



YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 22ND NOVEMBER 2016

SUBJECT: 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 To inform the Town Centre Management Group of the 'Choose the High Street' 2016 Christmas campaign and will be run in the five principal town centres.

2. SUMMARY

- 2.1 The 'Choose the High Street' initiative will include a 2016 Christmas campaign directed towards encouraging spend in local town centres over the festive period. Retailers across the five managed town centres will have the opportunity to be included in a printed voucher booklet. The campaign is designed to support local businesses by offering them the opportunity to participate under the 'Choose the High Street' banner.

3. LINKS TO STRATEGY

- 3.1 "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.
- 3.3 "Future Generations Act (Wales) 2015" sets out seven Well-being Goals which aim to make a positive impact upon the social, economic, environmental or cultural well being of the area or community concerned. This report aligns with the following Well-being Goals:
- A prosperous Wales - the retail sector is a significant employer within the County Borough and a substantial number of those retail businesses and jobs are located in the town centres.
 - A Wales of cohesive communities - the campaign encourages people to visit local town centres connecting them with their wider community.
 - A Wales of vibrant culture and thriving Welsh language - the Voucher Booklet will be produced in a bilingual format.

4. THE REPORT

4.1 Since 2012, the Council has run a discount scheme to assist local retailers generate sales in the lead up to Christmas. The Christmas Voucher Booklet has proved very popular with the public and retailers and will again be produced in 2016. The aims of the scheme are to provide local businesses with an opportunity to capture consumer spend during the Christmas period and also to market the diverse retail offer contained in the town centres. Retailers in the five managed town centres will have the opportunity to be included in the booklet with the level of discount being set by each retailer. However, the onus remains on the retailer to participate and ensure that their offer is strong enough to incentivise customers. The scheme is free for all retailers and, as in previous years, any retailer in the County Borough who expresses a wish to participate will also be included.

4.2 To support the campaign a number of different marketing platforms will be utilised these include:

- Newspaper adverts;
- Social media;
- Article in the Council's *Newsline*;
- Dedicated webpage on the CCBC corporate website;
- Go2MyTown web site.

4.3 The voucher booklets will be given out in a number of locations in each of the five town centres including:

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

4.4 In 2015, the voucher distribution network was extended to include local supermarkets using dispensers located in their foyers. This proved very successful and will be repeated again for this year's campaign. The supermarkets that have agreed to assist are:

- Morrisons Bargoed;
- Morrisons Caerphilly;
- ASDA Caerphilly;
- ASDA Blackwood.

4.5 In addition, every school in the County Borough will be offered a supply of voucher booklets.

5. EQUALITIES IMPLICATIONS

5.1 This report is for information purposes, so the council's EqIa process does not need to be applied.

6. FINANCIAL IMPLICATIONS

6.1 The campaign is funded through the Town Centre Management core budget.

7. PERSONNEL IMPLICATIONS

7.1 There are no direct personnel implications.

8. CONSULTATIONS

8.1 There are no consultation responses that have not been reflected in this report.

9. RECOMMENDATIONS

9.1 That Members note the contents of the report.

10. REASONS FOR THE RECOMMENDATIONS

10.1 This report is for information only.

11. STATUTORY POWER

11.1 Local Government Act 2000.

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