



BARGOED TOWN CENTRE MANAGEMENT GROUP

SUBJECT: BARGOED CHAMBER OF TRADE – HEADS OF THE VALLEY FUNDING

REPORT BY: CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 To inform members of the proposed areas of funding available to the Bargoed Chamber of Trade.

2. SUMMARY

- 2.1 The Bargoed Chamber of Trade were awarded £7000 over three years from the Heads of the Valley programme to support traders within town centres. The report identifies the areas where finance is available.

3. LINKS TO STRATEGY

- 3.1 The regeneration of town and village centres is a key objective within the Regeneration aim of the Community Strategy.
- 3.2 The re-establishment of town centres as a foci for 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, it was agreed to make funds available to the Bargoed Chamber of Trade to assist its members in undertaking proactive marketing activities. £7,000 over the next 3 years is available to promote Bargoed's retail offer and will be available to assist in the retention and development of local businesses. It is seen as particularly important to provide support during the implementation of the Greater Bargoed Community Regeneration Scheme. This allocation of the funding is coordinated through the Caerphilly County Borough Council HoV Town Centres Group.

After a number of meetings with Caerphilly County Borough Council officers, the Bargoed Chamber Of Trade submitted ideas for projects that could qualify for funding from the 2007 / 2008 budget. The Caerphilly County Borough Council HoV Town Centre Group considered these ideas and agreed that HoV funding could be used in the following areas:

- Purchase of membership stickers for the Bargoed Chamber of Trade
- Developing and promoting a new Bargoed Chamber of Trade website
- Carrying out publicity on the back of any other initiatives / events occurring in Bargoed
- Production and delivery of a leaflet to promote the existing retail offer in Bargoed to residents of Bargoed ,Aberbargoed ,Gilfach and surrounding villages.

- Purchase of biodegradable paper bags and / or “bags for life” with Bargoed Chamber of Trade branding

To progress the initiative the Bargoed Chamber Of Trade will obtain quotations for those projects it wishes to prioritise for this financial year.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no financial implications to the Council. All funding is via the Heads of the Valley Programme.

6. PERSONNEL IMPLICATIONS

- 6.1 None.

7. CONSULTATIONS

- 7.1 None.

8. RECOMMENDATION

- 8.1 The Bargoed Town Centre Management Group note and approve the proposed areas of funding.

9. REASONS FOR THE RECOMMENDATION

- 9.1 To agree the best use of resources available to the Bargoed Chamber of Trade.

10. STATUTORY POWER

- 10.1 Local Government Act 2000

Author: A Highway

Background Papers:
Heads of the Valley Programme
Regeneration Scrutiny Report 17.07.2007