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For all enquiries relating to this agenda please contact Andrew Highway
(Tel: 01443 866213 Email: highway@caerphilly.gov.uk)

Date: 31st March 2015

Dear Sir/Madam,

A meeting of the **Ystrad Mynach Town Centre Management Group** will be held in the **Rhymney Room, Penallta House, Tredomen, Ystrad Mynach** on **Tuesday, 7th April, 2015** at **3.00 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 To receive apologies for absence.	
2 Declarations of interest. Councillors and Officers are reminded of their personal responsibility to declare any personal and/or prejudicial interest(s) in respect of any item of business on this agenda in accordance with the Local Government Act 200, the Council's Constitution, and the Code of Conduct for both Councillors and Officers.	

To receive and note the following minutes: -

- | | |
|--|--|
| 3 Ystrad Mynach Town Centre Management Group minutes held on 25th November 2014. | |
|--|--|

1 - 4

To receive and note the following updates: -

A greener place Man gwyrddach



4	Update of Parking.	
5	Choose the High Street @ Christmas - Analysis Report.	5 - 10
6	Choose the High Street Past & Present.	11 - 14
7	Ystrad Mynach Christmas Market 2015.	15 - 18
8	Update from Councillor Angel on Siloh Chapel Community Garden.	
9	Ystrad Mynach Town Centre Audit - February 2015.	19 - 24

Circulation:

Councillors Mrs E.M. Aldworth, A. Angel (Chair), D. Bolter, D.T. Davies, K. James, M.P. James and J.A. Pritchard

Town Councillors Ms C. Mortimer (Clerk)

Other Organisations

Sgt N. Mancino, Gwent Police

Inspector Muirhead

Mr K. Jones, (Ystrad Mynach Partnership)

Dr M. Jorro, (Rhymney Valley Music Club)

Mr W. Jeff, (Tredomen Allotments Association)



YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT PENALLTA HOUSE ON TUESDAY 25TH NOVEMBER 2014 AT 2:00PM

PRESENT:

Councillors:

A. Angel, D. Bolter, K. James, E. Aldworth

Together with:

C. Mortimer (Clerk), Inspector Ian Bartholomew (Gwent Police), Mr W Jeff (Tredomen Allotments Association), Dr M Jorro (Rhymney Valley Music Club), Mr K Jones (Ystrad Mynach Partnership)

Also:

A. Dallimore (Team Leader – Urban Renewal & Conservation), A. Highway (Town Centre Development Manager), A. Jones (Clerk)

1. TO RECEIVE APOLOGIES FOR ABSENCE

Councillors: M. James, J. A. Pritchard, D. T Davies
S. Wilcox (Assistant Town Centre Manager), P. Hudson (Marketing and Events Manager)

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. TO NOTE THE PREVIOUS MINUTES OF MEETING HELD ON 15TH JULY 2014

Dr Jorro was not noted as sending in apologies. C. Mortimer advised on item 8 the last but one paragraph should have read 'preserve' not 'reserve'.

The minutes were taken as read, subject to the above amendments.

4. ARTWORK SILOH SQUARE

Mr Dallimore advised that in the previous meeting he said he would look into the condition of the artwork and consider possible solutions for its repair.

The group were presented with the following two options:

- Option 1 – Circular block paving costing £4,531.00 with little maintenance
- Option 2 – A resin-bound gravel costing £5,952.94 that requires regular cleaning to maintain colour

The group were invited to vote on the preferred option and a show of hands were 5 in favour of option 1.

The group discussed the removal of the dome and the fountain feature and a show of hands were 5 in favour of removing both items. Mr Dallimore will examine the possible relocation of the fountain within the surrounding area.

5. 'CHOOSE THE HIGH STREET' CAMPAIGN PROGRESS UPDATE

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. Mr. Highway stated that it would continue as long as budgetary commitments allowed, bearing in mind the Medium Term Financial Plan for the Authority.

6. 'CHOOSE THE HIGH STREET @ CHRISTMAS'

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 1st 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.

Mr Highway passed his thanks to Chairman and their members for handing out voucher booklets in the Christmas Fare.

7. CHRISTMAS EVENT FEEDBACK

Mr Highway passed on apologies from Mr Hudson and said that feedback was very positive.

The Chairman confirmed that the event was very successful and there were approximately 4,000 visitors.

Feedback from retailers, visitors and stall operators was overall very positive. One operator commented on how this was the best event he had attended as the warmth of local community really stood out to them and he wanted to return next year.

The Chairman highlighted problems with JPL who were providing the sound system. It was felt that they were rude to some people. The Chairman asked if there could be an alternative operator booked for next year's event.

Mr Jones advised that there was a problem with Co-speedy and the Christmas lights – some of the bulbs were not working and there was no safety switch fitted. These could have been checked overnight as they were delivered the day before and stored in David Lloyd's building yard. Replacements had to be brought in.

Mr Highway will pass comments back to Mr Hudson.

8. YSTRAD MYNACH TOWN CENTRE AUDIT – OCTOBER 2014

Members enquired about the item on audit for bus stop location. Mr Highway advised the group that all options have been looked at, by officers and bus companies. It has been confirmed that the bus stop will remain as it is.

The Chairman advised that there are issues at certain busy times of the day where emergency services are not able to get through.

Inspector Bartholomew confirmed that he was not aware of any incidents that emergency services were not able to get through but will look into this and feedback to transportation.

Mr Highway will also add the emergency services blue light issue to the audit report in addition officers will discuss with traffic management possibly changing traffic orders.

Meeting closed at 15:12

CHAIRMAN

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YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 7TH APRIL 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 Eqla 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 Newsliner? 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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YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 7TH APRIL 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.

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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YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 7TH APRIL 2015

SUBJECT: YSTRAD MYNACH CHRISTMAS MARKET 2015

REPORT BY: MARKETING & EVENTS MANAGER

1. PURPOSE OF REPORT

- 1.1 This report seeks to update the group on the Council's potential involvement in this year's Ystrad Mynach Christmas market that is scheduled to take place on 21 November 2015 and to seek views from the group on the Council's involvement.

2. SUMMARY

- 2.1 In the summer of 2014, representatives of the Ystrad Mynach Community partnership approached the Council's Marketing & Events Manager requesting support from the Council's events team to help with a number of organisational aspects of the Ystrad Mynach Christmas Market event. The event was in danger of not going ahead as a consequence of a reduction in the capacity of the partnership to organise the event.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 'A Prosperous Caerphilly' is identified as a key outcome in the Council's Single Integrated Plan and the 'Ongoing provision of tourism and community events' as one of the means of helping to achieve this outcome along with 'Other town centre events in line with regeneration objectives'.

4. THE REPORT

- 4.1 The Ystrad Mynach Christmas Market has been organised by the Ystrad Mynach Community Partnership annually since 2006 and has been supported financially through the Community Council, Area Forum Budget and the Council's festive lighting grant scheme.
- 4.2 In the summer of 2014, due to a reduction in the resource capacity of Ystrad Mynach Community Partnership to organise the event the Chairman asked the Council for organisational support through the Events & Marketing Manager. Following the withdrawal of a number of major events being held in the County Borough, the Council's Events team were able to support the event by organising a number of suppliers to attend the event and by organising and managing stallholder attendees to the event.

- 4.3 Footfall Data from the 2014 event showed that the town centre attracted an 89% increase in footfall when compared with the previous Saturday's footfall figures.
- 4.4 At a Special Budget meeting of the Council held on 25 February 2015 it was resolved to cut funding for the Area Forum Budget. The Ystrad Mynach Christmas Market has predominately been funded through the Area Forum budget as directed by the Ystrad Mynach Community Partnership. At the same meeting it was resolved to reorganise the events and marketing team and reduce events activity to make savings of around £109,000 as part of the Mid Term Financial Planning process.
- 4.5 The chairman of the Ystrad Mynach Community Partnership has recently indicated that the partnership is facing dissolution as a result of a lack of membership support for the partnership. Local ward members have expressed their view that the Christmas Market has been a successful event for many years and is valued by the local community.
- 4.6 The same ward members have expressed the view that if the partnership was to dissolve there would be a willingness to continue with the organisation of the event.
- 4.7 Accordingly, there is now a question of who will be responsible for the funding and organisation of the event.
- 4.8 In terms of budgets and funding the event is likely to cost around £3,500.
- 4.9 The Ystrad Mynach and Gelligaer Community Council have funded elements of the festive event and it may be possible that the Community Council could request a funding input from the new Community Match Funding budget that has been introduced by Caerphilly County Borough Council in order to sustain the event. From a resource point of view, the Council organises a number of Christmas Markets across the county borough's principal town centres and at the current time taking over the organisation of this event would only involve a marginal increase in resource allocation to undertake.
- 4.10 There still remains a question of funding. Due to the previous reduction in the events budget and on going pressures to meet further savings identified in the MTFP, the Council is unlikely to fully fund the event. However, as there is a willingness to continue with this event, officers of the Council will explore further and alternative forms of funding.

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 would need to be requested through the new Community Match Funding budget.

7. PERSONNEL IMPLICATIONS

- 7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Services department will co-ordinate the event working with local ward members who have been involved in the staging of the Christmas Market in the past.

8. RECOMMENDATIONS

- 8.1 To consider the request for the Council's Business Events and Marketing team to take over the organisation of the event subject to the securing of funding for the event.

9. REASONS FOR THE RECOMMENDATIONS

- 9.1 The proposal would align with one of the guiding principles of the Council's regeneration strategy, i.e. Strengthening Town Centres. Town Centre based events have proven successful in driving additional footfall and add to the well being of our communities.

10. STATUTORY POWER

- 10.1 Local Government Act 2000.

Author: Pauline Elliott, Head of Planning Regeneration and Economic Development
Consultees: Paul Hudson, Events and Marketing Manager
Ian MacVicar, Group Manager, Operations
Andrew Highway, Town Centre Development Manage

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YSTRAD MYNACH TOWN CENTRE AUDIT – FEBRUARY 2015

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
01/07/13	<p><u>Repainting of Post Box</u> <u>Pengam Road/Bedwlwyn Road</u> Paintwork on the post box in the town centre is flaking and worn.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>4/8 The work is scheduled for August. 6/10 Work has yet to be completed, but is on work schedule. 8/12 The work has still not been carried out and Royal Mail has been chased.</p>
01/07/13	<p><u>Damage to Artwork</u> <u>Siloh Square</u> The public artwork on Siloh Square has become damaged and worn and requires some repair work.</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 Officers have produced some options with associated costs. These options will be taken to the next TCMG meeting. 8/12 The TCMG agreed for the artwork to be replaced with pavements.</p>
01/07/13	<p><u>Repaint Postbox</u> <u>O/S Post Office, Penallta Road</u> The postbox outside the Post Office is worn, requiring fresh paintwork.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>2/6 Will be completed during the summer period. 4/8 The work is scheduled for August. 6/10 Work has yet to be completed, but is on work schedule. 8/12 Work has been completed. Issue Closed 8/12</p>

03/10/13	<p><u>Review of Traffic Order Town Centre</u> Following a request by the Police, various aspects of the Traffic Regulation Order for the town centre will be reviewed.</p>	<p>Transportation <i>Clive Campbell</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>6/10 The order will regularise the bays throughout the town centre – all limited waiting will be changed to 30-minutes. The taxi bay will also be removed and replaced with a limited waiting bay. 8/12 The consultation is complete and no objections were raised. Traffic Order will be put in place in Spring 2015.</p>
03/12/13	<p><u>Taxi Rank Assessment Pengam Road</u> At the TCMG, local Members requested that Officers make an assessment of the level of usage of the taxi rank on Pengam Road.</p>	<p>Transportation <i>Clive Campbell</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>6/10 The bay is due to be removed and replaced with a limited waiting bay as part of the town centre Traffic Order review. 8/12 The consultation is complete and no objections were raised. Traffic Order will be put in place in Spring 2015.</p>
19/05/14	<p><u>Choose the High Street Campaign 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. 25/11 Update to TCMG. 8/12 Updates to the TCMG are ongoing. The project is aimed to be long-term, with more initiatives launching in 2015.</p>

02/06/14	<p><u>Illegal Parking</u> <u>Town Centre</u> Cllr. Angel raised concerns with regards to the amount of illegal parking within the Town Centre and the disruption caused.</p>	<p>Police <i>Ins Muirhead</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>6/10 An additional PCSO has been assigned to the town centre and enforcement continues. 8/12 Education and enforcement is ongoing.</p>
10/06/14	<p><u>Loose Manhole Cover</u> <u>The Royal Oak Roundabout, A472</u> A manhole cover adjacent to The Royal Oak roundabout is loose in its housing and moving when vehicles pass over it.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>10/6 A Highways Inspector visited the location, but the cover belongs to Welsh Water, who has been informed. 4/8 Welsh Water is yet to carry out remedial works. 6/10 The remedial works are still pending. 8/12 The work has been completed. Issue Closed 8/12</p>
11/07/14	<p><u>Overgrown Foliage</u> <u>Pengam Road</u> The trees alongside Pengam Road are overgrown and obstructing the footway. The foliage requires trimming to make a clear route for pedestrians.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>4/8 A notice has been served on the landowner to cut the trees. 6/10 The work has yet to be carried out. 8/12 The work has been completed. Issue Closed 8/12</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 22nd November 2014.</p>	<p>Business Enterprise Support Team <i>Paul Hudson</i></p>	<p>6/10 Planning is ongoing. 25/11 Update to TCMG 8/12 The event went well and a report was provided to the TCMG. Issue Closed 8/12</p>

03/09/14	<p><u>“Choose The High Street @ Christmas” Campaign</u> <u>Town Centre</u></p> <p>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. 25/11 Update to TCMG. 8/12 40,000 voucher booklets have been distributed across the Borough. A supporting YouTube video is launching on 8/12.</p>
16/10/14	<p><u>Installation of Christmas Illuminations</u> <u>Town Centre</u></p> <p>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>
25/11/14	<p><u>Traffic Congestion Blocking Path of Emergency Vehicles</u> <u>Town Centre</u></p> <p>At the TCMG 25/11 members asked the Police examine if their vehicles when engaged in emergency calls, were impeded in their passage through the town centre beyond what was to be expected at such a location.</p>	<p>Police <i>Ins Muirhead</i></p>	<p>8/12 No update could be provided.</p>
25/11/14	<p><u>Traffic Order Suitability Assessment</u> <u>Bedwlwyn Road</u></p> <p>At the TCMG 25/11 members asked the Police to look at the parking restrictions in the vicinity of the bus stop and assess their suitability.</p>	<p>Police <i>Ins Muirhead</i></p>	<p>8/12 No update could be provided.</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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