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Am bob ymholiad ynglŷn â'r agenda hwn cysylltwch â Andrew Highway
(Rhif Ffôn: 01443 866213 E-bost: highwa@caerphilly.gov.uk)

Dyddiad: Dydd Mercher, 28 Medi 2016

Annwyl Syr/Fadam,

Bydd cyfarfod **Grŵp Rheoli Canol Tref Bargod** yn cael ei gynnal yn **Ystafell Sirhywi, Tŷ Penallta, Tredomen, Ystrad Mynach** ar **Dydd Mercher, 5ed Hydref, 2016** am **4.00 pm** i ystyried materion a gynhwysir yn yr agenda canlynol.

Yr eiddoch yn gywir,

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

Chris Burns
PRIF WEITHREDWR DROS DRO

A G E N D A

Tudalennau

- 1 I benodi Cadeirydd ac Is-gadeirydd am y flwyddyn nesaf.
- 2 I dderbyn ymddiheuriadau am absenoldeb
- 3 Datganiadau o Ddiddordeb.

Atgoffi'r Cyngorwyr a Swyddogion o'u cyfrifoldeb personol i ddatgan unrhyw fuddiannau personol a/neu niweidiol mewn perthynas ag unrhyw eitem o fusnes ar yr agenda hwn yn unol â Deddf Llywodraeth Leol 2000, Cyfansoddiad y Cyngor a'r Cod Ymddygiad ar gyfer Cyngorwyr a Swyddogion.

I dderbyn a nodi y cofnodion canlynol:-

A greener place Man gwyrddach



4	Cofnodion y cyfarfod blaenorol 16eg Mawrth, 2016.	1 - 4
I dderbyn a nodi'r diweddariadau canlynol:-		
5	Straeon 'Dewiswch y Stryd Fawr'.	5 - 12
6	Llyfryn Taleb Nadolig 'Dewiswch y Stryd Fawr'.	13 - 16
7	Cyflwyniad PowerPoint 'Go2my Town'.	
8	Rhaglen Ddigwyddiadau Twristiaeth - Cyfraniadau Ariannol.	17 - 20
9	Diweddariad Siopau Uned.	
10	Adfer Tir ger Maes Parcio Morrisons.	
11	Diweddariad Cam 2.	
12	Archwiliad.	21 - 26

Cylchrediad:

Cynghorwyr Mrs E.M. Aldworth, D.G. Carter, D.T. Davies (Cadeirydd), A.G. Higgs, K. James, Mrs D. Price (Is Gadeirydd) a K.V. Reynolds

Cynghorwyr Tref

Sefydliadau Eraill



BARGOED TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE ON WEDNESDAY 16TH MARCH 2016 AT 2:00 P.M.

PRESENT:

Councillors:

Councillors: D. T Davies, D. Carter, D. Price

Together with:

Town Councillors: H. Llewellyn, A. Collis, D. Morgan, Insp Muirhead, Mr P Collins (Bargoed Chamber of Trade)

Also:

A. Highway (Town Centre Development Manager), S. Wilcox (Assistant Town Centre Manager), A. Dallimore (Team Leader – Urban Renewal & Conservation), P. Hudson (Marketing & Events Manager), A. Dicks (Assistant Registration\Licensing Officer), T. Keohane (Senior Trading Standards Officer) & A. Jones (Complaints Officer - Clerk)

1. TO RECEIVE APOLOGIES FOR ABSENCE

Councillors H. A. Andrews, A. Higgs, K. James, K. Reynolds.

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. MINUTES OF PREVIOUS MEETING 7TH OCTOBER 2015

It was requested that the figure provided on agenda item number 10 should read £72,000 not £27,000 as stated in previous minutes.

The previous minutes were taken as read.

4. CIVIL PARKING ENFORCEMENT

Mr Highway passed on apologies from Clive Campbell and read out the following statement on behalf of Traffic Management:

There has been no change in the Council's position on CPE for some years so there is nothing new to report. The issue may be discussed at the next Regeneration & Environment Scrutiny Committee on the 29 March (as part of the car parking review) but it remains to be seen what will be discussed and where this might go.

The group discussed bringing this matter back to a future meeting.

5. UNLICENSED TAXIS IN TOWN CENTRE EVENING ECONOMY

Mr Keohane & Miss Dicks introduced themselves to the group. Mr Keohane confirmed that there is a huge problem with unlicensed lifts being organised via social media.

Licensing and trading standards are aware and are looking to tackle the problem. Joint Surveillance operation with the police took place over a three-week period. This was to try and address the problem and to obtain evidence to stop these drivers. Individuals have been stopped and given warnings and informed that they were providing a taxi service illegally. The group were advised that they did seize a vehicle which had no insurance.

Officers advised that hopefully the message will get out that this situation is being monitored and will stop drivers picking people up.

Inspector Muirhead confirmed that the operation was very successful, but monitoring will continue.

Councillor Davies asked what has happened since the operation.

Mr Keohane advised that they are working with CCTV operators who have advised that the numbers of lifts have fallen over the last two weeks and they will continue to monitor over the next 6–8 weeks. If numbers increase the operation will be repeated.

The Chair thanked Officers and Police for investigating and trying to resolve the problem.

6. BUSINESS REPORT BARGOED TOWN CENTRE

Mr Highway presented the report to the group.

The group discussed footfall figures and compared how the data is higher in the south of the town and how having Morrisons and Poundworld have seen an increase in footfall figures.

Councillor Davies stated that whilst it is good having Morrisons and Poundworld there is now a need to attract other businesses to the town.

Mr Highway was thanked for the report.

7. 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET 2015 – ANALYSIS REPORT

Mr Highway presented the report to the group.

Mr Highway wished to note thanks to the council's Graphics Design team for all of their work designing this year's voucher booklet, the Maxime Cinema for holding the event to launch the scheme, the Community Safety Wardens for helping to deliver the booklets and to Steve Wilcox for his work on the scheme.

The group discussed the report and how slow the uptake of the scheme has been. Mr Highway advised that they work with the supermarkets and businesses and hopefully more will get on board next year with good offers to attract people to the town.

The group suggested that possibly the Town Council could get involved more by writing to the local businesses to take part in the scheme and also arrange for prizes to be given via a prize draw for participating businesses.

Mr Highway was thanked for the report.

8. GO2 MY TOWN WEBSITE REPORT

Mr Wilcox presented the report to the group.

The report was discussed and Mr Wilcox advised the group as to how they could access the website and view the hosted information.

Mr Wilcox was thanked for the report.

9. UNIT SHOPS UPDATE

Mr Dallimore informed the group that Poundworld has doubled sales within 3 weeks and is doing well. Officers are trying a new marketing campaign and brochures will be going out to agents and retailers shortly.

The group were advised that there is interest in units 3, 4 & 7 and it appears that traders are keen to come to the town since Poundworld has opened there.

The group discussed the positive impact of having Poundworld in the town as the anchor and look forward to seeing what businesses are interested in coming to the town.

Mr Dallimore confirmed that by the next meeting he should be in a position to update the group further on the progress of the units.

Mr Dallimore was thanked for providing the update.

10. PHASE 2 UPDATE

Mr Dallimore stated that in the last meeting consultants had not been appointed, the group were informed that Savills had now been successfully appointed and they were commissioned to undertake soft market testing to establish if there is any interest in leisure, retail or residential uses on the site.

Mr Dallimore advised that more information would be available after April.

Councillor Davies stated that entertainment would be a major draw for people and that the message should get out that Bargoed regeneration is still continuing.

Mr Dallimore confirmed that officers are still actively pursuing those goals but more time is needed. The group were advised that soft landscaping is the best interim solution for the main site in the interim.

Mr Dallimore was thanked for providing the update.

11. CINEMA SITE AND LAND RESTORATION SCHEME

Mr Dallimore advised the group that Parks Services have sub-contracted the works out to improve the site. These works include the removal of the existing earth bund, and the introduction of timber bollards around the perimeter. The site will be finished with a wildflower mix in the middle of the site and laid to grass around the perimeter. There will be a gate by colliers walk and gravel path from Morrison's.

It has been noted that there is a problem with drainage and this will be resolved through the works programme.

12. BARGOED TOWN CENTRE AUDIT

Mr Highway presented the audit to the group. The following issues were raised.

Councillor Davies raised concern over the steps in Hanbury Road. Work has been carried out but has not worked and the steps are very dangerous. Mr Dallimore confirmed that he will arrange to have inspected for safety.

Inspector Muirhead updated the group on the illegal parking. The group were advised that the police continue to enforce and will look into the parking outside Greggs and report back.

Councillor Davies advised that he is currently waiting for a report from Dean Smith in relation to cars parking on the wide pavements.

Councillor Davies thanked Paul and his team for the Christmas event and has requested that a report be provided for the next meeting showing how much Bargoed Town Council has invested in events in the Town.

Mr Dallimore informed the group that the kerb stones are now in and work will be carried out as soon as possible.

Members raised concern over the eyesore of clothes being thrown over the banking and the overgrowth. Mr Dallimore advised that he would speak with the Parks team and arrange for the brambles to be cut back and the clothes collected during this work.

Members discussed the location of the ice rink in Morrisons' under-croft car park and how successful it had been. The group raised the question as to whether the Christmas market could be held there so that they would not be affected by the bad weather.

It was suggested that the Town Council submit a report at the next meeting.

There were no further issues raised.

The meeting closed 17:31.

CHAIR



BARGOED TOWN CENTRE MANAGEMENT GROUP – 5TH OCTOBER 2016

SUBJECT: 'CHOOSE THE HIGH STREET' STORIES

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 To inform the Town Centre Management Group of a new phase of the successful 'Choose the High Street' initiative through the development of publicity of the stories behind many of our town centre retailers, in order to support the County Borough's five managed town centres.

2. SUMMARY

- 2.1 During the summer, the Councils Town Centre Management team launched a new element to the 'Choose the High Street' brand was launched called 'Stories'. The initiative was designed to highlight the diversity of businesses across the five managed town centres. It also sought to raise awareness about the importance of consumer choice and encouraged people to make a conscious decision to support local businesses. The scheme consisted of articles featuring stories about local businesses, which were uploaded onto the GO2 website and also posted on the Council's own Facebook page. The 'Stories' initiative has drawn positive responses from the retailers who participated in it and also from those who viewed the articles both online and at the library exhibitions.

3. LINKS TO STRATEGY

- 3.1 "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.
- 3.3 "Future Generations Act (Wales) 2015" sets out seven Well-being Goals which aim to make a positive impact upon the social, economic, environmental or cultural well being of the area or community concerned. This report aligns with the following Well-being Goals:
- A prosperous Wales - the retail sector is a significant employer within the County Borough and a substantial number of those retail businesses and jobs are located in the town centres.
 - A Wales of cohesive communities - the scheme highlights the importance of town centres to the local communities.
 - A Wales of vibrant culture and thriving Welsh language - the Stories exhibitions were produced in a bilingual format.

4. THE REPORT

- 4.1 To reflect some of the history of the County Borough's five managed town centres, the Town Centre Management team created a new initiative called 'Stories' under the 'Choose the High Street' brand. The project follows on from last year's successful 'Past & Present' initiative by telling the stories of the people behind the shop fascia.
- 4.1.1 The overall aims of the scheme are to:
- a. Help to maintain town centre footfall over the summer period;
 - b. Encourage people to make a conscious decision to support local businesses;
 - c. Generate renewed interest in town centres as a location for new business ideas;
 - d. Raise the profile of the town centre businesses;
 - e. Increase footfall in town centre libraries.
- 4.2 The businesses that make up the County Borough's town centres each have their own story. Some have been run over generations by a single family, whilst others are new businesses started by someone excited about beginning their own story with a fresh idea. What all of these stories confirm is that the high street is still a place for new business ideas and remains at the heart of the communities they serve.
- 4.3 The aim of the 'Stories' are to make local retailers feel valued and encourage people to make a conscious choice to support local businesses as part of their weekly shopping. Importantly, the Town Centre Management team aim to use this initiative to further promote town centres as windows of opportunity for new businesses.
- 4.4 The 'Stories' initiative was launched on 27th May 2016 at Glanmor's Bakery in Caerphilly town centre by the Cabinet Member Cllr. James along with the bakery's owners. To date a total of 56 stories have been uploaded onto the Go2Mytown. In addition, the articles were also posted on the Council's corporate *Facebook* page.
- 4.5 Those businesses featured on the Go2Mytown website were asked to complete a short questionnaire in order to provide feedback and gauge reaction to the scheme. The results are set out in Appendix 1 and 2.
- 4.6 Over the summer a series of exhibitions were held of the 'Stories' in local libraries:
- Bargoed 25th July for two weeks;
 - Blackwood 8th August for two weeks;
 - Caerphilly 22nd August for two weeks;
 - Risca 5th September for two weeks;
 - Ystrad Mynach – due to refurbishment a date in October will be arranged.
- 4.7 As part of the exhibitions visitors were asked to pledge to support local business on weekly shopping trips whenever possible.

5. CONCLUSION

- 5.1 The project's success to date and the positive feedback from both retailers and the public alike, exceeded expectations. The comments from retailers who shared their 'Stories' show how highly they valued the initiative and the focus that it brought to their individual businesses and the contribution they make to the life, diversity and vibrancy of the town centres.
- 5.2 The 'Stories' published on the Go2MyTown site have had over 8,000 unique page views, with visitors to these articles also viewing other town centre related content on the site. The Go2MyTown Facebook page recorded over 27,700 views of 'Stories' posts. Some of the 'Stories' were also posted on the Council's own Facebook page, these posts obtained an average reach of 7,500 followers, with the most popular reaching an audience of 23,700 (Howard's Butchers Easter Campaign).

The posts received extremely positive feedback from followers, the highest level of engagement (likes, shares and comments) was 285 individual interactions (Rossi Café, Bargoed).

- 5.3 The scheme and its online publicity generated a number of enquiries directly to Town Centre Management from potential new businesses.
- 5.4 It is difficult to quantify footfall increases in the libraries, however Librarians reported many people who visited the libraries took time to look at the exhibitions and enjoyed reading the Stories.
- 5.5 Due to the popularity of the initiative and the number of retailers who still want to have their stories featured, Town Centre Management intend to extend the initiative and continue to post them on the Go2Mytown web site.

6. EQUALITIES IMPLICATIONS

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

7. FINANCIAL IMPLICATIONS

- 7.1 None.

8. PERSONNEL IMPLICATIONS

- 8.1 There are no direct personnel implications.

9. CONSULTATIONS

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

10. RECOMMENDATIONS

- 10.1 For members to note the contents of the report.

11. REASONS FOR THE RECOMMENDATIONS

- 11.1 This report is for information only.

12. STATUTORY POWER

- 12.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: David Whetter, Interim Head of Regeneration
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable Development
Allan Dallimore, Team Leader Urban Renewal
Hayley Lancaster, Senior Communications Officer
Geraint King, Digital Media Officer
Steve Wilcox, Assistant Town Centre Manager

Appendices:
Appendix 1 Questionnaire Responses
Appendix 2 Questionnaire Comments

Appendix 1

Questionnaire Responses

Number Issued 36

Number Returned 23

Question	Yes	No	Don't know
Did the 'Stories' article raise the profile of your business?	22	1	0
Did the 'Stories' article make you feel more valued as a business?	22	1	0
Do you think the initiative encourages people to use local shops?	21	2	0
Does your business story encourage people to start a business?	17	2	4
Did the 'Stories' initiative help promote your town centre?	21	0	2

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Questionnaire Comments

"I believe this scheme nurtures the sense of community as it shows the human and personal side to every business. Thank you for including us." - **St Gwladys Chruch Hall** (Bargoed)

"We would like to thank Andrew Highway and Caerphilly Borough Council for all their support" – **Rusty's Guitar Shop** (Blackwood)

"Really happy with the article published – lots of positive feedback" – **Blackwood Appliance** (Blackwood)

"Excellent coverage and hopefully will encourage more business to the area!" – **Urpada** (Caerphilly)

"A brilliant initiative by Town Centre Management, who are always supportive and informative of local business "Thank You" from the Boots Team" – **Boots** (Caerphilly)

"The story of our business was highly appreciated by both my brother and I thank you" **S Jones Florist** (Caerphilly)

"Thank you - I feel it will make a difference to people knowing that I have a shop here in Caerphilly so that we can provide that advice and guidance for those that want it" **50+Life Planning** (Caerphilly)

"It was actually a fun few days on social media with the number of views and comments and shares, I enjoyed being part of it and although the financial benefit was minimal it certainly raised my business profile temporarily and allowed some lovely interaction with the public so thank you very much for including me." **Fix it Up** (Blackwood)

"Loved this! Would recommend and defiantly use again" **Pre-Loved Furniture** (Blackwood)

"I think it's a positive going forward, I think we need to do as much as possible on the internet" **Miss Label** (Blackwood)

"The story was very well written. The article was professional in appearance. Overall we were very please." **Dunbar Costumes** (Caerphilly)

"Great to have the Council take an interest in promoting small business and organisations. Very grateful." **Love Caerphilly** (Caerphilly)

"Very helpful and innovative, good to receive support from Caerphilly Council. Thank you." **The Caerphilly Florist** (Caerphilly)

"We greatly appreciated the previous mentions on Caerphilly's website and we think it's a good way of reaching more people who might be interested in visiting. The features also help build a positive image of small towns in the area and show that - despite the difficult economic situation - some businesses can last and even thrive. It's also interesting being able to find out more about the history of some of the older shops!" **The Kickplate Project** (Bargoed)

“Any advertising is good, but an increased footfall is what is needed for small businesses to succeed” **The Shoe Clinic** (Bargoed)

“It was a lovely article that brought back many memories to some of our ‘old’ customers. Thank you” **Rossi Café** (Bargoed)

“We are happy overall with this business story. However, we are still looking for improvements with regard to delivery parking facilities in the town” **Chisholm’s** (Bargoed)

“Good webpage, shared all Facebook pages and Twitter. All businesses required to be on this” **The Market Place Shopping Centre** (Blackwood)

“Great article, nice to feature local independents businesses instead of high street multiples, feel it really helps people associate with our business ‘family’ rather than just the name” **Bateman Opticians** (Blackwood)

“Certainly helped put our business on the map” **Y Galleri** (Caerphilly)



BARGOED TOWN CENTRE MANAGEMENT GROUP – 5TH OCTOBER 2016

SUBJECT: 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 To inform the Town Centre Management Group of the 'Choose the High Street' 2016 Christmas campaign and will be run in the five principal town centres.

2. SUMMARY

- 2.1 The 'Choose the High Street' initiative will include a 2016 Christmas campaign directed towards encouraging spend in local town centres over the festive period. Retailers across the five managed town centres will have the opportunity to be included in a printed voucher booklet. The campaign is designed to support local businesses by offering them the opportunity to participate under the 'Choose the High Street' banner.

3. LINKS TO STRATEGY

- 3.1 "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.
- 3.3 "Future Generations Act (Wales) 2015" sets out seven Well-being Goals which aim to make a positive impact upon the social, economic, environmental or cultural well being of the area or community concerned. This report aligns with the following Well-being Goals:
- A prosperous Wales - the retail sector is a significant employer within the County Borough and a substantial number of those retail businesses and jobs are located in the town centres.
 - A Wales of cohesive communities - the campaign encourages people to visit local town centres connecting them with their wider community.
 - A Wales of vibrant culture and thriving Welsh language - the Voucher Booklet will be produced in a bilingual format.

4. THE REPORT

4.1 Since 2012, the Council has run a discount scheme to assist local retailers generate sales in the lead up to Christmas. The Christmas Voucher Booklet has proved very popular with the public and retailers and will again be produced in 2016. The aims of the scheme are to provide local businesses with an opportunity to capture consumer spend during the Christmas period and also to market the diverse retail offer contained in the town centres. Retailers in the five managed town centres will have the opportunity to be included in the booklet with the level of discount being set by each retailer. However, the onus remains on the retailer to participate and ensure that their offer is strong enough to incentivise customers. The scheme is free for all retailers and, as in previous years, any retailer in the County Borough who expresses a wish to participate will also be included.

4.2 To support the campaign a number of different marketing platforms will be utilised these include:

- Newspaper adverts;
- Social media;
- Article in the Council's *Newsline*;
- Dedicated webpage on the CCBC corporate website;
- Go2MyTown web site.

4.3 The voucher booklets will be given out in a number of locations in each of the five town centres including:

- Caerphilly: Library / Customer First Centre / Visitor Centre / Whetherspoons - 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.

4.4 In 2015, the voucher distribution network was extended to include local supermarkets using dispensers located in their foyers. This proved very successful and will be repeated again for this year's campaign. The supermarkets that have agreed to assist are:

- Morrisons Bargoed;
- Morrisons Caerphilly;
- ASDA Caerphilly;
- ASDA Blackwood.

4.5 In addition, every school in the County Borough will be offered a supply of voucher booklets.

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 is 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: David Whetter, Interim Head of Regeneration & Planning
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable
Development
Allan Dallimore, Team Leader Urban Renewal
Paul Hudson, Marketing & Events Manager
Hayley Lancaster, Senior Communications Officer
Steve Wilcox, Assistant Town Centre Manager

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BARGOED TOWN CENTRE MANAGEMENT GROUP

SUBJECT: TOURISM EVENT PROGRAMME – FINANCIAL CONTRIBUTIONS

REPORT BY: DESTINATION AND EVENTS MANAGER

1. PURPOSE OF REPORT

- 1.1 To provide information on the costs and sources of funding of the Destination & Events Unit's events programme for the financial year 2015-16.

2. SUMMARY

- 2.1 The report provides a summary of the actual expenditure and sources of income for the events that are organised by the Destination and Events Unit for the financial period 2015/16, grouped by town centre.

3. LINKS TO STRATEGY

- 3.1 The events programme contributes to the following Well-being Goals within the Well-being of Future Generations Act (Wales) 2016:

- A prosperous Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language

- 3.2 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The staging of the event supports a number of Activity aims within the strategy including 'Increasing economic activity' and 'Protecting and developing the economy' and Service Improvement Objectives to, 'Increase the range of employment opportunities for local residents' and 'Increase the number of tourists visiting Caerphilly County Borough'.

4. THE REPORT

- 4.1 An annual event budget is held within the Destination & Events Unit of the council's Regeneration and Planning Department. The budget is often supported through financial contributions made by other departments such as the Urban Renewal and Community Regeneration sections. Table 1 sets out the actual event expenditure incurred at events during the most recent complete financial year (2015/16) alongside the sources of funding for each event.
- 4.2 In addition to internal Council budgets sources of funding can be derived from contributions from:

- Town / Community Councils
- Grant funding
- Commercial income for pitch fees including concessions and sponsorship

4.3 Events located in Caerphilly generate the greatest level of commercial income as a percentage of their overall expenditure.

5. WELL-BEING OF FUTURE GENERATIONS

5.1 This report is for information only, however, the event activities identified contribute to the Well-being goals as set out in the links above through the generation of additional footfall in our town centres, generating economic benefits and contributing to a vibrant cultural offering in our principal town centres.

6. EQUALITIES IMPLICATIONS

6.1 As an information item, there are no specific equality related implications.

7. FINANCIAL IMPLICATIONS

7.1 The events programme is subject to variances in income generated from event to event and year to year and to rises in event related expenditure.

8. PERSONNEL IMPLICATIONS

8.1 None.

9. CONSULTATION

9.1 This is an information item.

10. RECOMMENDATIONS

10.1 This is an information item and there are no recommendations.

11. REASONS FOR THE RECOMMENDATIONS

11.1 This is an information item and there are no recommendations.

12. STATUTORY POWER

12.1 Local Government Act 2000.

Author: Paul Hudson, Events and Marketing Manager
 Consultees: Andrew Highway, Town Centre Manager
 Allan Dallimore, Urban Renewal Manager
 Cllr Ken James, Cabinet member for Regeneration, Planning & Sustainable Development

Table 1

2015-16

EVENT	COSTS		FUNDING SOURCES			
	TOTAL EVENT EXPENDITURE	CCBC (Includes Community Regeneration & Town Centre contributions)	TOWN COUNCILS	WELSH GOVERNMENT	COMMERCIAL INCOME	TOTAL EVENT FUNDING
St David's Day	£5,887	£5,887				£5,887
TOTALS	£5,887	£5,887				£5,887
BARGOED						
Bargoed Big Screen (* 2)	£7,949	£5,949	£2,000			£7,949
Bargoed Spring Fayre	£3,469	£2,010	£1,000		£458	£3,469
Bargoed Ice Rink	£26,878	£11,887	£9,595		£5,396	£26,878
Bargoed Christmas Market	£6,707	£3,577	£2,250		£880	£6,707
TOTALS	£45,003	£19,846	£14,845		£5,855	£45,003
BLACKWOOD						
Blackwood Summer Festival	£15,114	£8,059	£750		£6,306	£15,114
Blackwood Christmas Market	£14,394	£6,995	£1,500		£5,899	£14,394
TOTALS	£29,508	£15,054	£2,250		£12,204	£29,508
CAERPHILLY						
Caerphilly Medieval Market	£31,440	£7,619	£1,500		£22,321	£31,440
Caerphilly Lantern Parade	£7,423	£7,423				£7,423
Caerphilly Food Festival	£23,008	£7,457	£1,000	£5,000	£9,551	£23,008
Caerphilly Big Cheese	£120,536	£17,281	£750		£137,066	£120,535
TOTALS	£182,407	£4,228	£3,250	£5,000	£169,928	£182,406
RISCA						
Risca Summer Music in the Park	£10,117	£7,313			£2,804	£10,117
Risca Parade and Christmas Market	£4,345	£2,870			£1,475	£4,345
TOTALS	£14,462	£10,183			£4,279	£14,462
YSTRAD MYNACH						
Christmas Market	£4,531	£1,286	£1,500		£1,745	£4,531
TOTALS	£4,531	£1,286	£1,500		£1,745	£4,531

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BARGOED TOWN CENTRE AUDIT – AUGUST 2016

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
28/06/11	<p><u>Steps</u> <u>Hanbury Road</u> A complaint has been received regarding the condition of the repairs on Hanbury Road steps.</p>	<p>Highways <i>Gavin Barry</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p> <p>Parks <i>Mike Headington</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>11/4 Cleansing continues, but no funding is available for repairs. 14/6 Quotes have been received for repairs – an interim fix will cost £3k and a full repair £75k. Internal funding is being sought and a site meeting will be held with Health & Safety officers to ensure the steps offer safe passage for pedestrians.</p>
25/04/12	<p><u>Illegal Parking</u> <u>Town Centre</u> 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>Police <i>Ins Muirhead</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>11/4 No update could be provided. 14/6 Enforcement continues. Budgets are being looked at to potentially amend the Traffic Regulation Order in some parts of the town to increase the number of parking spaces.</p>

18/03/13	<p><u>Unit Shops</u> <u>Lowry Plaza</u> 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>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>11/4 Unit 3 has a possible offer, unit 7 is under offer and negotiations are underway on unit 4. 14/6 Unit 7 is currently under offer and there is keen interest in a combined use of units 3&4.</p>
11/03/15	<p><u>Channel Block Damage</u> <u>Town Centre</u> At the TCMG it was noted that several of the granite channel blocks in the town centre are cracking.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>11/4 Engineers have investigated and there is a 30% failure rate caused by two installation faults. This is currently with Legal Services to determine whether it is a design or installation error. 14/6 Cement samples are being taken to assess whether there is a design or installation fault. Quotes are being obtained for remedial work.</p>

16/06/15	<p><u>Development Plateau Phase 2</u> <u>Town Centre</u> 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>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>11/4 There has been some interest in the site for various uses. Discussions are ongoing with consultants and a final report will be produced in due course. 14/6 The consultants' study report is in draft and will be circulated when finalised. There is current interest from a cinema operator and a drive-through restaurant chain.</p>
14/07/15	<p><u>Weeding of Steps</u> <u>Hanbury Road</u> 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>Parks <i>Mike Headington</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>16/3 An update was provided to the TCMG. 14/6 An improvement has been noticed, but treatment of weeds continues.</p>
04/03/16	<p><u>Rough Sleeper</u> <u>Rear of Power Station Hanbury Road</u> A site inspection showed there was evidence of a person sleeping behind the power unit. The information was passed to Bargoed Police Station.</p>	<p>Police <i>Ins Muirhead</i></p>	<p>11/4 No update could be provided. 14/6 The area was checked each morning following the report, but the person had moved on. Issue Closed 14/6</p>

16/03/16	<p><u>Unlicensed Taxis</u> <u>Town Centre</u></p> <p>In response to concerns over unlicensed taxis, a joint operation is being staged by the Council's Licensing section and Gwent Police. People are using social media to offer prearranged "lifts" to people, the concern being this puts passengers at risk both in terms of personal safety and from travelling in an unlicensed vehicle.</p>	<p>Police <i>Ins Muirhead</i></p> <p>Licensing <i>Myra McSherry</i></p>	<p>11/4 An improvement has been noticed, but monitoring is ongoing. The joint operation between CCBC & Gwent Police was very successful.</p> <p>14/6 The number of unlicensed taxis in use has significantly reduced. However, another operation will be carried out over the summer period.</p>
15/04/16	<p><u>Repair of Steps</u> <u>Lowry Plaza</u></p> <p>The steps on the upper level of Lowry Plaza are in need of repair. Some of the black plastic edging strips are loose and could catch a pedestrian's foot. Some slabs are also loose and require re-setting.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>14/6 This issue is on a snagging list that has been passed to Lambert Smith Hampton.</p>
22/04/16	<p><u>Antisocial Behaviour</u> <u>Daffodils Artwork, Hanbury Road</u></p> <p>A retailer has reported that young people are congregating around the Daffodils artwork and throwing stones into the "trumpets". Some of the stones have also hit vehicles parked in the car park.</p>	<p>Police <i>Ins Muirhead</i></p>	<p>14/6 There are numerous problems in the town on a Friday and Saturday evening when around 50 young people are wandering throughout the town. A dispersal order is in place for 6 weeks and Police Officers</p>
22/04/16	<p><u>Damaged Height Restrictor</u> <u>Bargoed Gateway Car Park</u></p> <p>The height restrictor on the Gateway car park is damaged and has opened, requiring repair.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>14/6 The restrictor has been fixed. Issue Closed 14/6</p>

27/04/16	<p><u>Banner Changeover</u> <u>Town Centre</u> The lamp column banners throughout the town centre will be changed in readiness for the summer period.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	<p>14/6 The changeover has been completed. Issue Closed 14/6</p>
27/05/16	<p><u>Power Washing</u> <u>Hanbury Square</u> Hanbury Square, particularly the granite blocks, are in need of pressure washing to remove detritus that has built up over time.</p>	<p>Cleansing <i>Tony White</i></p>	<p>14/6 The area has been cleansed. Issue Closed 14/6</p>
17/06/16	<p><u>Feeder Pillar Access Issues</u> <u>Hanbury Square</u> One of the new feeder pillars on Hanbury Square is not rising from the ground automatically when the release mechanism is activated.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>28/7 The supplier has been asked to replace a faulty part.</p>
23/06/16	<p><u>Faded Decorative Text</u> <u>Bus Station Link – High Street</u> The text embossed on the steps linking the bus station with High Street has faded and needs to be repainted.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	
21/07/16	<p><u>Edging Stone</u> <u>Bus Station Link – High Street</u> One of the edging stones on the steps leading to the bus station from High Street has broken.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>21/7 A replacement has been ordered and a temporary surface applied to make the step safe.</p>

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