

Town Centres



Unique Places

‘Unique Places’ 2013 Launch

The new 'Unique Places' brochure explains why the County Borough's town centres are important and outlines the Council's model of Town Centre Management. The model is recognised as an example of good practice by the Association of Town & City Management, Action for Market Towns, Powell Dobson Urbanists and Miller Research.

The document sets out information on each of the County Borough's four principal town centres: Caerphilly, Blackwood, Bargoed and Risca and highlights the potential that the town centres offer for retailers, businesses, service providers and community groups.

‘Unique Places’ is available in both English and Welsh versions and has been sent out to businesses in each of the four town centres in order to demonstrate the Council's continued commitment to maintaining, enhancing and developing its town centres through the process of Town Centre Management. Copies of 'Unique Places' have also been sent to the UK's top 100 retailers, property developers and property agents, one has even been sent to ‘retail guru’ Mary Portas.

The Welsh Government recently launched its new framework for regeneration 'Vibrant and Viable Places', which aims to put town centres at the forefront of the regeneration process. In light of this fresh approach to regeneration, 'Unique Places' seeks to affirm the Councils proactive approach to managing its town centres ensuring that they remain places which both engage and serve the whole community.

Andrew Highway
Town Centre development Manager



Recognition for the Unique Places model of Town Centre Management:

“ATCM has worked with Caerphilly County Borough Council over a number of years and recognises their ‘Unique Places’ model of town centre management as an excellent example of how to effectively manage smaller town centres.”

*Martin Blackwell – Chief Executive Officer **Association of Town & City Management*** “

It is important for councils and communities to be working together to re-invigorate town centres. Through the Unique Places approach, Caerphilly Council is showing commitment and leadership that will be important in securing the future and distinctiveness of the County’s towns.”

*Chris Wade – Chief Executive **Action for Market Towns*** “

Caerphilly County Borough Council is to be credited for its integrated approach to urban regeneration. It is one of the few Councils that we have worked with in recent years who do think and act in a multidisciplinary way. The success of their ‘Unique Places’ model of Town Centre Management is a reflection of this integrated approach to place making and its importance to Town Centres in the future.”

*Martin Sullivan - Managing Director - **Powell Dobson Urbanists*** “

Caerphilly’s Town Centre Management function is comprehensive in terms of its operational approach by managing the town centre environment and providing a toolkit of marketing and promotion devices that is targeting local, regional and national investors. The service is also supporting local retail enterprise and developing events and activities within the town centre. There is a strong culture within the Council of performance management in terms of town centre monitoring and there is a sense of where they want the towns to be in terms of place and destination for local people and visitors.”

*Chris Jones, Managing Consultant - **Miller Research (UK) Ltd***