b>+1,747</b>
Lowest Number	<b>30,050 (22/12/14)</b>	<b>31,308 (14/01/13)</b>	<b>-1,258</b>
Average Footfall	<b>31,180</b>	<b>27,671</b>	<b>+3,509</b>

- 4.8.2 The Town Centre Management Team continues to support retailers by producing regular *Town Centre Gazettes*, which are bespoke to each town centre. In addition, a summary of FootFall data is made available electronically on a weekly basis.

## 5. EQUALITIES IMPLICATIONS

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

## 6. FINANCIAL IMPLICATIONS

- 6.1 There are no financial implications.

## 7. PERSONNEL IMPLICATIONS

- 7.1 There are no personal implications.

## 8. CONSULTATIONS

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

## 9. RECOMMENDATIONS

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

## 10. STATUTORY POWER

- 10.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager  
Consultees: Pauline Elliott, Head of Regeneration and Planning  
Allan Dallimore, Urban Renewal Team Leader  
Paul Hudson, Marketing and Events Manager



## CAERPHELLY TOWN CENTRE AUDIT – FEBRUARY 2015

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>3/6 An update was provided to the TCMG.                      4/8 Reports continue to go to the TCMG.                      6/10 An update is on the agenda for the next TCMG meeting.                      4/11 An update was provided to the TCMG.                      8/12 Updates to the TCMG will continue.</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>4/8 A new consultation started on 1<sup>st</sup> August and will run for 28 days.                      6/10 The statutory consultation has ended. Officers in legal will be advertising the proposals shortly.                      8/12 Some comments have been received following the consultation, which are currently being looked at.</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>4/11 At the TCMG Cllr Barbara Jones raised a query as to the funding situation. Cleansing officers have been asked to respond.  8/12 Further repair works have been programmed.</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>Gavin Barry</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>4/8 Offences continue and has been referred back to the Legal Department.  6/10 Enforcement is ongoing as the obstruction continues.  8/12 Enforcement is ongoing.  <b>Issue Closed 8/12</b></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>4/11 An update was provided to the TCMG.  8/12 Dialogue with the property's agents are ongoing. A draft Licence has been sent to the owner of the property, which will allow the board to be installed once signed.</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>6/10 The fire damage has been repaired, but additional cosmetic works will depend on budgets for the next financial year. 4/11 An update was provided to the TCMG. 8/12 Some repainting works are still outstanding.</p>
13/03/14	<p><b><u>Fire Damaged Property 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><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>6/10 The property has been refurbished and is due to be occupied again by Christmas. 4/11 An update was provided to the TCMG. 8/12 The building has been refurbished, but is not yet occupied. <b>Issue Closed 8/12</b></p>
21/03/14	<p><b><u>Commemorative Plaque 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>6/10 The plaque has been fabricated and is currently with NCS for installation. 4/11 An update was provided to the TCMG. 8/12 The plaque has been installed. <b>Issue Closed 8/12</b></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>4/11 At to the TCMG and members highlighted that there were rough sleepers at Crescent Road to the rear of the Connect to Life Church. The issue will be referred to the Police.  8/12 An improvement has been noticed, but there is one persistent offender who continues to be supported.</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.  6/10 The planning process is ongoing.  8/12 No application for shutters has been received.  <b>Issue Closed 8/12</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><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>6/10 Initial feedback to the scheme has been positive, with the Christmas campaign element of the scheme starting shortly.  4/11 An update was provided to the TCMG.  8/12 Updates to the TCMG are ongoing. The project is aimed to be long-term, with more initiatives launching in 2015.</p>

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>Gavin Barry</i></p>	<p>4/8 The issue is currently being looked at.  6/10 The area is due to be visited again as no defect could originally be found.  8/12 No defect could be found.  <b>Issue Closed 8/12</b></p>
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>Gavin Barry</i></p>	<p>6/10 This is due for discussion at the TCMG.  4/11 An update was provided to the TCMG.  8/12 A robust defence of the policy was given to the TCMG. No further action will be taken.  <b>Issue Closed 8/12</b></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>	<p>6/10 Planning is ongoing.  4/11 An update was provided to the TCMG.  8/12 Officers continue with the preparations.</p>
03/09/14	<p><b><u>“Choose The High Street @ Christmas” 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>	<p>6/10 A Christmas voucher booklet is being produced for the five managed towns. Retailers are currently being invited to submit offers.  4/11 An update was provided to the TCMG.  8/12 40,000 voucher booklets have been distributed across the Borough. A supporting YouTube video is launching on 8/12.</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>	<p>6/10 This is due to be looked at by the contractor that removed the hanging baskets.  8/12 No further complaints have been received, but the business will be contacted.</p>
16/10/14	<p><b><u>Installation of Christmas Illuminations</u></b>  <b><u>Town Centre</u></b>  The lamp post banners are due to be removed for the Christmas period to make way for the festive illuminations that will be placed on lighting columns throughout the town centre.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p>8/12 The illuminations have been installed and no issues have been raised.</p>
17/10/14	<p><b><u>Cleaning of Paviments</u></b>  <b><u>O/S TIC, The Twyn</u></b>  The York Stone paving outside the TIC has become coated in algae and moss, which is making the area slippery, particularly when wet. The area requires jet washing.</p>	<p><b>Cleansing</b>  <i>Tony White</i></p> <p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p>8/12 This has been added to the programme of works.</p>
27/10/14	<p><b><u>Morrisons Delivery Vehicles</u></b>  <b><u>Brynau Road</u></b>  Cllr .Elaine Forehead has received a number of complaints from residents of Brynau Road in relation to the noise generated by deliveries to Morrisons, which take place very early in the morning.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p> <p><b>Regulatory Planning</b>  <i>Tim Stephens</i></p>	<p>8/12 There is a planning condition in place and the Enforcement Team is working to take action.</p>
28/10/14	<p><b><u>Hedge/Tree Maintenance</u></b>  <b><u>Brynau Road</u></b>  Cllr. Christine Forehead has received a complaint from a resident of Brynau Road whose property backs onto Castle Court. A boundary hedge and tree at the rear of their property are overgrown and require pruning.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p> <p><b>Regulatory Planning</b>  <i>Tim Stephens</i></p>	<p>8/12 No Tree Preservation Order is in place, which means that it is a private matter. However, Morrisons has agreed that the tree will be cut as part of their community initiative works.</p>

04/11/14	<p><b><u>Loose Step</u></b>  <b><u>Twyn Centre Steps</u></b>  A complaint has been received that several of the stones at the top of the steps leading to the building are loose and need re setting.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p> <p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p>8/12 The works have been completed.  <b>Issue Closed 8/12</b></p>
07/11/14	<p><b><u>Dropped Paviours</u></b>  <b><u>The Twyn</u></b>  At the TCMG, Cllr. Kent raised concerns over the paviours outside The Twyn Community Centre. Some of the paviours have sunk, which has caused a trip hazard on the edge of the step.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p>8/12 The works have been completed.  <b>Issue Closed 8/12</b></p>
11/11/14	<p><b><u>Scaffolding Permit</u></b>  <b><u>Cardiff Road</u></b>  Concern has been expressed by the tenants of the Max Spielmann store on Cardiff Road. The landlord wishes to erect scaffolding during November, December and January, which the tenants feel may be detrimental to their Christmas trading period.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>8/12 The Scaffolding Permit has been granted as trade/access should be unaffected.  <b>Issue Closed 8/12</b></p>
18/11/14	<p><b><u>Repainting of Signage Columns</u></b>  <b><u>The Twyn</u></b>  The poles of the signage in The Twyn area have become worn and require repainting to improve their appearance.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>8/12 This has been added to the programme of works.</p>
18/11/14	<p><b><u>Slot Drain Blockage</u></b>  <b><u>Public Realm Area - Visitor Centre</u></b>  The slot drain at the location has become blocked due to a build up of silt and leaves, which has caused some flooding of the immediate area. The drain now needs to be cleaned and unblocked to prevent this reoccurring.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p> <p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p>8/12 This has been added to the regular maintenance schedule, which should assist in keeping the channels clear.</p>

24/11/14	<p><b><u>Raised Paviours</u></b>  <b><u>O/S Tourist Information Centre, The Twyn</u></b>  A complaint has been received in relation to the paviours outside the Tourist Information Centre, which appear to have been pushed up by tree roots. The raised edges present a trip hazards to pedestrians.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p> <p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>8/12 All paviours have been reset.  <b>Issue Closed 8/12</b></p>
04/12/14	<p><b><u>Cleansing &amp; Maintenance of Steps</u></b>  <b><u>The Twyn Car Park</u></b>  The Town Council is concerned at the cleanliness of the steps leading from The Twyn Car Park to Market Street and has requested that the edges of the steps be repainted with yellow hazard paint.</p>	<p><b>Cleansing</b>  <i>Tony White</i></p> <p><b>Transportation</b>  <i>Clive Campbell</i></p>	
04/12/14	<p><b><u>Operation Tinsel</u></b>  <b><u>Town Centre</u></b>  The annual Christmas shoplifting and theft initiative will involve Police Officers conducting high visibility patrols and surgeries outside our most popular stores to deter potential shoplifters and thieves. Social Media will also be used to convey messages throughout the festive period.</p>	<p><b>Police</b>  <i>Ins Jones</i></p>	<p>2/2 High visibility patrols carried out over the Christmas period. Only four incidents of shoplifting recorded.</p>
04/12/14	<p><b><u>Burglary to Retail Premises</u></b>  <b><u>Town Centre</u></b>  A clothes shop in town was recently the victim of a burglary. Police have conducted visits to all the town centre businesses to review their security, particularly those leading to rear alleyways. CCTV will also be alerted.</p>	<p><b>Police</b>  <i>Ins Jones</i></p> <p><b>Community Safety</b>  <i>Kath Peters</i></p>	<p>2/2 Crime prevention advice given to businesses. Another burglary occurred on 24/12, but no further incidents.</p>



04/12/14	<p><b><u>Operation Pelican</u></b> <b><u>Town Centre</u></b></p> <p>In recent weeks there has been an increase in instances of antisocial behaviour in the town centre, particularly during the evenings. Complaints have been received from retailers, residents and visitors and the Police are working in partnership with Community Safety Wardens, British Transport Police and local schools to reduce the problems and promote diversionary activities.</p>	<p><b>Police</b> <i>Ins Jones</i></p>	<p>5/12 Police have issued over 94 antisocial behaviour warnings since October in the town centres and Morgan Jones ward, Authorisation will also be given for use of Dispersal Notices under new antisocial behaviour legislation. 30 parents/guardians of children involved in antisocial acts have received letters from the Police.</p>
04/12/14	<p><b><u>Taxi Rank Issues</u></b> <b><u>Irish Tymes, Station Terrace</u></b></p> <p>The taxi rank O/S The Irish Tymes has been identified as a 'flashpoint' during the evenings and is prioritised under the 'Town Safe' initiative. The Police are working with Council colleagues to trail a relocation of the taxi rank toward the bus station to stop crowds gathering in the roadway by the pub.</p>	<p><b>Police</b> <i>Ins Jones</i></p> <p><b>Transportation</b> <i>Clive Campbell</i></p>	<p>2/2 Experimental order began on 19/12.</p>
16/01/15	<p><b><u>Demolition of Properties</u></b> <b><u>Park Lane</u></b></p> <p>Demolition of the former School House on Park Lane is due to commence on 19<sup>th</sup> January. The bat licence has been granted on the buildings and bat boxes will be installed at the same time that contractors commencing stripping out the fixtures and fittings.</p>	<p><b>Urban Renewal</b> <i>Allan Dallimore</i></p>	
23/01/15	<p><b><u>Graffiti Artwork</u></b> <b><u>Bartlett Street</u></b></p> <p>A complaint has been received by the Planning Department in relation to a piece of graffiti artwork that has been placed on the pine end of 38 Bartlett Street.</p>	<p><b>Regulatory Planning</b> <i>Tim Stephens</i></p>	

23/01/15	<p><b><u>Damaged Barrier</u></b>  <b><u>Market Street</u></b>  A pedestrian safety barrier on Market Street has been struck by a vehicle and needs repair. The distorted edges of the barrier are protruding onto the footway.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	
23/01/15	<p><b><u>Choose the High Street – Past &amp; Present</u></b>  <b><u>Town Centre</u></b>  The next phase of the Choose the High Street campaign will start in 2015. Entitled 'Choose the High Street - Past &amp; Present' the campaign will aim to reconnect people with their local town centre.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	
23/01/15	<p><b><u>Banner Changeovers</u></b>  <b><u>Town Centre</u></b>  The banners on the street lighting columns will be installed during February throughout the town centre.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	
28/01/15	<p><b><u>Caerphilly Cheese Artwork</u></b>  <b><u>Castle Street</u></b>  The artwork of the Caerphilly Cheese is in need of repair. The cheese itself requires repainting and slabs surrounding the plinth on which it is mounted are loose or have fallen off.</p>	<p><b>Parks</b>  <i>Derek Price</i></p>	
02/02/15	<p><b><u>Tesco Site</u></b>  <b><u>Cardiff Road</u></b>  Following Tesco's announcement that as part of a UK program to close 43 of its store the Metro store in Caerphilly town centre would be closed officers will work to support the landlord in securing a new tenant.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p>2/2 Officers have been in contact with the owner of the property and Tesco Estates Department to provide statistical information which will assist retailers in evaluating the town's potential.</p>