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Date: 24th March 2015

Dear Sir/Madam,

A meeting of the **Risca Town Centre Management Group** will be held in the **Ebbw Room, Penallta House, Tredomen, Ystrad Mynach** on **Tuesday, 31st 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

AGENDA

- | | Pages |
|---|-------|
| 1 To receive apologies for absence. | |
| 2 Declarations of interest.
Councillors and Officers are reminded of their personal responsibility to declare any personal and/or prejudicial interest(s) in respect of any item of business on this agenda in accordance with the Local Government Act 2000, the Council's Constitution, and the Code of Conduct for both Councillors and Officers. | |
| To receive and note the following minutes: - | |
| 3 Risca Town Centre Management Group held on 11th November 2014. | 1 - 2 |
| To receive and note the following updates: - | |

A greener place Man gwyrddach



4	Appointment of Chair.	
5	Appointment of Vice Chair.	
6	Choose the High Street @ Christmas - Analysis Report.	3 - 8
7	Choose the High Street - Past & Present.	9 - 12
8	Update on the Cuckoo Statue.	
9	Risca Town Centre Audit - February 2015.	13 - 18

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



RISCA TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT PENALLTA HOUSE, TREDOMEN PARK ON TUESDAY, 11TH NOVEMBER 2014 AT 2.00 P.M.

PRESENT:

Councillors:

K. James, R. Passmore

Together with:

C. Edwards (Risca East Town Councillor), Mr. R Campbell (Clerk Risca Town Council)

Also:

A. Highway (Town Centre Manager), A. Dallimore (Team Leader – Urban Renewal and Conservation), H. Morgan (Senior Committee Services Officer), A. Jones (Clerk)

1. APPOINTMENT OF CHAIRMAN

Ms. H. Morgan opened the meeting and advised members present that a number of apologies have been received and that as the group was not quorate the meeting would need to be adjourned.

Councillor James and Councillor Passmore agreed that the meeting should be adjourned and a future date should be arranged.

The meeting closed at 2.10 p.m.

CHAIRMAN

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RISCA TOWN CENTRE MANAGEMENT GROUP – 31ST MARCH 2015

SUBJECT: CHOOSE THE HIGH STREET @ CHRISTMAS – ANALYSIS REPORT

REPORT BY: CHIEF EXECUTIVE

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
Total	90	80	64

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:

Question			
1. Was the Choose the High Street @ Christmas voucher booklet beneficial to your business?	Yes 43%	No 57%	
2. Did the voucher booklet bring new customers?	Yes 38%	No 62%	
3. Did the voucher booklet work better than the discount card used in 2012/13	Yes 47%	No 53%	
4. Did you feel that the scheme was well-publicised?	Yes 63%	No 57%	
5. Would you consider taking part in a discount scheme in the future?	Yes 91%	No 9%	
6. Would you prefer a summer or Christmas discount scheme?	Summer 5%	Christmas 33%	Both 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 Newslines? 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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RISCA TOWN CENTRE MANAGEMENT GROUP – 31ST MARCH 2015

SUBJECT: CHOOSE THE HIGH STREET – PAST & PRESENT

REPORT BY: CHIEF EXECUTIVE

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 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 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.

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RISCA TOWN CENTRE AUDIT – FEBRUARY 2015

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>4/8 Work has started on the toilet block mural. 6/10 A park interpretation board has been designed, which is currently being consulted upon. 8/12 The Town Council is currently being consulted on the interpretation board text. A preferred supplier has been identified to produce the board.</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>6/10 Legal discussions are ongoing. There are also issues in relation to the location of the compound when the bridge is being built and drainage. 8/12 The S.106 agreement allowed a three-year period for completion of the bridge. Although this has now expired, Tesco has agreed to an extension. However, this agreement is informal at present.</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>4/8 The weeds have been treated. 6/10 The weeds have been sprayed, but additional chemical treatment is needed. 8/12 The works have been completed. Issue Closed 8/12</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>6/10 Banners continue to be erected and officers are currently determining which should have had planning permission. 8/12 Enforcement Officers are making contact with individual sign owners and seeking removal.</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>6/10 Details of the contractual maintenance plan are still being sought. There are also ecological issues on the site in relation to slowworms and rare orchids. 8/12 The S.106 agreement has been looked at and the minimum annual maintenance agreement is being complied with. However, more work is needed and a dialogue is ongoing.</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>4/8 Work has started on the mural. 6/10 The artwork is behind schedule due to weather conditions, but work is ongoing. 8/12 The work is nearing completion.</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>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>6/10 Initial feedback to the scheme has been positive, with the Christmas campaign element of the scheme starting shortly. 8/12 Updates to the TCMG are ongoing. The project is aimed to be long-term, with more initiatives launching in 2015.</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. 6/10 Some improvement has been noticed, but the renovation work is ongoing. 8/12 A planning application for a two storey extension is currently being considered. The condition of the car park is deemed acceptable while renovation works are ongoing.</p>

04/08/14	<p><u>Height of Dropped Kerbs 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>Gavin Barry</i></p>	<p>6/10 A works ticket has been issued to reduce the height of the transitions at this location. 8/12 The height level has been adjusted. Issue Closed 8/12</p>
03/09/14	<p><u>Christmas Event 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>	<p>6/10 Planning is ongoing. 8/12 The event was well-received and a report will be given to the TCMG in due course.</p>
03/09/14	<p><u>“Choose The High Street @ Christmas” Campaign 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>	<p>6/10 A Christmas voucher booklet is being produced for the five managed towns. Retailers are currently being invited to submit offers. 8/12 40,000 voucher booklets have been distributed across the Borough. A supporting YouTube video is launching on 8/12.</p>
06/10/14	<p><u>Condition of Toilet Block Mural Commercial Street</u> At the TCIG, Cllr. George raised concerns about the condition of the mural on the disused toilet block on Commercial Street. The paint appears to be flaking at the bottom of the building.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>8/12 The problem has been caused by damp in the brickwork. As this is a disused building, there is no long-term solution to the problem.</p>

16/10/14	<p><u>Installation of Christmas Illuminations</u> <u>Town Centre</u> 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>Town Centre Management <i>Andrew Highway</i></p>	<p>8/12 The illuminations have been installed and no issues have been raised.</p>
23/01/15	<p><u>Choose the High Street – Past & Present</u> <u>Town Centre</u> The next phase of the Choose the High Street campaign will start in 2015. Entitled ‘Choose the High Street - Past & Present’ the campaign will aim to reconnect people with their local town centre.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	
23/01/15	<p><u>Banner Changeovers</u> <u>Town Centre</u> The banners on the street lighting columns will be installed during February throughout the town centre.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	

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