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**Date: 9th March 2016**

Dear Sir/Madam,

A meeting of the **Bargoed Town Centre Management Group** will be held in the **Rhymney Room, Penallta House, Tredomen, Ystrad Mynach** on **Wednesday, 16th March, 2016** at **4.00 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

## AGENDA

	Pages
1 To receive apologies for absence.	
2 Declarations of Interest.	
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 Bargoed Town Centre Management Group Minutes 7th October 2015.	

1 - 4

A greener place Man gwyrddach



To receive and note the following updates: -

4	Civil Parking Enforcement.	
5	Unlicensed Taxi's in Town Centre Evening Economy.	
6	Business Report Bargoed Town Centre.	5 - 8
7	'Choose the High Street' Christmas Voucher Booklet 2015 - Analysis Report.	9 - 14
8	Go2 My Town Website Report.	15 - 18
9	Unit Shops Update.	
10	Phase 2 Update.	
11	Cinema Site land Restoration Scheme.	
12	Bargoed Town Centre Audit.	19 - 24

**Circulation:**

Councillors Mrs E.M. Aldworth, H.A. Andrews, D.G. Carter, D.T. Davies (Chair), A.G. Higgs, K. James, Mrs D. Price (Vice Chair) and K.V. Reynolds

Town Councillors A. Collis, H. Llewellyn, Mr D. Morgan, V. Stephens and Mrs L. Tams (Clerk)

**Other Organisations**

Mr P. Collins, Bargoed Chamber of Trade

Sergeant N. Mancino, Gwent Police

Inspector I. Muirhead, Gwent Police



## **BARGOED TOWN CENTRE MANAGEMENT GROUP**

### **MINUTES OF THE MEETING HELD AT PENALLTA HOUSE, TREDOMEN PARK ON WEDNESDAY, 7TH OCTOBER 2015 AT 4.00 P.M.**

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PRESENT:

Councillors:

H. A Andrews, K. James, D. Price, K. Reynolds

Together with:

V. Stephens, H. Llewellyn, D. Morgan (Town Councillors)

Also:

Inspector Muirhead (Gwent Police), Mr. Peter Collins (Bargoed Chamber of Trade), A. Highway (Town Centre Development Manager), S. Wilcox (Assistant Town Centre Manager), A. Dallimore (Team Leader - Urban Renewal), P. Hudson (Marketing & Events Manager), A. Jones (Clerk)

#### **1. TO RECEIVE APOLOGIES FOR ABSENCE**

Councillor Price Chaired the meeting as Councillor Davies had sent apologies.

Cllrs: D. Carter, D. T. Davies, A. Higgs, A. Collis (Town Councillor).

#### **2. DECLARATIONS OF INTEREST**

There were no declarations of interest made.

#### **3. MINUTES OF PREVIOUS MEETING HELD ON THE 3RD JUNE 2015**

The previous minutes were taken as read.

#### **4. UPDATE ON UNIT SHOPS**

Mr Dallimore advised that there has been some positive activity with value retailers seeking to trade in Units 1/2 & 3. Negotiations are at a delicate stage and there is no guarantee that these retailers will sign on the dotted line. The interest reported previously from 99p Stores has ended following their merger with Poundland, which was referred to the Competition Commission. There has also been some local interest.

Officers continue to work to let one of the larger units which would act as an anchor store to attract other tenants. Discussions are at a delicate stage and 'white boxing' is still considered as an option with quotes being obtained.

## **5. UPDATE ON PHASE 2**

Mr Dallimore advised that the Council is looking to move forward after the Odeon decision and is now set on 'soft market' testing the vacant sites to assess potential development options and also develop viability options. Two consultants have tendered returns for this work and officers will consider these.

Members requested confirmation as to whether or not the funding set aside for the cinema would still be utilised for that area. Mr Dallimore advised that he could not give an assurance that it would be spent in Bargoed.

Councillor Reynolds confirmed as the ODEON cinema is no longer an option the money will be subject to Council approval and therefore cannot give assurances that the money will be spent in Bargoed.

Members asked what sites were being looked at. Mr Dallimore confirmed that there are 4 sites in total - which are outlined in the brief which went out to consultants.

Mr Dallimore advised that during Spring, the Council, budget permitting, will be looking to improve the main site through soft landscaping works along with some drainage improvements.

## **6. CHOOSE THE HIGH STREET CHRISTMAS CAMPAIGN**

Mr Highway presented the report to the group.

Members were advised that this year there will be a 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.

Councillor Price thanked Mr Highway and Mr Wilcox for their hard work and the report.

## **7. CHOOSE THE HIGH STREET PAST & PRESENT – ANALYSIS REPORT**

Mr Highway presented the report to the group.

Mr Highway informed the group that the exhibitions were very successful and thanked Mr Wilcox for all of his hard work.

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

Councillor Price thanked Mr Highway and Mr Wilcox for their hard work and the report.

**8. SOUTH EAST WALES TOWN CENTRE VACANCY RATES**

Mr Wilcox presented the report to the group.

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

Councillor Price thanked Mr Wilcox for the report.

**9. TOWN CENTRE PROMOTIONAL SPACES**

Mr Wilcox presented the report to the group.

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.

Councillor Price thanked Mr Wilcox for the report.

**10. BARGOED TOWN CENTRE AUDIT – AUGUST 2015**

Mr Highway presented the audit report to the group and the following items were raised.

Mr Dallimore confirmed that there is a problem with the steps at Hanbury Road and the repair costs will be circa £27,000.

Members were advised that the 'red clay' is susceptible to frost penetration and is cracking and breaking up, there is also a grey liquid that is bleeding out. Mr Dallimore confirmed that the steps are safe at present but overtime they will continue to deteriorate further.

Members were advised that a report will be prepared to go to senior officers for a decision to be made.

Mr Highway invited Inspector Muirhead to update the group on the parking problems in the town.

Inspector Muirhead advised that there is an ongoing parking problem throughout the town including side streets. A special task team has been out issuing tickets and trying to cover all areas and also educating by enforcement.

The group were advised that the installation of some bollards has helped but there are still issues of illegal parking and officers are trying to resolve but really needs traffic wardens back.

Mr Highway advised that there is a Council seminar in November about parking which he will be attending.

Councillor Price asked for clarity over loading bays and whether vehicles can or cannot park in them. Inspector Muirhead confirmed that this does vary depending on the Traffic Order.

Councillor Reynolds raised concerns over parking problems in Aberbargoed where lorries are parking on junctions and vehicles cannot see past and have to reverse onto main road.

Inspector Muirhead confirmed that he will look into the issues raised in Aberbargoed.

Councillor Price thanked Inspector Muirhead for his update.

Mr Dallimore advised the group that the Council is still seeking confirmation as to whether or not there is a design fault on the granite channel blocks and is in discussions with Capita Simmonds. His team are also looking into other products to prevent the 'rocking motion' with some blocks which needs to be rectified.

Mr Highway confirmed that the tree lights on the High Street have been addressed and thanked Tom Llewellyn for his work.

Mr Hudson informed the group that Morrison's have agreed to the Ice rink going in the car park of Morrison's over a 4 day period with other attractions. Morrison's are keen to be part of the community and legal papers are being drawn up to protect all parties.

Councillor Llewellyn advised the group that the Town Council is fully supporting this event and thanked Paul and his team for all of their hard work and enthusiasm in organising the events in the town.

There were no further issues raised on the audit.

The meeting closed at 17:17

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CHAIR



## **BARGOED TOWN CENTRE MANAGEMENT GROUP - 16TH MARCH 2016**

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

**REPORT BY: CORPORATE DIRECTOR - COMMUNITIES**

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### **1. PURPOSE OF REPORT**

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

### **2. SUMMARY**

- 2.1 The report gives a retail overview of Bargoed 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 Bargoed Retail Overview 2015**

- 4.1.1 The key to the successful regeneration of Bargoed town centre remains the letting of the seven retail units on the newly created Lowry Plaza. The last year has been a frustrating one for the Council and its appointed retail agents. For various reasons outside the Council's control the key anchor tenant, which is needed to make the scheme attractive to multiple retailers, has proved difficult to secure. However, in December the announcement was made that *Poundworld* were taking Units 1&2, a total of over 8,700 square feet. *Poundworld* is one of the UK's leading value retailers and will act as an anchor store to encourage shoppers using *Morrisons* to make the link with the rest of the town centre.

- 4.1.2 Elsewhere in the town centre, long established retailers have seen their overheads rise and sales decline. Despite a challenging economic picture, Bargoed has welcomed a number of new business including: *Subway, Kids Mascot Wales, Jax# Bar* and *Front Door Estates*.
- 4.1.3 The Building Improvement Grant funded through the European Regional Development Fund came to an end in May. The scheme was administered by the Council's Urban Renewal Team who allocated a total of £180,000 to six projects in the town centre. This grant was match funded by the property owners.
- 4.1.4 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 20 of these were from Bargoed 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.

<b>Bargoed Business Comparison</b>			
	2015	2014	LFL Comparison
Businesses Opened	<b>10</b>	<b>9</b>	<b>One more business opened</b>
Businesses Closed	<b>10</b>	<b>8</b>	<b>Two more businesses closed</b>

#### 4.7 Bargoed Footfall

- 4.7.1 Footfall in the town centre is measured at two points, 'Bargoed North' outside Peacocks and 'Bargoed South' outside Bargoed Sight Centre.

<b>Bargoed North Footfall Comparison</b>			
	2015	2014	Difference
Highest Number	<b>7,387 (12/10/15)</b>	<b>12,412 (22/09/14)</b>	<b>-5,025</b>
Lowest Number	<b>5,577 (29/12/14)</b>	<b>5,856 (26/05/14)</b>	<b>-279</b>
Average Footfall	<b>6,508</b>	<b>7,469</b>	<b>-961</b>
<b>Please note that the camera was offline for 8 weeks during 2015</b>			

<b>Bargoed South Footfall Comparison</b>			
	2015	2014	Difference
Highest Number	<b>12,776 (20/04/15)</b>	<b>16,125 (24/11/14)</b>	<b>-3,349</b>
Lowest Number	<b>7,429 (21/12/15)</b>	<b>7,749 (30/12/13)</b>	<b>-320</b>
Average Footfall	<b>9,359</b>	<b>9,765</b>	<b>-406</b>

#### 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



## BARGOED TOWN CENTRE MANAGEMENT GROUP – 16<sup>TH</sup> MARCH 2016

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

**REPORT BY: CORPORATE DIRECTOR - COMMUNITIES**

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### **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 (16<sup>th</sup> November - 31<sup>st</sup> 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 5<sup>th</sup> 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 Newslite 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
<b>Total</b>	<b>105</b>	<b>90</b>	<b>80</b>	<b>64</b>

#### 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?	<b>Yes</b> 87%	<b>No</b> 13%
4. Did you feel that the scheme was well-publicised?	<b>Yes</b> 48%	<b>No</b> 52%
5. Would you consider taking part in a discount scheme in the future?	<b>Yes</b> 83%	<b>No</b> 17%
6. If yes, would you revise your offer in any way?	<b>Yes</b> 32%	<b>No</b> 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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## BARGOED TOWN CENTRE MANAGEMENT GROUP – 16<sup>TH</sup> MARCH 2016

**SUBJECT: GO2MYTOWN WEBSITE**

**REPORT BY: CORPORATE DIRECTOR - COMMUNITIES**

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### **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](http://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](http://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 1<sup>st</sup> January and 8<sup>th</sup> 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 EqIa 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  
Consultees: Pauline Elliott, Head of Regeneration & Planning  
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable  
Development  
Andrew Highway, Town Centre Development Manager  
Antony Bolter, Business Support & Funding Manager  
Allan Dallimore, Team Leader Urban Renewal  
Steve Pugh, Corporate Communications Manager

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## BARGOED TOWN CENTRE AUDIT – FEBRUARY 2016

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
28/06/11	<p><b><u>Steps</u></b> <b><u>Hanbury Road</u></b> A complaint has been received regarding the condition of the repairs on Hanbury Road steps.</p>	<p><b>Highways</b> <i>Gavin Barry</i></p> <p><b>Urban Renewal</b> <i>Allan Dallimore</i></p> <p><b>Parks</b> <i>Derek Price</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>7/10 An update was provided to the TCMG. 20/10 A budget needs to be identified to carry out repairs. 15/12 An assessment has been carried out and a quotation of £75k has been received. Funding has been requested.</p>
25/04/12	<p><b><u>Illegal Parking</u></b> <b><u>Town Centre</u></b> A complaint was received from the Chamber of Trade regarding illegal parking in the Town Centre, which is causing problems for retailer deliveries and public transport.</p>	<p><b>Police</b> <i>Ins Muirhead</i></p> <p><b>Urban Renewal</b> <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>7/10 An update was provided to the TCMG. 20/10 Enforcement continues. 15/12 Enforcement continues using local officers and officers from the Community Support tasking team. 20+ tickets have been issued in the last two weeks. 15/12 Enforcement is ongoing. 28/1 Central CSO Tasking Team is being used to enforce parking.</p>

05/10/12	<p><b><u>Parking Issues</u></b>  <b><u>Lower High Street</u></b>  There is a consistent problem of motorists parking on the pavement opposite the Original Factory Shop.</p>	<p><b>Police</b>  <i>Ins Muirhead</i></p> <p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>7/10 An update was provided to the TCMG.  20/10 Enforcement continues.  15/12 It was decided to close this item as parking enforcement continues throughout the town centre.  <b>Issue Closed 15/12</b></p>
18/03/13	<p><b><u>Unit Shops</u></b>  <b><u>Lowry Plaza</u></b>  The unit shops planned for the new Lowry Plaza will be actively promoted during construction to ensure that maximum occupancy is obtained in readiness for their opening.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>7/10 An update was provided to the TCMG.  20/10 Discussions with potential tenants are at a delicate stage.  15/12 Poundworld is due to move into units 1&amp;2 with works due to commence shortly.</p>
11/03/15	<p><b><u>Channel Block Damage</u></b>  <b><u>Town Centre</u></b>  At the TCMG it was noted that several of the granite channel blocks in the town centre are cracking.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>7/10 An update was provided to the TCMG.  20/10 Remedial works have been carried out, but the potential design issue is ongoing.  15/12 This is now deemed to be a design issue and a legal dispute is ongoing.</p>

12/05/15	<p><b><u>Missing Kerb Stones</u></b>  <b><u>Bus Station Link with High Street</u></b></p> <p>Two curved stones have been stolen from the steps in the public realm area at the location. Replacements have been ordered, but due to the specialist shape of the stones, they may take time to deliver.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p> <p><b>Highways</b>  <i>Gavin Barry</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>7/10 An update was provided to the TCMG.  20/10 No update could be provided.  15/12 Materials have been ordered.</p>
16/06/15	<p><b><u>Development Plateau Phase 2</u></b>  <b><u>Town Centre</u></b></p> <p>Following Odeon's decision not to pursue a cinema development in Bargoed, Officers will look at alternative uses for the site. Committee reports will be presented in due course.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>7/10 An update was provided to the TCMG.  20/10 Consultants will be appointed to assess potential options for the scheme, subject to Senior Management approval.  15/12 Soft market testing has been carried out and a report is due early in 2016.</p>
14/07/15	<p><b><u>Weeding of Steps</u></b>  <b><u>Hanbury Road</u></b></p> <p>The steps leading from Hanbury Road to the car park have weeds growing through the steps and in the beds at their landing points.</p>	<p><b>Parks</b>  <i>Derek Price</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</b></p> <p>20/10 The weeds cannot be treated due to weed killer potentially exacerbating existing problems with the steps. Subject to funding, remedial works on the steps would seal the pavements to prevent weed growth.  15/12 Treatment continues.</p>

20/08/15	<p><b><u>Theft of Charity Shop Donations</u></b> <b><u>Town Centre</u></b></p> <p>A number of bags containing donations for charity shops, which were left outside the shops overnight, have been stolen and the contents strewn on the embankment alongside the Angel Way footpath.</p>	<p><b>Police</b> <i>Ins Muirhead</i></p> <p><b>Community Safety</b> <i>Kath Peters</i></p>	<p>20/10 Police Officers are continuing to patrol the area and monitor the situation. No further reports of incidents have been received. 15/12 No further incidents have been observed. <b>Issue Closed 15/12</b></p>
09/09/15	<p><b><u>Litter &amp; Graffiti</u></b> <b><u>Pocket Park, Hanbury Road Car Park</u></b></p> <p>Following the completion of the Pocket Park scheme, a number of instances of graffiti have been reported. In addition, a large amount of litter is being left in the area.</p>	<p><b>Police</b> <i>Ins Muirhead</i></p> <p><b>Community Safety</b> <i>Kath Peters</i></p> <p><b>Cleansing</b> <i>Tony White</i></p>	<p>20/10 The area is being monitored, with Officers regularly speaking to young people who congregate in the area. 15/12 Patrols continue in the area, but better CCTV monitoring is probably the best way forward. Issues will also be flagged up to the local schools. 28/1 A 48-hour dispersal order was put in place and patrols in the area continue.</p>
25/09/15	<p><b><u>Theft of Railings</u></b> <b><u>Hanbury Road Car Park</u></b></p> <p>A section of stainless steel handrail has been stolen from the footpath linking Hanbury Road car park and the bus station.</p>	<p><b>Police</b> <i>Ins Muirhead</i></p> <p><b>Community Safety</b> <i>Kath Peters</i></p>	<p>20/10 There have been no leads as to the perpetrator at present. 15/12 No further information could be obtained. <b>Issue Closed 15/12</b></p>
02/10/15	<p><b><u>Parking Complaint</u></b> <b><u>High Street</u></b></p> <p>A complaint has been received from the owner of <i>VIP 1</i> hair salon in relation to parking in the loading bay outside the property.</p>	<p><b>Police</b> <i>Ins Muirhead</i></p>	<p>20/10 Tickets have been issued to those ignoring the bay's regulations. 15/12 Enforcement continues using local officers and officers from the Community Support tasking team. <b>Issue Closed 15/12</b></p>



02/10/15	<p><b><u>Temporary Grit Bins</u></b>  <b><u>Town Centre</u></b>  Temporary grit bins will be installed in various locations throughout the town centre in readiness for the winter weather.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>20/10 The bins are in the process of being installed.  15/12 The bins have been installed.  <b>Issue Closed 15/12</b></p>
05/10/15	<p><b><u>Christmas Event</u></b>  <b><u>Town Centre</u></b>  Planning is underway for the Christmas event, which is scheduled to take place on 28<sup>th</sup> November.</p>	<p><b>Business Enterprise Support Team</b>  <i>Paul Hudson</i></p>	<p>20/10 Planning of the event continues.  15/12 The event went ahead and was well-received.  <b>Issue Closed 15/12</b></p>
05/10/15	<p><b><u>Bargoed Ice Rink</u></b>  <b><u>Town Centre</u></b>  The ice rink will be returning to the town centre between 9<sup>th</sup> &amp; 13<sup>th</sup> December.</p>	<p><b>Business Enterprise Support Team</b>  <i>Paul Hudson</i></p>	<p>20/10 Planning of the event continues.  15/12 The event took place and appears to have been the most popular to date.  <b>Issue Closed 15/12</b></p>
12/11/15	<p><b><u>Graffiti Removal</u></b>  <b><u>Daffodil Artwork, Hanbury Road Car Park</u></b>  Graffiti has been placed on the new daffodil artwork, which requires removal.</p>	<p><b>Cleansing</b>  <i>Tony White</i></p>	<p>15/12 The graffiti has been removed.  <b>Issue Closed 15/12</b></p>

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