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Date: 28th February 2017

Dear Sir/Madam,

A meeting of the **Caerphilly Town Centre Management Group** will be held in the **Rhymney Room, Penallta House, Tredomen, Ystrad Mynach** on **Tuesday, 7th March, 2017** 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

AGENDA

	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 13th September 2016.	
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1 - 4

A greener place Man gwyrddach



To receive and note the following updates: -

4	Parking.	
5	Summer Event.	
6	Air Quality.	
7	Business Report.	5 - 10
8	'Choose the High Street' Christmas Voucher Booklet Analysis.	11 - 16
9	Procurement of Footfall Counter Provider.	17 - 20
10	Cadw Events Programme.	
11	Park Lane Update.	
12	Audit.	21 - 28

Circulation:

Councillors Mrs E.M. Aldworth, P.J. Bevan, D.T. Davies, C. Elsbury, Mrs C. Forehead (Chair), Miss E. Forehead, J.E. Fussell, K. James, Mrs B. A. Jones (Vice Chair), S. Kent, M.J. Prew, J. Pritchard and Mrs J. Hibbert

Town Councillors

Other Organisations



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE ON TUESDAY 13TH SEPTEMBER 2016 AT 2:00 P.M.

PRESENT:

Councillors:

Councillors: D T Davies, C Elsbury, C Forehead, J Fussell, K James, B Jones, J Pritchard

Together with:

Town Councillors: R Bidgood, Professor R Deacon, J Hibbert, Mr K Williams (Clerk Caerphilly Town Council), Mr JK Robottom (Caerphilly residents Association), Mr Tidridge (Heol Trecastell Residents Association)

Also:

A. Highway (Town Centre Development Manager), A. Dallimore (Team Leader – Urban Renewal & Conservation), S Wilcox (Assistant Town Centre Manager), P. Hudson (Marketing & Events Manager), Abbie Brown (Environmental Health Officer) & A. Jones (Clerk)

1. TO APPOINT A CHAIR AND VICE CHAIR FOR THE ENSUING YEAR

Mr Highway opened the meeting and requested nominations for the Chair. Councillor B Jones nominated Councillor C Forehead and this nomination was seconded by Councillor James.

Councillor Forehead invited nomination for Vice-Chair. Councillor Forehead nominated Councillor J Pritchard and this nomination was seconded by Councillor B Jones.

Councillor J Pritchard accepted the position.

2. TO RECEIVE APOLOGIES FOR ABSENCE

Councillors: P J Bevan, E Forehead, S Kent, Mrs M Hall, Mr J Dilworth (Clerk Van Community), Mrs D Stephens (Caerphilly Pub Watch), Maria Godfrey (Team Leader – Environmental Health).

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. MINUTES OF PREVIOUS MEETING 1ST MARCH 2016

The minutes were taken as read.

5. AIR QUALITY UPDATE

Miss Brown passed on apologies to the group from Maria Godfrey as she had to be called out on site urgently and will update the Steering group by email. The following statement from Ms Godfrey was read out.

“Maria has considered the modelling report that was undertaken by PB, which looks at the effect of the infrastructure projects that were initially put forward by the steering group, namely the Northern bypass, the South Eastern bypass and a basket of short term measures which included closure of Mountain Road to South bound traffic and prohibition of a left turn from Van Road on to the Clifton Street. The short term measures were intended to make things difficult for traffic to travel around Caerphilly Town centre area, thus encouraging vehicles to stay on the outskirts of the town centre area.

The modelling results show very small changes in air quality for the basket of short term measures and the Northern bypass route – the figures will be confirmed by Maria in an email to the Steering Group over the next fortnight. The South Eastern bypass proved to be the most effective measure, however, given the financial constraints on the LA, this will only ever be realised through the development control process if certain sites were to come forward for development.

The soft measures in the Air Quality action plan continue to progress and Maria will update the group in her email too, the team are currently working with Welsh Government and Public Health Wales in deriving an air quality teaching/monitoring programme for schools, which we are hoping to roll out to Caerphilly schools over the coming year.”

The Chair thanked Miss Brown for the update.

6. ‘CHOOSE THE HIGH STREET’ STORIES

Mr Highway presented his report to the group.

The Chair thanked Mr Highway and his team for their hard work.

7. ‘CHOOSE THE HIGH STREET’ CHRISTMAS VOUCHER BOOKLET

Mr Highway presented his report to the group and showed the t the design of the booklet.

The group were advised that the booklets would be in production in the next few weeks.

Mr Highway informed the group that retailers are becoming more aware of the scheme as each year passes and already 30 retailers have submitted offers. The offers received to date appear to be more competitive than in previous years.

Councillor Kent wished to thank Mr Highway and his team.

The Chair thanked Mr Highway for the report and the hard work.

8. GO2 MY TOWN VIRTUAL TOUR OF THE WEBSITE.

Mr Highway took members on a virtual tour of the Go2 My Town Website and highlighted how the site works and the information available to businesses interested in setting up new businesses in the town centre.

Mr Highway showed the group how to find the stories for each of the towns on the site.

Mr Highway shared with the group some of the comments of appreciation from retailers featured in the 'Stories' initiative and explained that they really appreciated the support from the Council.

Councillor Fussell thanked Mr Highway and appreciated the work put into the website.

The Chair thanked Mr Highway.

9. PARKING DURING EVENTS EASTERN SIDE OF TOWN

The Chair informed the group that this item has been raised after a number of complaints had been received from residents who were not being able to park where they lived.

The group were advised that the Events Team work to accommodate residents and visitors needs on the Eastern side of the town centre but that other areas were being affected. The Chair advised that the police have been approached and asked to monitor the situation but did not seem to be in attendance.

Mr Hudson advised that it is difficult to have control systems in all areas. He advised that there are a number of park and ride sites at a charge of £3.00 but generally people park where they know they don't have to pay.

Mr Hudson said that the Council is looking to work with the police and reinforce signage. The Chair informed the group that this matter will be brought back to the group in the future.

Mr Tidridge thanked Paul for dealing with the problems in Heol Trecastell.

Councillor Pritchard asked if there was any possibility of increasing the park and ride sites. Mr Hudson responded that the Council was running out of sites to use. Professor Deacon asked if we could use sites such as Wickes. Mr Hudson confirmed that they were private sites and the Council could not use them.

Mr Hudson advised Councillor Pritchard that they residents should email to request the restriction on parking on event days.

The Chair thanked Mr Hudson for his advice and advice.

10. AUDIT

Mr Highway presented the Audit and the following items were raised.

Development Site Park Lane – Mr Dallimore advised the group that there were a number of ongoing dialogues with various actors/agencies over the development of the site. The main constraint is the viability gap which would require external grant aid to fill. Officers are looking at drawing in such funding but in the meantime the site is being managed effectively with regular weed spraying and litter picks.

Addition of new name plaque Caerphilly Cenotaph – The group were advised that Mike Headington had confirmed that this will be in place ready to unveiled on the 11th November.

Homeless Male – Mr Highway informed the group that there is a homeless group set up to see that any individual gets the help they need. Mr Highway asked if anyone is sleeping rough to let him know and he will inform the homeless group. Professor Deacon commended the work that the group does.

EU Referendum Campaigning – Councillor Prichard asked if the promotion sites could be made clear to the public for promoting anything. Mr Highway advised that there are studs marking out the site on the highway and that political activity is not allowed on this site. Mr Highway offered to supply more details if anyone has specific queries on site locations and terms of use.

Councillor Pritchard requested that this be emailed to all members.

The Chair thanked Mr Highway.

Access to vacant property 73 Cardiff Road – The group were advised that there are individuals free running on the building and that Police and Environmental Health team have been speaking with the owner who has been asked to undertake works to make the building safe.

The group were told about vandalism to the Tourist Information Centre where a number of youths had threw bark from seating area, sprayed on the building and pots smashed.

The owner of YGalleri was very pleased at how the Council dealt with the situation and John Macdonald from the police who provided support and advice.

There were no further issues raised.

The meeting closed 15:06.

CHAIR



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP - 7TH MARCH 2017

**SUBJECT: BUSINESS REPORT CAERPHILLY TOWN CENTRE 2016 - 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 Caerphilly town centre throughout 2016.

2. SUMMARY

2.1 The report gives a business overview of Caerphilly town centre over the past year and details every retail business opening and closing within the town during 2016. In addition, it also provides an assessment of the annual footfall data collated in the town centre using the ShopperTrak Footfall electronic pedestrian counting system. Finally, the report sets out details of a number of initiatives that have been developed to support and promote existing businesses and attract new ones to the town centre.

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 The Well-being of Future Generations (Wales) Act 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;
- A healthier Wales;
- A Wales of cohesive communities;
- A Wales of vibrant culture and thriving Welsh language;
- A globally responsible Wales.

4. THE REPORT

4.1 Caerphilly Retail Overview 2016

- 4.1.1 Castle Court Shopping Centre is still one of the primary reasons that people visit Caerphilly town centre. Its key tenants include: *WH Smith, Argos, Boots, Game, Clarkes* and *Costa Coffee* and combine to form a strong tenant mix for the size of town attracting a weekly footfall of around 88,000. The Centre has traded throughout much of the year with two vacant units, these are some of the smallest on offer which precludes many national retailers from considering them. However, one of the units has already been occupied on a short term lease by independent clothing retailers.
- 4.1.2 Cardiff Road has seen a steady reduction in the number of vacant properties as new businesses have opened up. The relocation of *Specsavers*, from the corner of Park Lane further up Cardiff Road into the former Shoe Zone building, has been a key factor in this. The optician expanded its range of patient care to cover audio as well as optical services. Following the *Specsavers* move other retailers have also opened including: *Aspros Barbers* and *Beyond Beauty*. These new businesses were in addition to *Excelsior Phones, 50+Later Life Planning* and *Radiance Tanning Studio* who all opened in Cardiff Road during 2016.
- 4.1.3 In Clive Street, the opening of *BikeShedz* and *All About the Merch* means that the street is now fully let. The street benefits from an active retailers association who again provided hanging baskets. Pentreban Street remains consistent losing no business during the year, which has attracted potential investment into the key property located at the junction with Cardiff Road.
- 4.1.4 CADW's initiative to site a piece of giant art work in the form of a dragon in the castle grounds captured the public's imagination and drew visitors to the town which boosted footfall
- 4.1.5 A number of key issues could potentially affect town centres in 2017. The much anticipated business rates review was conducted last autumn; this led to some businesses having their rates reduced, whilst others had them increased. Small independent retailers in those towns where the business rates have been reduced are expected to be better placed to survive the challenging economic conditions. Following last summer's BREXIT vote, consumer confidence has faltered. It is still too early to predict the wider implications of the decision but whilst economic instability continues and consumer confidence remains volatile the long-term commitment of many multiple retailers to smaller town centres is uncertain.

4.2 Retail Property Directory

- 4.2.1 The *Retail Property Directory* provided through Town Centre Management is an online resource listing all retail properties to rent or buy in the five managed town centres. The Directory is designed to encourage 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 for vacant town centre units.

4.3 Choose the High Street – Stories

- 4.3.1 The 'Stories' initiative ran throughout the summer months and involved telling the stories of the people behind the shop fascia. At the close of 2016, 75 stories have been published on the Go2MyTown website and shared on social media. Due to the popularity of the scheme the initiative will continue in 2017. Over the summer a series of library exhibitions were staged displaying some of the stories and asking people to sign a pledge to shop locally. The initiative was extremely well-received by both businesses and the public alike.

4.4 Choose the High Street - Christmas Voucher Booklet

4.4.1 The 'Choose the High Street' initiative once again featured a Christmas Voucher Booklet in 2016. The campaign is designed 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 across the five managed town centres were given the opportunity to participate. In total 112 offers were received across the County Borough, which is an increase of 7 on 2015. A total of 40 of these were from businesses in Caerphilly town centre.

4.5 Go2 MyTown Web Site

4.5.1 The Go2MyTown web site is an online platform for the Council's business support services. Town Centre Management have utilised the site in order to make key pieces of information and data available online. These include: weekly footfall data, Property Directory, Town Centre Gazettes and 'Pop Up Shop' Guide. In addition, the site contains information on each of the five managed towns as well as featuring different elements of the 'Choose the High Street' campaign.

4.6 GovDelivery

4.6.1 In response to retailers' requests to receive footfall data by email, a GovMail delivery account was created for Town Centre Management enabling footfall data to be disseminated each week. The platform is also used to periodically issue a general news update.

4.7 Events

4.7.1 The town centre events programme provides local retailers with an opportunity to engage with a wider customer base. The increase in footfall numbers also has the potential to generate repeat visits to the town centres throughout the year.

4.8 Business Comparison

4.8.1 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.

Caerphilly Business Comparison			
	2016	2015	LFL Comparison
Businesses Opened	13	12	1 more business opened
Businesses Closed	4	14	10 fewer businesses closed

4.9 Caerphilly Footfall

4.9.1 Footfall in the town centre is measured outside *Happy Feet Happy Sole* on Cardiff Road.

Caerphilly Footfall Comparison			
	2016	2015	Difference
Highest Number	36,111 (25/07/16)	36,567 (07/12/15)	-56
Lowest Number	23,152 (28/12/15)	24,579 (09/11/15)	-1,427
Average Footfall	28,352	30,094	-1,742

4.10 Town Centre Gazette

4.10.1 The Town Centre Management Team supports retailers by producing regular *Town Centre Gazettes*, which are bespoke to each town centre. In 2016 five editions were produced. In line with the provisions of the new Welsh Language Act the Gazettes were changed to a bilingual format.

5. WELL-BEING OF FUTURE GENERATIONS

5.1 This report contributes to the Well-being Goals as set out in Links to Strategy above in the following ways:

- *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 healthier Wales* – visiting a town centre promotes physical exercise and encourages social interaction;
- *A more equal Wales* – town centres should strive to celebrate diversity and promote equal opportunity for all people regardless of their background or circumstances;
- *A Wales of cohesive communities* – relevant, accessible and well managed town centres are vital to sustaining vibrant communities;
- *A Wales of vibrant culture and thriving Welsh language* – town centres contain significant elements of the nation’s architectural and cultural heritage. They are also places where the Welsh language can be taught, used and promoted;
- *A globally responsible Wales* – providing communities with local shops and services potentially reduces the necessity and frequency of vehicle use and promotes public transportation links.

In addition, the report is also consistent with the five ways of working as defined within the sustainable development principle in the Act:

- Long Term - Investment in town centres contributes to the sustainability and viability of local communities. It is accepted that the role and nature of town centres may change in the coming decades, but the challenge is for them to remain places which are relevant to how people live their everyday lives;
- Prevention – The management and promotion of town centres through the ‘Unique Places’ model of Town Centre Management aims to prevent the decline of town centre and retain them as focal points of community life;
- Integration – The continued vitality of town centres is integral to the Act by contributing to the prosperity, health and cultural identity of Wales;
- Collaboration – Town Centre Management draws on different service areas within the Council to work towards achieving the well-being goals in respect of town centres. It also works in partnership with outside organisations such as Town & Community Councils, local charities and retailers to encourage and promote community engagement;
- Involvement – The County Borough’s town centres serve a wide range of people across many different communities. They strive to be places of social interaction which celebrate diversity and promote equality.

6. EQUALITIES IMPLICATIONS

6.1 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.

7. FINANCIAL IMPLICATIONS

7.1 There are no financial implications.

8. PERSONNEL IMPLICATIONS

8.1 There are no personal implications.

9. CONSULTATIONS

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

10. RECOMMENDATIONS

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

11. STATUTORY POWER

11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Dave Whetter, Principal Engineer
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

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CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 7 MARCH 2017

**SUBJECT: 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET
2016– 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 2016.

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 during Christmas 2016. 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.
- 3.3 The Well-being of Future Generations (Wales) Act 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;
 - A healthier Wales;
 - A Wales of cohesive communities;
 - A Wales of vibrant culture and thriving Welsh language;
 - A globally responsible Wales.

4. THE REPORT

4.1 In the lead up to Christmas 2016, the Council's Town Centre Management team once again produced a 'Choose the High Street' Christmas Voucher Booklet. The scheme provides local retailers with the opportunity to take part in a co-ordinated marketing campaign. This year's Christmas Voucher Booklet contained 112 offers across the five managed town centres which was an increase of 7 on the previous year. The aims of the scheme are to provide 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.

4.2 The booklet was designed by the Council's Graphic Design team. In addition, to the offers also included was a brief description of each town centre, a map of the County Borough showing the location of the five managed towns and adverts promoting the work in the community of different Council departments. These adverts raised awareness of the role of the Community Safety Wardens and the support offered to residents who are over 50 as part of Welsh Government's 'Aging Well in Wales' initiative. They also included details of the Visitor Attractions, the Go2 My Town website and the Christmas Events programme.

4.3 The scheme was officially launched on 31st October at Risca Library where local school children from Risca and Ty Syn Primary Schools joined the Cabinet Member Cllr. James and Father Christmas.

4.4 Marketing Platforms

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

- Bus adverts;
- Advertorial pages in the *Caerphilly Observer*;
- Social media engagement on the Council and Go2 My Town Facebook / Twitter feeds;
- Articles in the Council's *Newsline* 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;
- PDF version of the booklet and promotional page on the Go2 My Town website.

4.5 Production and Distribution

4.5.1 A total of 30,000 Voucher Booklets were produced, with distribution being carried out by the Council's Community Safety Wardens.

The following locations gave out 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, Chinkles;
- Bargoed: Library / Customer First Centre, Poundworld;
- Risca: Library / Customer First Centre & Tesco;
- Ystrad Mynach: Library & Tesco.

4.6 Supermarket Distribution

4.6.1 Once again the Town Centre Management team reached agreements with local supermarkets, ASDA (Blackwood) and Morrisons (Caerphilly & Bargoed) to distribute the booklets to their customers. For the first time Tesco (Risca & Ystrad Mynach) also participated in the scheme. Different receptacles were used this year which were sturdier and may be reusable next year.

4.7 Retailer Participation

4.7.1 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 2016	Number of Offers in 2015	Number of Offers in 2014	Number of Offers in 2013	Number of Offers in 2012
Caerphilly	40	31	29	26	24
Blackwood	30	32	26	24	20
Bargoed	26	20	23	21	14
Risca	6	8	6	4	5
Ystrad Mynach	8	10	2	4	N/A
Offers in other towns	2	4	4	1	1
Total	112	105	90	80	64

4.8 Retail Engagement

4.8.1 The Town Centre Management team made visits to numerous retailers across the five town centres explaining the scheme and encouraging participation. Awareness of the scheme was much higher amongst retailers this year.

4.9 Retailer Survey

4.9.1 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 23 returned, giving a response rate of 27%.

4.9.2 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?	61%	39%
2. Did the voucher booklet bring new customers?	52%	48%
3. Do you think schemes such as this highlight the importance of shopping locally?	78%	22%
4. Did you feel that the scheme was well-publicised?	41%	59%
5. Did you notice the bus advertising used to promote the scheme this year?	10%	90%
6. Would you consider taking part in a discount scheme in the future?	76%	24%
7. If yes, would you revise your offer in any way?	21%	79%

4.9.3 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 20. It was apparent that the quality of the offers received was better than in previous years, which was reflected in the fact that only 30% of respondents reported having no vouchers redeemed compared to 36% last year. The average number of vouchers redeemed was around 5.

- 4.9.4 Generally, the responses were positive. However, the biggest change was to the responses in question 1. In 2015 48% of respondents felt that the scheme benefitted their business, this year that figure rose to 61%.
- 4.9.5 It is positive to note that despite the varying success of the offers amongst participating businesses, 76% 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.
- 4.9.6 For the first time this year, (external) bus advertising was used to promote the scheme. Unfortunately, this new advertising medium was noticed by only 10% of the respondents, despite it being a high profile element of the publicity campaign.

4.10 Conclusion

- 4.10.1 In evaluating the scheme the wider changes in how the retail sector is approaching Christmas need to be understood. Multiple retailers are placing a greater emphasis on online sales and using discount vouchers sent to smart phones to encourage consumers to shop online. They are also staging flash discount days in stores in the lead up to Christmas. These changes make consumers increasingly price sensitive and place a much greater pressure on independent retailers to offer larger discounts. Although the scheme is operated and funded by the council, the level of discount offered by retailers remains solely at their discretion.
- 4.10.2 This year's booklet contained the highest number of offers since the scheme's inception which demonstrates that there is a growing appetite amongst local retailers to participate in the Christmas scheme. The distribution of 30,000 voucher booklets using an expanded supermarket partnership enabled the towns to be marketed and promoted to a wide audience across the County Borough.
- 4.10.3 The inclusion of adverts to support Council services continued to support the wider Improvement Objectives in the Council's Corporate Plan.
- 4.10.4 The Christmas Voucher Booklet scheme achieved its two primary objectives. Firstly, it offered independent retailers a chance to participate in a marketing campaign over Christmas. Secondly, it highlighted the retail offer across the five managed towns. Whilst the level of discount offered by retailers continues to be at the discretion of individual retailers, those elements of the scheme within the Council's control, the format of the booklet, publicity and distribution were all successfully delivered. The scheme remains a crucial tool in helping promote the County Borough's towns over Christmas and offering local retailers support in an increasingly challenging market place.

5. WELL-BEING OF FUTURE GENERATIONS

- 5.1 This report contributes to the Well-being Goals as set out in Links to Strategy above in the following ways:
- *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 healthier Wales* – visiting a town centre promotes physical exercise and encourages social interaction;
 - *A Wales of cohesive communities* – relevant, accessible and well managed town centres are vital to sustaining vibrant communities;
 - *A Wales of vibrant culture and thriving Welsh language* – town centres contain significant elements of the nation's architectural and cultural heritage. They are also places where the Welsh language can be taught, used and promoted;

- *A globally responsible Wales* – providing communities with local shops and services potentially reduces the necessity and frequency of vehicle use and promotes public transportation links.

5.2 In addition, the report is also consistent with the five ways of working as defined within the sustainable development principle in the Act:

- Long Term - Investment in town centres contributes to the sustainability and viability of local communities. It is accepted that the role and nature of town centres may change in the coming decades, but the challenge is for them to remain places which are relevant to how people live their everyday lives;
- Prevention – The management and promotion of town centres through the 'Unique Places' model of Town Centre Management aims to prevent the decline of town centres and retain them as focal points of community life;
- Integration – The continued vitality of town centres is integral to the Act by contributing to the prosperity, health and cultural identity of Wales;
- Collaboration – Town Centre Management draws on different service areas within the Council to work towards achieving the well-being goals in respect of town centres. It also works in partnership with outside organisations such as Town & Community Councils, local charities and retailers to encourage and promote community engagement;
- Involvement – The County Borough's town centres serve a wide range of people across many different communities. They strive to be places of social interaction which celebrate diversity and promote equality.

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

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 That Members note the contents of the report.

11. REASONS FOR THE RECOMMENDATIONS

11.1 This report is for information only.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Dave Whetter, Principal Engineer
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable
Development
Allan Dallimore, Team Leader Urban Renewal
Paul Hudson, Marketing & Events Manager
Steve Wilcox, Assistant Town Centre Manager
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Hayley Lancaster, Senior Communications Officer
Paul Wallen, Community Safety Warden Supervisor
Gareth Chapman, Web Designer



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 7TH MARCH 2017

SUBJECT: PROCUREMENT OF TOWN CENTRE FOOTFALL COUNTER PROVIDER

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 This report is intended to provide members of the Town Centre Management Group with information on the renewal of the footfall camera provision contract.

2. SUMMARY

- 2.1 The contract for the supply of footfall cameras in our principal town centres has recently come to an end. As such, a tender process is underway to award a new five-year contract. The report provides members of the Town Centre Management Group with an update as to the current status of this procurement process and the potential implications on data provision.

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.
- 3.3 Data from the footfall counters is used to inform the Annual Monitoring Report (AMR) into the Adopted Caerphilly County Borough Local Development Plan (LDP) (up to 2021). The main aim of the AMR is to assess the extent to which the LDP Strategy and Strategy Policies are being achieved. With regards to Retail and Town Centres, the AMR addresses the vacancy rates in the 5 Principal town centres, as well as using information from the shopper attitude surveys to ascertain how well the town centres are performing. More specifically, indicator L17 in the AMR provides an annual summary of footfall figures in the town centres, which is a vital component in measuring the vitality and viability of town centres.
- 3.4 The Well-being of Future Generations (Wales) Act 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;
 - A resilient Wales;

- A healthier Wales;
- A more equal Wales;
- A Wales of cohesive communities;
- A Wales of vibrant culture and thriving Welsh language;
- A globally responsible Wales.

4. THE REPORT

- 4.1 The town centre footfall figures for Bargoed (North), Barged (South), Blackwood, Caerphilly, Newbridge, Risca and Ystrad Mynach are compiled using electronic pedestrian counting systems. These systems count the pavement directly beneath them 24 hours per day, 7 days per week. The counters are currently situated in the following locations:
- Bargoed (North) – Outside *Peacocks* on High Street;
 - Bargoed (South) – Outside *Bargoed Sight Centre* on Hanbury Road;
 - Blackwood – Outside *Boots* on High Street;
 - Caerphilly – Outside *Happy Feet, Happy Sole* on Cardiff Road;
 - Newbridge – Outside 16-18 High Street (formerly *Barclays Bank*);
 - Risca – Outside *Palace Cinema Library* on Tredegar Street;
 - Ystrad Mynach – Outside *Premier Stores* on Bedwlwyn Road.
- 4.2 The seven cameras are covered by two separate contracts – Bargoed (North & South), Blackwood, Caerphilly & Risca are under one contract last renewed on 1st December 2011. Ystrad Mynach and Newbridge are under a separate contract dated 31st March 2013. Both of these contracts run for a period of five-years and are between Caerphilly CBC and *ShopperTrak* (formerly *Experian FootFall & Tyco FootFall*).
- 4.3 The larger of the two contracts (covering Bargoed, Blackwood, Caerphilly & Risca) expired on 1st December 2016. Due to the value of the contract and the Council's Standing Orders for Contracts, a Band B mini competition tender process is currently being undertaken. This process is due to be finalised (i.e. contract award letter issued) by early March 2017 and the Town Centre Management Groups will be made aware of the successful provider at a future meeting. However, members should be aware that there may be a short gap in the provision of footfall figures if there is a change in supplier and/or equipment. The contract commencement date is scheduled to be early July 2017.
- 4.4 It is anticipated that the successful tenderer will become responsible for the provision of footfall data for Newbridge and Ystrad Mynach with effect from 1st April 2018 (when the current contract ends).
- 4.5 Following consultation with the Cabinet Member for Regeneration, Planning & Sustainable Development, and to manage future budgetary constraints as outlined in the Medium Term Financial Plan (MTFP), Bargoed town centre will no longer have two footfall counters. The Bargoed (North) camera will be removed upon completion of the tender process and the new provider will only supply data from the Bargoed (South) location. This change will also provide consistency across the town centres, as each town will have just one camera.
- 4.6 The cost of providing the footfall cameras is mainly borne by the Town Centre Management core budget. However, contributions are also provided by the Strategic Planning and Events departments due to the value of the footfall data to their work.

5. WELL-BEING OF FUTURE GENERATIONS

- 5.1 This report contributes to the Well-being Goals as set out in Links to Strategy above in the following ways:

- *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 healthier Wales* – visiting a town centre promotes physical exercise and encourages social interaction;
- *A more equal Wales* – town centres should strive to celebrate diversity and promote equal opportunity for all people regardless of their background or circumstances;
- *A Wales of cohesive communities* – relevant, accessible and well managed town centres are vital to sustaining vibrant communities;
- *A Wales of vibrant culture and thriving Welsh language* – town centres contain significant elements of the nation’s architectural and cultural heritage. They are also places where the Welsh language can be taught, used and promoted;
- *A globally responsible Wales* – providing communities with local shops and services potentially reduces the necessity and frequency of vehicle use and promotes public transportation links.

5.2 In addition, the report is also consistent with the five ways of working as defined within the sustainable development principle in the Act:

- Long Term - Investment in town centres contributes to the sustainability and viability of local communities. It is accepted that the role and nature of town centres may change in the coming decades, but the challenge is for them to remain places which are relevant to how people live their everyday lives;
- Prevention – The management and promotion of town centres through the ‘Unique Places’ model of Town Centre Management aims to prevent the decline of town centre and retain them as focal points of community life;
- Integration – The continued vitality of town centres is integral to the Act by contributing to the prosperity, health and cultural identity of Wales;
- Collaboration – Town Centre Management draws on different service areas within the Council to work towards achieving the well-being goals in respect of town centres. It also works in partnership with outside organisations such as Town & Community Councils, local charities and retailers to encourage and promote community engagement;
- Involvement – The County Borough’s town centres serve a wide range of people across many different communities. They strive to be places of social interaction which celebrate diversity and promote equality.

6. EQUALITIES IMPLICATIONS

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

7. FINANCIAL IMPLICATIONS

7.1 The footfall camera provision is funded primarily by the Town Centre Management core budget. However, due to the value of the data to other Council departments, contributions are also made by the Strategic Planning and Events departments.

7.2 As outlined above, the removal of the Bargoed (North) camera will contribute to the savings required across the Authority as identified in the MTFP.

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 That Members 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: Steve Wilcox – Assistant Town Centre Manager
Consultees: Cllr. Ken James – Cabinet Member for Regeneration, Planning & Sustainable
Development
Andrew Highway – Town Centre Development Manager
Allan Dallimore – Team Leader – Urban Renewal
Dave Whetter – Principal Engineer
Paul Hudson – Destination & Events Manager
Rhian Kyte – Team Leader – Strategic Planning

CAERPHILLY TOWN CENTRE AUDIT – FEBRUARY 2017

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
17/10/08	<p><u>Air Quality</u> <u>Town Centre</u></p> <p>An air quality issue has been identified in the town centre. A working group, which includes members of the TCMG, has been established. This will meet to promote a collaborative approach to finding long-term viable solutions.</p>	<p>Environmental Health <i>Lyndon Ross</i></p> <p>Transportation <i>Dean Smith</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p> <p>Town Centre Management <i>Andrew Highway</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>13/9 An update was provided to the TCMG. 18/10 Development and implementation of the action plan continues. 13/12 Updates will continue to be provided to the TCMG while the action plan is implemented.</p>
04/12/14	<p><u>Taxi Rank Issues</u> <u>The Caerphilly Cwtch, Station Terrace</u></p> <p>The taxi rank O/S The Irish Tymes has been identified as a ‘flashpoint’ during the evenings and is prioritised under the ‘Town Safe’ initiative. The Police are working with Council colleagues to trail a relocation of the taxi rank toward the bus station to stop crowds gathering in the roadway by the pub.</p>	<p>Police <i>Ins O’Keefe</i></p> <p>Transportation <i>Dean Smith</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>18/10 Work on the TRO amendment continues. 13/12 The TRO process is ongoing.</p>

16/06/15	<p><u>Development Site</u> <u>Park Lane</u> Following demolition of the buildings on Park Lane, Officers will now be working to look at the development options for the site and will work to secure a suitable tenant.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>13/9 An update was provided to the TCMG. 18/10 The site is earmarked for tourism/leisure in the LDP. Discussions are continuing in relation to the potential for a boutique hotel on the site. 13/12 Officers continue to work with consultants and agents in relation to the land.</p>
28/09/15	<p><u>Installation of “No Through Road” Signage Lane alongside Sports Direct/Co-op Bank, Cardiff Road</u> A number of vehicles are driving into the private land/car park between Sports Direct and Co-op Bank and then having to reverse onto Cardiff Road, which is causing traffic flow problems.</p>	<p>Transportation <i>Dean Smith</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>18/10 Installation remains on the forward work programme. 13/12 The sign is in stock and awaiting installation.</p>
20/10/15	<p><u>Broken Paving Slabs Above Toilet Block, Cardiff Road</u> The area above the toilet block at the top of Cardiff Road is in need of some repairs. Several of the paving slabs are broken and in need of replacement.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p> <p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>18/10 Prior to installation of the new slabs, resolving the cause of breakage is being looked at. Skateboarding appears to be the problem, but a bylaw and the new PSPO cover the area, so enforcement is being considered. 13/12 The new paving slabs are on order and will be installed when received.</p>

25/11/15	<p><u>Addition of a New Name Plaque</u> <u>Caerphilly Cenotaph</u> Local Members have asked Officers to look at whether the names of those killed in conflicts since WWI & WWII can be added to a new plaque on the Cenotaph in readiness for Armed Forces Day 2016.</p>	<p>Town Centre Management <i>Andrew Highway</i></p> <p>Parks <i>Mike Headington</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>13/9 An update was provided to the TCMG. 18/10 The plaque will be installed in readiness for Armistice Day. 13/12 The plaque has now been installed. Issue Closed 13/12</p>
16/03/16	<p><u>Free Runners</u> <u>Town Centres</u> Free runners are gaining access to several buildings on Cardiff Road via their fire escapes. Managers of the businesses affected have expressed concern about the safety of these individuals, particularly as the fire escapes must be kept clear and accessible at all times.</p>	<p>Police <i>Ins O'Keefe</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>18/10 Monitoring, education and enforcement continues. 13/12 Measures to prevent access to the buildings have been implemented and there have been no reports of free runners over the last month. Planning and Environmental Officers have visited site and there is no breach of legislation or enforcement required. Issue Closed 13/12</p>
13/04/16	<p><u>Blocked Drain</u> <u>O/S The Visit Caerphilly Centre, The Twyn</u> A drain outside the Visit Caerphilly Centre is blocked with silt/mud, which is causing flooding on the footway.</p>	<p>Highways <i>Gavin Barry</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>18/10 Reactive maintenance will continue. 13/12 The cleansing regime continues, but incidents of blockages need to be reported so that the inspection schedule can be amended if necessary.</p>

26/07/16	<p><u>Access to Vacant Property</u> <u>73 Cardiff Road</u> Local retailers and residents have expressed concern that young people are climbing onto the roof of a vacant property and gaining access. In response, Police officers have contacted the Council to establish the agent's details.</p>	<p>Police <i>Ins O'Keefe</i></p> <p>Regulatory Planning <i>Tim Stephens</i></p> <p>Environmental Health <i>Lyndon Ross</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>13/9 An update was provided to the TCMG. 18/10 The property has now been let and a planning application has been received for conversion of the upper levels to flats. 13/12 There have been no further reports of incidents and Council Officers are satisfied that the building is safe and secure. Issue Closed 13/12</p>
16/08/16	<p><u>Installation of Litter Bin</u> <u>Crescent Road</u> A member of the public has asked whether a litter bin can be installed on Crescent Road at the rear of the Ysgol Y Castell as there is quite a lot of litter dropped in this area.</p>	<p>Cleansing <i>Tony White</i></p>	<p>18/10 Following preliminary discussions, residents have objected to the siting of a bin in this area. 13/12 A suitable location for the bin is still being investigated.</p>
16/08/16	<p><u>Rubbish in Moat</u> <u>Castle/Dafydd Williams Park</u> Complaints have been received in relation to the amount of rubbish that is accumulating in the moat at the rear of the Castle.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	<p>16/8 Town Centre Management has spoken to Cadw who have agreed to undertake the work on the moat. 18/10 Arrangements are being made by Cadw to have the moat cleaned. 13/12 Cadw has cleaned the moat. Issue Closed 13/12</p>
16/08/16	<p><u>Event Parking in Residential Streets</u> <u>Town Centre (East)</u> Cllr. Christine Forehead has received complaints from residents in relation to parking on residential streets during events. The complaints are mainly coming from the Eastern part of the town.</p>	<p>Police <i>Ins O'Keefe</i></p> <p>Events <i>Paul Hudson</i></p>	<p>13/9 An update was provided to the TCMG. 18/10 The situation will be monitored during the Christmas events programme. 13/12 No issues were noticed or raised with the police during the Christmas events.</p>

18/10/16	<p><u>Footway Obstruction</u> <u>Market Street</u> At the TCIG, Cllr. Forehead informed Officers that scaffolding around the former Wheatsheaf Hotel on Market Street is obstructing the pavement. Several residents have complained that there is very little room for pedestrians to pass.</p>	<p>Regulatory Planning <i>Tim Stephens</i></p>	13/12 There is no enforcement action necessary from a Planning perspective, but monitoring will continue.
09/11/16	<p><u>Damage to Planters</u> <u>The Twyn</u> Staff members in the Tourist Information Centre have reported several instances of damage to the planters around the building. This is generally occurring during the evenings.</p>	<p>Police <i>Ins O'Keefe</i></p>	13/12 No further reports of damage have been received. However, the area is on the patrol plan for local Police Officers.
15/11/16	<p><u>Homeless Person</u> <u>Caerphilly Castle</u> It has been reported that a homeless person is living on land near the castle, sheltering between the buttresses.</p>	<p>Police <i>Ins O'Keefe</i></p> <p>Community Safety <i>Paul Wallen</i></p> <p>Town Centre Management <i>Andrew Highway</i></p>	13/12 The individual has not yet been identified, but support will continue as much as possible.
15/11/16	<p><u>Annual Remembrance Garden</u> <u>Castle Street</u> Cllr. Fussell has received a request from the Royal British Legion in relation to the establishment of an annual remembrance garden. The area proposed is the embankment between the moat footpath and Castle Street.</p>	<p>Parks <i>Mike Headington</i></p>	13/12 Consent has been granted by the Parks Department for the Royal British Legion to create their garden during the lead up to Armistice Day each year.

17/11/16	<p><u>Retail Thefts</u> <u>Town Centre</u> Following reports by retailers of an increase in retail thefts, Town Centre Management have organised a meeting for retailers to meet the Sector Police Sgt on 1st December. Store managers throughout the town centre have been invited to attend.</p>	<p>Town Centre Management <i>Andrew Highway</i></p> <p>Police <i>Ins O'Keefe</i></p>	13/12 Following the meeting with businesses on 1/12, PCSOs are visiting local shops to provide alternative contact details to record incidents if 101 cannot be accessed.
18/11/16	<p><u>Cleaning of York Stone</u> <u>Lower Twyn Square</u> As part of its annual maintenance, an anti-fungal solution is applied to the York Stone on Lower Twyn Square. In order for the treatment to work, a surface clean using a low PSI jet wash must be carried out.</p>	<p>Cleansing <i>Tony White</i></p> <p>Highways <i>Gavin Barry</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p> <p>Parks <i>Mike Headington</i></p>	13/12 Recent attempts at cleansing have proved challenging. Alternative cleaning methods and/or a surface treatment are being considered to provide a long-term solution.
10/01/17	<p><u>Temporary Grit Bins</u> <u>Town Centre</u> In readiness for the inclement weather, temporary grit bins have been installed in the town centre, but were missing from the following locations:</p> <ul style="list-style-type: none"> • The entrance to the moat footpath opposite Castle Street; • The junction between Stockland Street & Cardiff Road; • The junction between Pentrebane Street & Cardiff Road. 	<p>Highways <i>Gavin Barry</i></p>	

20/01/17	<u>Cleansing of Memorial</u> <u>Dafydd Williams Park</u> Cllr. Elsbury has requested that the Dafydd Williams memorial be refurbished to improve its appearance. The monument itself and the surrounding railings require attention.	Parks <i>Mike Headington</i> Highways <i>Gavin Barry</i>	
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