

BARGOED TOWN CENTRE MANAGEMENT GROUP – 22ND MARCH 2006

SUBJECT: NEW TOWN CENTRE BRANDING

REPORT BY: TOWN CENTRE DEVELOPMENT MANAGER

1. PURPOSE OF REPORT

- 1.1 To provide information on the new brand which will be displayed in different mediums to promote future investment in the town.

2. SUMMARY

- 2.1 The Authority will be using a new brand 'Big Idea Bargoed' to promote Bargoed town centre as part of a co-ordinated marketing strategy. The adoption of the brand will coincide with the commencement of Angel Way link road project.

3. LINKS TO STRATEGY

- 3.1 The Smart Alternative sets out Authorities 15 year strategy for regeneration. Principle 5 'Re Establish Town Centres as a foci of economic activity' sets out the overall objective of Town Centre Management.

4. THE REPORT

- 4.1 Bargoed is the most northern of the six main retail centres in the County Borough and is located in the Rhymney Valley. It is the third largest town within the Authority, behind the sub-regional centres of Caerphilly and Blackwood and is the largest of the four district centres. The catchment area of the town includes Rhymney, Fochriw, Pontlottyn, Abertysswg, Deri, New Tredegar, Aberbargoed and Gilfach and has a combined population of over 26000. Its former prosperity was built on coal mining and was the site of the largest colliery in the Rhymney Valley. Since its closure in 1977, Bargoed has been in a weak economic position
- 4.2 A new road called Angel Way will link the north and south of the Rhumney Valley, it is anticipated that work will commence in summer 2006. This new road will significantly increase the accessibility of Bargoed for visitors from around the surrounding area. With the improvement in potential visitor numbers there is an opportunity to attract well-known high street names and improve the towns existing retail offer.
- 4.3 In 2005 the Council and WDA commissioned consultants Camlin Lonsdale to undertake a study of Bargoed and examine how the town could develop in the future. The consultants have recommended a spectacular redevelopment of Bargoed, concentrating on the southern end around the library; this new development could potentially double the size of the existing town centre. The proposals include the provision of restaurants, bars, flats and offices on three or four levels, with new unit shops at the high street level and a food superstore underneath with 350 parking spaces.

- 4.4 To successfully market the town to retailers, developers and investors a new brand will be used, 'Big Idea Bargoed' It is acknowledged that initially it will be hard to attract interest in Bargoed as an investment opportunity; the brand invites you to ask the question 'what is the big idea?' This is a universal reaction and gives the opportunity to tell people that the idea is to redevelop the town by turning it around to face the valley by creating a retail plateau. This unique concept, which the council has developed, is the way that interest can be generated in Bargoed as a genuine investment opportunity.
- 4.5 Initially the brand and logo will be used in the Authorities written publications of 'Newline' and 'Business News', these will contain articles highlighting the new developments in the town. The logo will also form the basis of a design displayed on 30 lamppost banners throughout the town.

5. FINANCIAL IMPLICATIONS

- 5.1 The authority will meet the initial cost of design and incorporation into the council's publications. The banners will be funded through the 'Greater Bargoed Partnership' using their allocation from the Community Forum Budget.

6. PERSONNEL IMPLICATIONS

- 6.1 The Town Centre Development Manager will co-ordinate the marketing strategy.

7. CONSULTATIONS

- 7.1 The Authorities communications team have designed a logo for the brand, a copy of which is attached in Appendix 1 for your perusal.

8. RECOMMENDATIONS

- 8.1 This report is for information only.

Author: Andrew Highway – Town Centre Development Manager
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Background Papers:
None

Appendices:
Appendix 1 Logo design 'Bargoed's Big Idea'