# BARGOED TOWN CENTRE MANAGEMENT GROUP – 17TH JANUARY 2007

**SUBJECT:** **BARGOED HEADS OF THE VALLEY FUNDING**

**REPORT BY:** **CHIEF EXECUTIVE**

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## 1. PURPOSE OF REPORT

1.1 To inform members of the Bargoed Town Centre Management Group of additional funding awarded to promote Bargoed.

## 2. SUMMARY

2.1 £98,000 has been awarded from the Heads of the Valley Programme to promote Bargoed.

## 3. LINKS TO STRATEGY

3.1 The support of town centres is a key objective in the Regeneration aim of the Community Strategy. Re-establish town centres as a foci of economic activity is a key aim of the Regeneration Strategy, the 'Smart Alternative!'

## 4. THE REPORT

4.1 In 2005 the Welsh Assembly Government launched a new 15-year programme to regenerate the Heads Of The Valleys (HoV) area of South East Wales. As part of this programme funds have been made available to invest in Town Centre Management through a coordinated bid from the HoV Town Centres Group (which is a sub group of the HoV Programme Executive).

4.2 In compiling their bid for funding the HoV Town Centres Group considered the individual needs of each local authority within the HoV area. It was agreed that it was particularly important to ensure that the town centres identified for the 'themed funding' in 07/08, had the appropriate level of Town Centre Management in place to deliver results. When the group examined the existing town centres across the HoV area they recognised that each had different capabilities and resources to deliver Town Centre Management. Therefore the needs across the different town centres in the HoV area were very diverse and ranged from employing a Town Centre Manager, to producing new marketing material.

4.3 In December 2006 the HoV Programme Executive approved a bid for almost £900,000, which was to be allocated for Town Centres. This new funding provides local authorities with the financial resources to build on their existing Town Centre Management schemes or establish new ones. Caerphilly County Borough Council's successful bid focuses on Bargoed. A total of £98,000 has been awarded to the council over a 3-year period; the details are set out in a table attached to this report.

4.4 In Bargoed the process of Town Centre Management has been implemented since October 2004, consequently many initiatives have already been successfully delivered. Therefore it was decided that the authority's bid should build on the established principles of Town Centre Management and focus on promoting Bargoed to a wider audience.

4.5 The funding secured for Bargoed will be used across a number of different platforms, including promotional activities, events and the development of marketing tools. By utilising an innovative virtual tour of the proposed regeneration scheme, it is intended to market it to potential investors, developers and retailers. The dramatic interpretations will change the perception of the town, not only for inward investors, but also for residents and local businesses. By setting out the long-term regeneration plan for Bargoed, in a clear and attractive format, the council is providing a cohesive vision for the future.

4.6 Also included in the bid is funding to assist the Bargoed Chamber Of Trade undertake proactive marketing activities over the next 3 years. This money will help promote Bargoed's retail offer and assist in the retention and development of local businesses.

4.7 In conclusion, the HOV funding provides Bargoed with a multi-layered approach to attracting renewed investment and uses the significant developments already planned as a catalyst to drive forward town centre regeneration.


## 5. FINANCIAL IMPLICATIONS

5.1 There are no financial implications to the Council or the Bargoed Town Centre Management Group budgets, as the funding is being provided by the Heads of the Valley Consortia.


## 6. PERSONNEL IMPLICATIONS

6.1 All aspects of the work will be resolved internally.


## 7. RECOMMENDATIONS

7.1 The report is for information.


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