



BARGOED TOWN CENTRE MANAGEMENT GROUP – 19TH MAY 2010

SUBJECT: BARGOED TOWN CENTRE MANAGEMENT BUDGET

REPORT BY: DIRECTOR OF THE ENVIRONMENT

1. The Heads of the Valleys Programme has funded a Town Centre Management Budget in each Local Authority in the Heads of the Valleys Programme Area over the last 3 years. The Town Centre Management Budgets were designed to enable each local authority to implement a range of activities designed to support their respective town centres. The Bargoed Town Centre Management Budget (BTCMB) is managed by Andrew Highway (Bargoed Town Centre Development Manager) and has been used to fund a range of activities to support Bargoed Town Centre.
2. Since its inception in 2007-08, the BTCMB has invested over £128,000 in Bargoed town centre. From 2008-09 to the current year (2010-11), the funding has enabled a part-time Events Officer to be appointed with the remit of organising a programme of events and has also supported a wide range of activities including:
 - Events Programme (Spring Fair, Carnival, Christmas Fair etc.)
 - Big Screen Series
 - Town Centre Banners
 - Newsletters
 - Website
 - Bargoed Shop Front Shutters
 - Shop Signage Scheme
 - Gazebo and Marketing Stands
 - Chamber of Trade marketing
3. The initial approval for the BTCMB was a 3-year funding allocation ending in 2009-10. The Heads of the Valleys Programme has agreed to a one-year extension to the BTCMB for this financial year (2010-11) and has provided an allocation of £69,500 which will be used to continue the programme.
4. The Heads of the Valleys Programme has very limited revenue finance and has therefore made clear that the extension of funding is for one year only and that continuation of the BTCMB activities beyond 2010-11 will require alternative sources of funding. The Heads of the Valleys Programme has asked each Local Authority to provide a statement confirming how their respective Town Centre Management activities will be funded beyond 2010-11.
5. One funding option being looked at as a pilot by Merthyr Tydfil CBC with encouragement from the Heads of the Valleys programme, is the development of a Business Improvement District (BID) whereby businesses in the town centre pay for activities such as the events programme through a levy on the business rate. A short leaflet explaining the BID process accompanies this report.

6. A BID is one option for continuing activities in Bargoed Town Centre and the Council would welcome the Bargoed Town Centre Management Group's views on that or any other suggestions for funding the BTCMB activities beyond 2010/11.

Author: Roger Tanner, Strategic Planning & Urban Renewal Manager

Appendices

Appendix 1 Bid Process