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Date: 19th February 2016

Dear Sir/Madam,

A meeting of the **Blackwood Town Centre Management Group** will be held in the **Sirhowy Room, Penallta House, Tredomen, Ystrad Mynach** on **Friday, 26th February, 2016** at **2.00 pm** to consider the matters contained in the following agenda.

Yours faithfully,

A handwritten signature in blue ink that reads 'Chris Burns'.

Chris Burns
INTERIM CHIEF EXECUTIVE

A G E N D A

	Pages
1 To receive apologies for absence.	
2 Declarations of interest. Councillors and Officers are reminded of their personal responsibility to declare any personal and/or prejudicial interest(s) in respect of any item of business on this agenda in accordance with the Local Government Act 2000, the Council's Constitution, and the Code of Conduct for both Councillors and Officers.	

To receive and note the following minutes: -

- | | |
|--|-------|
| 3 Minutes of Previous Meeting held on 16th October 2015. | 1 - 4 |
|--|-------|

To receive and note the following updates: -

A greener place Man gwyrddach



4	Business Report Blackwood Town Centre.	5 - 8
5	'Choose the High Street' Christmas Voucher Booklet 2015 - Analysis Report.	9 - 14
6	Go2 My Town Website Report.	15 - 18
7	Update on Wesley Road steps.	
8	Update on Defibrillators.	
9	Update on Drinking and Anti social behaviour.	
10	Update on Toilet block.	
11	Blackwood Town Centre Audit Report.	19 - 24

Circulation:

Councillors Mrs E.M. Aldworth, Mrs P. Cook, D.T. Davies, N. Dix (Chair), C. Hawker, K. James, A. Rees (Vice Chair) and T.J. Williams

Town Councillors Ms C. Erasmus, Ms Z. Hammond and Mr J. Hold (Clerk)

Other Organisations

Mr C. Cook, (Caerphilly Access Group)

Mr H.T. Edwards, (Blackwood Retail Partnership)

Mr A. Oldman, (Blackwood Shopping Precinct)

Inspector J. White, Gwent Police

Inspector M. Thomas, Gwent Police

The Manager, (Asda Blackwood)

The Manager, (Blackwood Library)



BLACKWOOD TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE ON FRIDAY 16TH OCTOBER 2015 AT 2:00 P.M.

PRESENT:

Councillors:

Councillors: P. Cook, K. James, T. Williams

Together with:

Councillor Z. Hammond (Town Councillor), Mr J Hold (Clerk), Sgt M Thomas (Gwent Police)

Also:

A. Highway (Town Centre Manager), A. Dallimore (Team Leader – Urban Renewal & Conservation), P. Hudson (Marketing & Events Manager), A. Jones (Complaints Officer - Clerk)

1. TO RECEIVE APOLOGIES FOR ABSENCE

Councillors – D. T. Davies (Consultee), N. Dix, Mr H Edwards (Blackwood Retail Partnership), Mr S Wilcox (Assistant Town Centre Manager).

Councillor Cook took the meeting in the absence of Councillor Dix.

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. MINUTES OF PREVIOUS MEETING 5TH JUNE 2015

The previous minutes were taken as read.

4. CHOOSE THE HIGH STREET CHRISTMAS CAMPAIGN

Mr Highway presented the report to the group.

Members were advised that this year there will be a 'Choose the High Street' Christmas Voucher Booklet with over 100 offers which is more than in 2014.

Mr Highway wished to thank the retailers for participating and also thank the Council's Graphics Team who designed the booklet and associated publicity material.

Mr Highway was thanked for the report.

5. CHOOSE THE HIGH STREET PAST & PRESENT – ANALYSIS REPORT

Mr Highway presented the report to the group.

The group were informed that the exhibitions were very successful and Mr Wilcox was thanked for his hard work.

The group were advised that the only disappointment was with the lack of interest from the schools. Only Blackwood Comprehensive School participated, they were very enthusiastic in bringing forward ideas for what they would like to see on the high street.

Councillor Cook thanked Mr Highway for the report.

6. SOUTH EAST WALES TOWN CENTRE VACANCY RATES

Mr Highway presented the report to the group in the absence of Mr Wilcox.

Members discussed the figures of vacant premises within the table and were advised that these may well have changed as the figures were from October 2014. Mr Highway confirmed that Mr Wilcox could bring updated figures to future meeting.

Councillor Cook thanked Mr Highway for the report.

7. TOWN CENTRE PROMOTIONAL SPACES

Mr Highway presented the report to the group in the absence of Mr Wilcox.

Members discussed the report and Mr Highway informed the group that Mr Wilcox has worked hard to build a good working relationship with the promoters who use the site and is very grateful for all of his hard work.

Mr Highway advised that the Town Council are invited to use this space free of charge.

Councillor Cook thanked Mr Highway for the report.

8. REQUEST FOR FUNDS FOR DEFIBRILLATORS

Mr Hold advised the group that Blackwood Town Council met and agreed to fund the installation of one defibrillator in the town but were looking to the Town Centre Management Group for funding of a second defibrillator for installation possibly at the bus station.

Mr Highway informed the group that he had checked the budget and there are no funds available as the £7,000 within the Area Forum Budget has been set aside to pay for the maintenance and repairs to steps in the town.

Mr Dallimore confirmed that NCS are currently arranging for quotes for the works. The group were advised until the costings are provided no decision can be made. It was agreed that once the figures have been provided should there be any balance left then this matter could be brought back to the group and the monies made available towards the cost of installing a second defibrillator.

Members of the group were invited to vote on this proposal.

Members of the group voted 5 in favour of the proposal there were 0 against.

9. CHRISTMAS EVENT UPDATE

Mr Hudson confirmed that the event is taking place on the 5th and 6th December. There will be 45 stalls, Reindeers and Donkeys, the funfair will be as in previous years and Santa's grotto will be in Tidal Stores.

Mr Hudson advised that his team is looking at walk about entertainment and children's craft workshops for both ends of the high street and also hoping to organise a Nativity scene.

The event has been advertised in 'What's On' guide, 40,000 leaflets have been produced, posting of social media feeds, and radio adverting on Heart FM. This year a single Christmas Market flyer has been produced to cover all of the Christmas events across five town centres.

Sgt Thomas asked Mr Hudson to provide him with the link for the event so that he can arrange for it to go on the Blackwood Police Twitter page.

Mr Hold informed the group that the Town Council had purchased new lamp post figurines for £20,000 and the lights will be turned on the 23rd November.

10. RED LION UPDATE

Mr Dallimore advised the group that Mr Tim Stephens has written to Jackson Property Ltd who own the building and is awaiting a response before determining what action is taken.

The group were advised that Planning may take further action if needed but this will depend on the response provided by the owners.

11. BLACKWOOD TOWN CENTRE AUDIT – AUGUST 2015

Mr Highway informed the group that he has spoken with the architect for former Poundstretcher's site but at present until the insurance is resolved no new scheme can progress.

Mr Dallimore advised that in relation to the cleaning of the artwork he has a small budget but some of the cleaning is required to be done by the artist.

Mr Dallimore updated the group that nothing had changed in relation to the toilet block.

Mr Highway informed the group that the new managing agents for Blackwood Retail Park and they are implementing a new cleaning program.

Mr Dallimore confirmed that the bench has been removed as large groups were gathering.

Sgt Thomas advised that his officers have difficulties in issuing tickets, however the Community Safety Wardens have powers to issue tickets.

Sgt Thomas advised that the number of calls has reduced and the number of patrols have been increased. The area is under a Public Space Protection Order enabling Community Safety Wardens to move people on. Since the removal of the bench the number of gatherings has reduced.

There will be a drug rehabilitation team in the area for the next 4 weeks to engage with drug users. The local authority has served notice on rough sleepers camping under the Chartist Bridge.

The meeting closed 15:07.

CHAIR



BLACKWOOD TOWN CENTRE MANAGEMENT GROUP - 26TH FEBRUARY 2016

**SUBJECT: BUSINESS REPORT BLACKWOOD TOWN CENTRE 2015 - FOR
INFORMATION**

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 This report provides information on the number of businesses opened and closed in Blackwood town centre throughout 2015.

2. SUMMARY

- 2.1 The report gives a retail overview of Blackwood town centre over the past year and details every retail business opening and closing within the town during 2015. In addition, it also provides an assessment of the annual footfall data collated in the town centre using the Experian Footfall electronic pedestrian counting system. Finally, the report sets out details of a number of initiatives that were developed to support and promote existing businesses and attract new ones to the town centre.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 "Prosperous Caerphilly" is identified as one of the key outcomes in the Council's "Single Integrated Plan". The Implementation of the *Unique Places* model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.

4. THE REPORT

4.1 Blackwood Retail Overview 2015

- 4.1.1 The retail offer in Blackwood town centre continues to change in line with consumers evolving shopping habits and the impact of Blackwood Gate Retail Park on the town centre. In 2015, the town saw a host of new business open these included: *Infinite Kitchens & Bathrooms*, *Vape for Life*, *Chinkles*, *Home & Gift*, *Infinity Mist*, *Poundworld*, *Poundstop Plus* and *The Icing on Top*. These businesses are predominately in the burgeoning value sector. The growth of the value retailer has brought fluidity to the high street resulting in many businesses opening and then closing within a short space of time. This transience of retailers is a marked departure from Blackwood's traditional history of long standing family independent retailers.

- 4.1.2 The change in planning policy in respect of Blackwood Gate Retail Park has resulted in the relocation of *Aldi*, *Poundstretchers* and *Sports Direct* from the town centre to the out of town retail park, this in turn has left units/sites vacant on High Street.
- 4.1.3 The *Maxime Cinema* continues to have a positive impact on the town centre bringing people to Blackwood from outside its normal geographical catchment area.
- 4.1.4 During 2015 The Market Place Shopping Centre changed owners, which resulted in a series of maintenance works to the Centre being undertaken. The Centre also removed its car parking tariff and announced plans to sub divide the large vacant Somerfield store into three new retail units.
- 4.1.5 At present, the reason people visit the County Borough's town's centres is predominantly for shopping, as a consequence a particular town's success is largely dependent on the strength of its retail offer. Within the UK's retail sector there is an over capacity as too many retailers compete against each other for a falling consumer demand. Currently, this is leading to a polarisation, with some retailers particularly in the value sector doing well, whilst others are struggling. In 2016 this gap is expected to widen. The risk in the next twelve months is that poorly performing multiple retailers will continue to close stores, whilst independent retailers who are under pressure through price deflation and rising costs, will find it difficult to survive in an extremely challenging market place.

4.2 Retail Property Directory

- 4.2.1 The *Retail Property Directory* provided through Town Centre Management provides an online resource which shows all of the retail properties available to rent or buy across the five managed town centres. This initiative is designed to make it easier for businesses to open in one of the County Borough's town centres. In addition, Town Centre Management proactively engages with property agents both nationally and locally to secure new tenants to fill vacant town centre units.

4.3 Choose the High Street – Past & Present

- 4.3.1 Last summer, a new element to the successful 'Choose the High Street' campaign was launched. 'Past & Present' encouraged people to invest economically, socially and emotionally in the future of their town centres. The campaign ran for five months (April – August inclusive) and focused on two areas. Firstly, the past element used archive photographs to evoke memories and re-established the significance of place. Secondly, people were encouraged to appreciate and value their town centre in the present day. The initiative consisted of library exhibitions in each of the five managed town centres, street galleries of historic photos displayed in shop windows and online *Flickr* galleries of archive photos.

4.4 Choose the High Street Christmas Voucher Booklet

- 4.4.1 In 2015, the 'Choose the High Street' initiative once again featured a Christmas campaign directed towards encouraging people to spend in their local town centres over the festive period. Retailers across the five managed town centres had the opportunity to submit an offer which was included into a printed voucher booklet at no cost. The scheme is designed to support local businesses by offering them the opportunity to participate in a free coordinated campaign under the 'Choose the High Street' banner. In total 105 offers were received across the County Borough, which is an increase of 15 on 2014. A total of 32 of these were from Blackwood town centre.

4.5 Events

- 4.5.1 The town centre events staged by the Council's Events Team continue to provide an opportunity for retailers to engage with a wider customer base due to the increase in footfall numbers that the events attract.

4.6 Business Comparison

- 4.6.1 The Town Centre Management Team compiled these figures during weekly town centre visits over the course of a 12-month period. It should be noted that they are as accurate as possible given the method of data collection.

Blackwood Business Comparison			
	2015	2014	LFL Comparison
Businesses Opened	14	9	5 more businesses opened
Businesses Closed	11	8	3 more businesses closed

4.7 Blackwood Footfall

- 4.7.1 Footfall in the town centre is measured outside *Boots* on High Street.

Blackwood Footfall Comparison			
	2015	2014	Difference
Highest Number	39,429 (26/10/15)	47,444 (15/12/14)	-8,015
Lowest Number	23,527 (09/11/15)	30,180 (30/12/13)	-6,653
Average Footfall	32,562	32,455	+107
Please note that the camera was offline for 19 weeks during 2015			

4.8 Town Centre Gazette

- 4.8.1 The Town Centre Management Team supports retailers by producing regular *Town Centre Gazettes*, which are bespoke to each town centre. To save on costs five editions were produced in 2015 instead of six in 2014. In addition, a summary of FootFall data is made available electronically on a weekly basis.

5. EQUALITIES IMPLICATIONS

- 5.1 There are no potential equalities implications of this report and its recommendations on groups or individuals who fall under the categories identified in Section 6 of the Council's Strategic Equality Plan. As such, there is no requirement for an Equalities Impact Assessment Questionnaire to be completed for this report.

6. FINANCIAL IMPLICATIONS

- 6.1 There are no financial implications.

7. PERSONNEL IMPLICATIONS

- 7.1 There are no personal implications.

8. CONSULTATIONS

- 8.1 There are no consultation responses that have not been reflected in this report.

9. RECOMMENDATIONS

- 9.1 It is recommended that Members note the contents of the report for information.

10. STATUTORY POWER

10.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Pauline Elliott, Head of Regeneration and Planning
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable
Development
Allan Dallimore, Urban Renewal Team Leader
Paul Hudson, Marketing and Events Manager
Steve Wilcox, Assistant Town Centre Manager



BLACKWOOD TOWN CENTRE MANAGEMENT GROUP – 26TH FEBRUARY 2016

**SUBJECT: 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET
2015– ANALYSIS REPORT**

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 This report provides information on the 'Choose the High Street' Christmas Voucher Booklet scheme, which ran across the County Borough's five principal town centres in the period leading up to Christmas 2015.

2. SUMMARY

- 2.1 The report provides details of the 'Choose the High Street' Christmas Voucher Booklet scheme that was implemented by the Town Centre Management team over Christmas 2015. Included in the report is information as to how the scheme was operated, the numbers of retailers participating, marketing platforms used, along with feedback from questionnaires sent out to participating businesses.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 "Prosperous Caerphilly" is identified as one of the key outcomes in the Council's "Single Integrated Plan". The Implementation of the *Unique Places* model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.

4. THE REPORT

- 4.1 Each year in the lead up to Christmas, the Council's Town Centre Management team runs a scheme which provides local retailers with the opportunity to take part in a coordinated marketing campaign. This year's scheme once again comprised of a Christmas Voucher Booklet in a similar format to last year. The booklet contained 105 offers across the five managed town centres which was an increase of 15 on the previous year. The aim of the scheme is to help retain consumer spend within the County Borough's town centres during the festive trading period. In 2015, the length of the scheme was extended from three to six weeks in response to feedback from retailers and customers (16th November - 31st December 2015).

4.2 This year's booklet was once again produced by the Council's Graphic Design team and was redesigned to accommodate the increased volume of offers received. The new style booklet incorporated a brief description of each town centre, a map showing the location of the five managed towns and adverts promoting different Council departments. These included the work of the Fostering Service and Community Safety Wardens, an advert for the campaign against the sale of illegal tobacco and highlighting the support offered to residents who are over 50 as part of Welsh Government's 'Aging Well in Wales' initiative. There were also pages listing the town centre Christmas events programme.

4.3 The scheme was officially launched on 5th November at The Maxime Cinema in Blackwood where local school children from Blackwood Primary School joined the Cabinet Member Cllr James, the cinema manager and Father Christmas for a launch photo followed by a special film screening.

4.4 Marketing Platforms

4.4.1 To support the campaign a number of different marketing platforms were utilised including:

- Newspaper advert in Cardiff & South Wales Advertiser;
- Advertorial pages in the Caerphilly Observer;
- Social media engagement on the Council's Facebook / Twitter feeds;
- A YouTube video
- Articles in the Council's Newslines publication, which is delivered to every household in the County Borough;
- Dedicated web page on the CCBC corporate website including a PDF version of the booklet.

4.5 Caerphilly Experience

4.5.1 In order to reach a wider audience an additional marketing promotion was run through Wales Online's social media platforms and website. The 'Caerphilly Experience' competition featured donated prizes and a PDF version of the booklet to promote the offers.

- Cadw – A family seven day Explorer pass;
- Llancaiach Fawr – Family tour of the manor house;
- Bargoed Ice Rink – Family ticket to skate;
- Blackwood Miners Institute – Family ticket to a performance;
- Caerphilly Visitor Centre - Hot drink and a pastry for a family;
- The Harp Inn - Three course meal for a family;
- A replica Miner's Lamp donated by The Winding House.

4.5.2 Data from the Wales Online social media channels and website was analysed at the end of the competition period. A summary can be found below. It is worth noting that the industry standard click-through rate is 0.07%, with anything between 1% and 3% being considered good, this campaign achieved an impressive 10.51% click-through rate.

Ad Impressions	12,190
Unique Browsers	5,714
Click-throughs	1,281
Click-through Rate	10.51%
Number of Entries	38

4.6 Production and Distribution

4.6.1 A total of 35,000 Voucher Booklets were produced, with distribution being carried out by the Council's Community Safety Wardens.

The following locations displayed Voucher Booklets:

- Caerphilly: Library / Customer First Centre / Visitor Centre / Wetherspoons - The Malcolm Uphill;
- Blackwood: Library / Customer First Centre / Blackwood Miners' Institute / Tidal Stores / Maxime Cinema;
- Bargoed: Library / Customer First Centre;
- Risca: Library / Customer First Centre;
- Ystrad Mynach: Library;

In addition, primary schools in the County Borough were supplied with Voucher booklets. In total, 20 schools requested booklets for their pupils and staff, these were delivered using the Council's courier service.

4.7 Supermarket Distribution

4.7.1 For the first time the Town Centre Management team reached an agreement with local supermarkets to distribute the booklets to their customers. Receptacles were used to display the booklets in the foyers of ASDA Blackwood and also Morrisons in Caerphilly & Bargoed.

4.8 Retailer Participation

4.8.1 The table shows the number of retailers taking part in the scheme compared to those in the previous years. This evidences the year on year growth in retailers participation of the scheme.

Town Centre	Number of Offers in 2015	Number of Offers in 2014	Number of Offers in 2013	Number of Offers in 2012
Caerphilly	31	29	26	24
Blackwood	32	26	24	20
Bargoed	20	23	21	14
Risca	8	6	4	5
Ystrad Mynach	10	2	4	N/A
Offers in other towns	4	4	1	1
Total	105	90	80	64

4.9 Retail Engagement

4.9.1 The Town Centre Management team made visits to numerous retailers across the five town centres explaining the scheme and encouraging participation. Once again a number of businesses from outside the managed town centres expressed an interest in joining the scheme and were accommodated in the 'Offers in Other Towns' section of the booklet.

4.10 Retailer Survey

4.10.1 A survey was sent out to all retailers who participated in the scheme and the results are shown in the table below. A total of 86 surveys were sent out and 31 returned, giving a response rate of 36%.

4.10.2 A summary of the responses can be found below:

Question	Yes	No
1. Was the "Choose the High Street Christmas Voucher Booklet" beneficial to your business?	48%	52%
2. Did the voucher booklet bring new customers?	42%	58%

3. Do you think schemes such as this highlight the importance of shopping locally?	Yes 87%	No 13%
4. Did you feel that the scheme was well-publicised?	Yes 48%	No 52%
5. Would you consider taking part in a discount scheme in the future?	Yes 83%	No 17%
6. If yes, would you revise your offer in any way?	Yes 32%	No 68%

4.10.3 The take up of offers in individual businesses varied considerably, as has been the case in previous years. The number of vouchers redeemed varied from zero to 25 per day. It was apparent that the quality of the offers received was better than in previous years, which was reflected in the fact that only 36% of respondents reported having no vouchers redeemed compared to 41% last year. The average number of vouchers redeemed was around 5.

4.10.4 Generally, the responses were more positive than in previous years. However, the biggest change was to the responses in question 3. In 2014 only 47% of respondents felt that the scheme highlighted the importance of shopping locally, this year that figure dramatically rose to 87%.

4.10.5 It is positive to note that despite the varying success of the offers amongst participating businesses, 83% of respondents would consider taking part in the scheme if it were run again. This high volume suggests that retailers see not only the transactional value, but also the free promotional benefit of being part of the scheme. Those who said they would revise their offer in the future generally said that they would give a different/larger level of discount.

4.11 Conclusion

4.11.1 The 2015 version of the Christmas Voucher booklet was the most successful to date and continued to build on the success of previous years. Importantly, the scheme as a whole took some significant steps forward which improved it. The number of offers from local retailers increased for the fourth year in a row demonstrating how retailers are willing to participate in the scheme. Of note was the more competitive nature of many of the offers, showing that retailers have a growing appreciation of how savvy customers shop at Christmas.

4.11.2 The redesigned booklet was more visually appealing and included adverts to support other Council services enabling the booklet to support some of the wider 'Improvement Objectives' of the Council's Corporate Plan.

4.11.3 The extension of the scheme's duration in response to feedback from customers and retailers appeared to increase the number of vouchers which were used.

4.11.4 Perhaps the most important change to the scheme was the expansion of the voucher distribution network which was achieved by partnering with local supermarkets. The link up with the supermarkets enabled display stands containing hundreds of Voucher Booklets to be sited in the store foyers providing thousands of people each day with the opportunity to pick up a booklet.

5. EQUALITIES IMPLICATIONS

5.1 This report is for information purposes, so the council's Eqla process does not need to be applied.

6. FINANCIAL IMPLICATIONS

6.1 The campaign was funded through the Town Centre Management core budget.

7. PERSONNEL IMPLICATIONS

7.1 There are no direct personnel implications.

8. CONSULTATIONS

8.1 There are no consultation responses that have not been reflected in this report.

9. RECOMMENDATIONS

9.1 That Members note the contents of the report.

10. REASONS FOR THE RECOMMENDATIONS

10.1 This report is for information only.

11. STATUTORY POWER

11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Pauline Elliott, Head of Regeneration & Planning
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable
Development
Ian MacVicar, Group Manager Operations
Allan Dallimore, Team Leader Urban Renewal
Paul Hudson, Marketing & Events Manager
Steve Wilcox, Assistant Town Centre Manager
Dave Titley, Customer Service Manager
Gareth Evans, Senior Libraries Manager
Hayley Lancaster, Senior Communications Officer
Paul Wallen, Community Safety Warden Supervisor
Gareth Chapman, Web Designer

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BLACKWOOD TOWN CENTRE MANAGEMENT GROUP – 26TH FEBRUARY 2016

SUBJECT: GO2MYTOWN WEBSITE

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 This report provides information on the "Go2MyTown" website, which is in the process of being updated and refreshed.

2. SUMMARY

- 2.1 The report provides details of the new Caerphilly Business Portal website, which is being integrated into the Go2MyTown website. This report gives members an overview of the content that is being incorporated into the site.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 "Prosperous Caerphilly" is identified as one of the key outcomes in the Council's "Single Integrated Plan". The Implementation of the *Unique Places* model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.

4. THE REPORT

- 4.1 In 2010, the Council's Business Enterprise Support Team started to develop the Go2MyTown project, which aimed to give each town centre in the Borough a presence on the Internet and give businesses the opportunity to be listed on the site and advertise their products/services. Individual town centre sites were set up, such as Go2Bargoed & Go2Risca, which were housed and accessed via the central Go2MyTown site.
- 4.2 Running in parallel with this site was the Caerphilly Business Portal – www.caerphillybusiness.info – that contained other business-orientated information such as Town Centre Management's Retail Property Directory.
- 4.3 Following changes in the Council's Business Enterprise Support Team and the need to re-profile the Go2MyTown website, in December 2015 it was decided that elements of the Business Portal and Go2MyTown would be merged into one site and a Content Management System (CMS) installed to enable easy and regular updating of the site. This would all be under the umbrella of Go2MyTown.

- 4.4 Work started on the content revision in January 2016 and is currently ongoing. There is a new “news” section, which is now regularly updated with stories relating to our town centres. Businesses have been invited via the Town Centre Gazette to send in stories to the Town Centre Management Team for inclusion on the site.
- 4.5 One of the major new additions to the site is Town Centre Management’s Retail Property Directory, which previously sat on the Caerphilly Business Portal site. This directory lists all of the vacant properties within the five managed town centres that are available to buy or let. Each listing contains a photograph of the property, the agent’s details and, for the first time, a map of where the property is.
- 4.6 In addition to the two new features, the site continues to host a business directory, available jobs (mainly CCBC vacancies at present), forthcoming events, special offers and information on the Council’s “Unique Places” model of town centre management along with PDF versions of the Town Centre Gazette, FootFall reports and the “Pop-up Shop Guide”.
- 4.7 The website is also being used to advertise the new “Smart Zone” service that the Business Support & Funding team offers. This service allows small companies and start-ups the opportunity to hire office and meeting space on Tredomen Business Park, along with support services such as business mailing, photocopying, telephony and internet access.
- 4.8 Previously, there was some duplication in the content found on Go2MyTown site and the Council’s corporate business page – www.caerphilly.gov.uk/business. However, the new site will work to compliment the information found on CCBC’s site. Visitors will be signposted to the Council’s business site for additional information on business support such as grants, advice, promotion and business rates.
- 4.9 Between 1st January and 8th February 2016, there were 465 unique visitors to the site. This figure will be used as a benchmark to assess the impact that the revised content and regular updates will make to the site.
- 4.10 As content is still being populated, the site is changing on a regular basis and information being brought up-to-date. However, a demonstration of the site will be provided at a future Town Centre Management Group meeting. A link to the site will be provided to members once the new site is launched.

5. EQUALITIES IMPLICATIONS

- 5.1 This report is for information purposes, so the council’s Eqla process does not need to be applied.

6. FINANCIAL IMPLICATIONS

- 6.1 The campaign was funded through the Town Centre Management core budget.

7. PERSONNEL IMPLICATIONS

- 7.1 There are no direct personnel implications.

8. CONSULTATIONS

- 8.1 There are no consultation responses that have not been reflected in this report.

9. RECOMMENDATIONS

9.1 That Members note the contents of the report.

10. REASONS FOR THE RECOMMENDATIONS

10.1 This report is for information only.

11. STATUTORY POWER

11.1 Local Government Act 2000.

Author: Steve Wilcox, Assistant Town Centre Manager
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Allan Dallimore, Team Leader Urban Renewal
Steve Pugh, Corporate Communications Manager

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BLACKWOOD TOWN CENTRE AUDIT – FEBRUARY 2016

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
02/10/13	<p><u>Poundstretcher Site</u> <u>High Street</u> Officers continue to work with Poundstretchers in an attempt to rebuild the store and enable the retailer to return to the town centre.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>16/10 An update was provided to the TCMG. 20/10 The insurance settlement is still outstanding. 15/12 The insurance claim is still ongoing.</p>
16/05/14	<p><u>Toilet Block Enhancement</u> <u>High Street</u> At the TCMG, it was agreed that proposals would be developed to try and improve the appearance of the disused toilet block on High Street. Should the proposals be approved, the Area Forum Budget may fund the scheme.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>20/10 Japanese Knotweed on the site has been treated. 15/12 Funding continues to be unavailable.</p>
04/02/15	<p><u>Street Sign Resetting</u> <u>Gordon Road</u> A street sign on Gordon Road is damaged and one of its legs requires resetting.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>20/10 No update could be provided. 15/12 A new sign has been ordered.</p>

04/02/15	<p><u>Cleaning of Artwork</u> <u>Gordon Road</u> The artwork outside the Library has mould forming on the glass panels and the surrounding area requires cleansing.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>16/10 An update was provided to the TCMG. 20/10 A wide programme of cleaning has been agreed and will take place in due course. 15/12 The cleaning has been carried out. Issue Closed 15/12</p>
05/06/15	<p><u>Underage Drinking</u> <u>The Marketplace/Gravel Lane</u> At the TCMG, concern was expressed in relation to young people congregating on a bench at the top of Gravel Lane whilst drinking alcohol and taking part in antisocial behaviour.</p>	<p>Police <i>Ins White</i></p> <p>Community Safety <i>Kath Peters</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>16/10 An update was provided to the TCMG. 20/10 No update could be provided. 15/12 No further incidents have been reported. Issue Closed 15/12</p>
17/06/15	<p><u>Repainting of Double Yellow Lines</u> <u>Bus Station Pay & Display Car Park</u> The double yellow lines alongside the car park are worn and require repainting.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>20/10 No update could be provided. 15/12 The work is still outstanding as it is weather-dependent.</p>
24/06/15	<p><u>Antisocial Behaviour</u> <u>The Marketplace/Gravel Lane</u> A number of complaints have been received in relation to a group of males congregating on the bench at the top of Gravel Lane. The men are drinking and being intimidating to passers-by. There have also been reports of suspected drug use.</p>	<p>Police <i>Ins White</i></p> <p>Community Safety <i>Kath Peters</i></p> <p>Licensing <i>Myra McSherry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>16/10 An update was provided to the TCMG. 20/10 The bench has now been removed. 15/12 Monitoring of the area continues.</p>

12/08/15	<p><u>Noise Complaints</u> <u>Town Centre</u> Cllr. Dix has received complaints from residents in relation to excessively loud music being played in <i>The Flour Mill</i> and <i>Preachers</i>.</p>	<p>Licensing <i>Myra McSherry</i></p> <p>Environmental Health <i>Lyndon Ross</i></p>	<p>20/10 No update could be provided. 15/12 No further complaints have been received, but the situation is still being monitored.</p>
18/08/15	<p><u>Condition of Steps</u> <u>R/O Wesley Road Car Park</u> Cllr. Dix has received complaints in relation to the steps leading from Wesley Road car park to Morrison Street. The steps require some repairs to make them easier to traverse.</p>	<p>Parks Services <i>Derek Price</i></p>	<p>16/10 An update was provided to the TCMG. 20/10 A site visit has taken place and costs have been ascertained. These were presented to the TCMG for consideration as spend from the Area Forum Budget. 15/12 This has been added to the forward works programme.</p>
23/09/15	<p><u>Siting of Waste Transfer Skip</u> <u>R/O High Street</u> Several complaints have been received in relation to the large refuse skip that has been placed at the rear of High Street by Get Connected. The skip is an obstruction to a residential dwelling and appears to be used as a waste transfer facility.</p>	<p>Regulatory Planning <i>Tim Stephens</i></p> <p>Environmental Health <i>Lyndon Ross</i></p> <p>Highways <i>Gavin Barry</i></p>	<p>20/10 Site visits have taken place by Environmental Health, which suggest that no enforcement can be carried out at this time. Planning Officers have requested removal of the skip, but the owner has refused. Enforcement options are being considered. 15/12 The skip has now been removed. Issue Closed 15/12</p>
02/10/15	<p><u>Temporary Grit Bins</u> <u>Town Centre</u> Temporary grit bins will be installed in various locations throughout the town centre in readiness for the winter weather.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>20/10 The grit bins are in the process of being installed. 15/12 The bins have now been installed. Issue Closed 15/12</p>
05/10/15	<p><u>Christmas Event</u> <u>Town Centre</u> Planning is underway for the Christmas event,</p>	<p>Business Enterprise Support Team <i>Paul Hudson</i></p>	<p>20/10 Planning for the event continues. 15/12 The event went ahead and was well-received.</p>

	which is scheduled to take place on 5 th & 6 th December.		Issue Closed 15/12
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16/10/15	<p><u>Holocaust Memorial Day “Pop Up” Exhibition</u> <u>The Marketplace Shopping Centre</u> To commemorate “World Holocaust Memorial Day” the Council is working with an artist to develop an exhibition in a vacant retail unit. It is hoped that the exhibition will be visited by members of the public and local schoolchildren as part of their coursework on the Holocaust. On the day itself, a civic memorial service is planned.</p>	<p>Communications <i>Stephen Pugh</i></p> <p>Town Centre Management <i>Andrew Highway</i></p> <p>Arts Development <i>David Chamberlain</i></p>	15/12 Planning for this exhibition is ongoing.
16/10/15	<p><u>Licensing Issues</u> <u>Vanilla Bar, High Street</u> Vanilla Bar was closed following a Police visit to the premises, which disclosed a number of offences and will be subject to a Licence review by the Council.</p>	<p>Licensing <i>Myra McSherry</i></p> <p>Police <i>Ins Thomas</i></p>	15/12 The premises is currently closed.
23/10/15	<p><u>Repainting of Handrail</u> <u>High Street/Pentwyn Road</u> The handrail that leads from High Street to Pentwyn Road requires repainting to improve its appearance.</p>	<p>Highways <i>Gavin Barry</i></p>	24/10 SR704156 was raised to issue the works. 15/12 The work has been completed. Issue Closed 15/12
18/12/15	<p><u>Removal of Litter</u> <u>ASDA, Cliff Road</u> Cllr. Dix reported that there are large accumulations of litter on the perimeter of the ASDA store on Cliff Road.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	

04/01/16	<p><u>Installation of Event Site Demarcation Studs</u> <u>O/S Boots. High Street</u></p> <p>A new promotional/event site location has been agreed on the High Street opposite the entrance to The Market Place Shopping Centre near Boots. Studs will be installed in the pavement to indicate the boundaries of the area.</p>	<p>Highways <i>Gavin Barry</i></p>	
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