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For all enquiries relating to this agenda please contact Andrew Highway  
(Tel: 01443 866213 Email: [highwa@caerphilly.gov.uk](mailto:highwa@caerphilly.gov.uk))

**Date: 8th March 2017**

Dear Sir/Madam,

A meeting of the **Bargoed Town Centre Management Group** will be held in the **Ebbw Room, Penallta House, Tredomen, Ystrad Mynach** on **Wednesday, 15th March, 2017** at **4.00 pm** to consider the matters contained in the following agenda.

Yours faithfully,

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

**Chris Burns**  
INTERIM CHIEF EXECUTIVE

## AGENDA

	Pages
1 To receive apologies for absence.	
2 Declarations of Interest.	

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 5 October 2016.	
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1 - 4

A greener place Man gwyrddach



To receive and note the following updates: -

4	Business Report.	5 - 10
5	'Choose the High Street' Christmas Voucher Analysis.	11 - 16
6	Procurement of Footfall Counter Provider.	17 - 20
7	Lowri Shops Update.	
8	Phase 2 Update.	
9	Financial Table showing the Town Council's contributions to Events held in their own Town.	21 - 22
10	Ice Rink 2017.	
11	Update on Channel blocks & grids.	
12	Bollards outside Frisky Fox.	
13	Car Parking Task & Finish Report.	
14	Audit.	23 - 28

**Circulation:**

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

Town Councillors

Other Organisations



## **BARGOED TOWN CENTRE MANAGEMENT GROUP**

### **MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE ON WEDNESDAY 5TH OCTOBER 2016 AT 2:00 P.M.**

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PRESENT:

Councillors:

Councillors: D. Carter, D. T. Davies, K. James, D. Price, K. Reynolds

Together with:

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

Also:

A. Highway (Town Centre Development Manager), A. Dallimore (Team Leader – Urban Renewal & Conservation), P. Hudson (Marketing & Events Manager), & 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 D Price nominated Councillor D T Davies and this nomination was seconded by Councillor Carter.

Councillor D T Davies invited nominations for Vice-Chair. Councillor Carter nominated Councillor D Price and this nomination was seconded by Councillor D T Davies.

Councillor D Price accepted the position.

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

Councillors: A. Higgs, Mr S Wilcox (Assistant Town Centre Manager), Inspector Muirhead (Gwent Police).

#### **3. DECLARATIONS OF INTEREST**

There were no declarations of interest.

#### **4. MINUTES OF PREVIOUS MEETING 16TH MARCH 2016**

The minutes were taken as read.

**5. 'CHOOSE THE HIGH STREET' STORIES**

Mr Highway presented his report to the group.

The group were complimentary of the scheme and it was suggested that Bargoed had historic photographs that could possibly be sourced in a Bargoed Yearbook from 1930.

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

**6. 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET**

Mr Highway presented his report and showed 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 group were advised that the offers received to date appear to be more competitive than in previous years.

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

**7. GO2 MY TOWN VIRTUAL TOUR OF THE WEBSITE.**

Mr Highway was not able to show the group the virtual tour of the Go2 My Town Website due to a technical issues with the rooms IT equipment. Mr Highway explained how the site works and the information available to businesses interested in setting up new businesses in the town centre and advised how to find the stories for each of the towns on the site.

**8. TOURISM EVENT PROGRAMME – FINANCIAL CONTRIBUTIONS**

Mr Hudson presented the report to the group.

The chair advised the group that he had requested the report along with Councillor M James from the Ystrad Mynach Town Centre Management Group.

The group discussed the figures and all agreed that they do not reflect fully what Bargoed Town Council contributes as the report only lists the events that the Council Events programme runs and not the other events that the town council contributes to.

Members felt that the data clearly showed that Bargoed Town Council contribute a lot more to the events in Bargoed compared to other Town Councils.

Members agreed that the report should go to all groups. Councillor Reynolds agreed that the Council will need to look at the figures provided.

**9. UPDATE UNIT SHOPS**

Mr Dallimore informed the group that there was interest in units 3 & 4. The interest expressed is for office use which is being considered. Members asked why office use and not retails.

Mr Dallimore advised that the tenant was led by the market and at this time retailers are not looking for space in Bargoed therefore office use is the next best option which should increase footfall.

Mr Dallimore advised that in respect of Unit 7 being an A3 restaurant officers are waiting for the decision to be signed off by cabinet member.

Unit 6A is the only unit left with provisional interest from a high street name Mr Dallimore advised that he will keep the group updated.

The Chairman thanked Mr Dallimore and confirmed that things were looking positive.

**10. LAND RESTORATION ADJACENT TO MORRISONS CAR PARK**

Mr Dallimore informed the group that all planting has taken well cutting will take place fortnightly with 1 more cut this year.

Members commented that the site does look a lot better.

**11. PHASE 2 UPDATE**

Mr Dallimore advised the group that there has not been much interest for this site with regards to leisure/cinema use or houses. The group were told that the only interest being expressed is from A3 drive through operators and he asked the group for their views on whether this could be considered for the site.

The group discussed all options and advised that the site should be used for leisure and not A3 use, but will await update.

Mr Dallimore advised that there is no final timescale and will look at any funding available The Chairman thanked and Mr Dallimore and will await update.

**12. AUDIT**

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

Steps on Hanbury Road. Mr Dallimore informed the group that the Inspector has looked and confirmed that the steps are safe but is not happy about the way they look. The estimate for the works is £75K and he is trying to bid for money and will update the group on progress.

Channel block damage. Mr Dallimore advised that the problem is a design issue and concrete samples needed and will be chasing this up. The grids can be tightened down and he will look into this

There were no further issues raised.

The meeting closed 17:22.

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## **BARGOED TOWN CENTRE MANAGEMENT GROUP - 15TH MARCH 2017**

**SUBJECT: BUSINESS REPORT BARGOED TOWN CENTRE 2016 - FOR  
INFORMATION**

**REPORT BY: CORPORATE DIRECTOR - COMMUNITIES**

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

- 1.1 This report provides information on the number of businesses opened and closed in Bargoed town centre throughout 2016.

### **2. SUMMARY**

- 2.1 The report gives a business overview of Bargoed 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 The aim of the Lowry Plaza retail units was to connect the Morrisons store with the existing town centre and expand the retail offer in the town centre. The key factor to getting these units successfully let was the signing of an anchor tenant. *Poundworld's* opened in January & occupies 8,700 square feet of retail space in Units 1&2. This has provided the catalyst to get the remaining units let. In November, Unit 7 was successfully let to *Bargoed Fish Bar* which is due to open early in 2017. Terms have also been agreed for an office user to occupy Units 3&4. The schemes smallest Unit 6A now remains the only unit still vacant.

4.2 Elsewhere in Bargoed town centre there were a number of business closures which were predominately at the northern end of the town centre. However, there were also a number of new businesses opening including: *Sweet Essence, Donna's Beauty Cwtch, N-Style'z, Ty Hireath* and *Retro Hair Design*. The most significant opening was *The Square Royale* pub/restaurant. The owner has created and subsequently built a business on the successful pub/restaurant formula, offering a varied all day menu and live music. During the year the venue has continued to gain popularity.

4.3 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.

#### **4.4 Retail Property Directory**

4.4.1 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.

#### **4.5 Choose the High Street – Stories**

4.5.1 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.

#### **4.6 Choose the High Street - Christmas Voucher Booklet**

4.6.1 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 26 of these were from businesses in Bargoed town centre.

#### **4.7 Go2 MyTown Web Site**

4.7.1 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.

#### 4.8 GovDelivery

4.8.1 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.

#### 4.9 Events

4.9.1 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.

#### 4.10 Business Comparison

4.10.1 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 methodology of the data collection.

<b>Bargoed Business Comparison</b>			
	2016	2015	LFL Comparison
Businesses Opened	<b>9</b>	<b>10</b>	<b>1 fewer business opened</b>
Businesses Closed	<b>5</b>	<b>10</b>	<b>5 fewer businesses closed</b>

#### 4.11 Bargoed Footfall

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

<b>Bargoed North Footfall Comparison</b>			
	2016	2015	Difference
Highest Number	<b>8,190 (19/12/16)</b>	<b>7,387 (12/10/15)</b>	<b>+803</b>
Lowest Number	<b>5,481 (28/03/16)</b>	<b>5,577 (29/12/14)</b>	<b>-96</b>
Average Footfall	<b>6,185</b>	<b>6,508</b>	<b>-323</b>
<b>Please note that the camera was offline for 8 weeks during 2015 &amp; 1 week during 2016</b>			

<b>Bargoed South Footfall Comparison</b>			
	2016	2015	Difference
Highest Number	<b>15,939 (19/12/16)</b>	<b>12,776 (20/04/15)</b>	<b>+3,163</b>
Lowest Number	<b>6,953 (28/12/15)</b>	<b>7,429 (21/12/15)</b>	<b>-476</b>
Average Footfall	<b>10,560</b>	<b>9,359</b>	<b>+1,201</b>
<b>Please note that the camera was offline for 8 weeks during 2016</b>			

#### 4.12 Town Centre Gazette

4.12.1 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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## **BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH MARCH 2017**

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

**REPORT BY: CORPORATE DIRECTOR - COMMUNITIES**

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

- 1.1 This report provides information on the 'Choose the High Street' Christmas Voucher Booklet scheme, which ran across the County Borough's five principal town centres in the period leading up to Christmas 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
<b>Total</b>	<b>112</b>	<b>105</b>	<b>90</b>	<b>80</b>	<b>64</b>

## 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  
Dave Titley, Customer Service Manager  
Gareth Evans, Senior Libraries Manager  
Hayley Lancaster, Senior Communications Officer  
Paul Wallen, Community Safety Warden Supervisor  
Gareth Chapman, Web Designer



## **BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH MARCH 2017**

**SUBJECT: PROCUREMENT OF TOWN CENTRE FOOTFALL COUNTER PROVIDER**

**REPORT BY: CORPORATE DIRECTOR - COMMUNITIES**

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### **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 1<sup>st</sup> December 2011. Ystrad Mynach and Newbridge are under a separate contract dated 31<sup>st</sup> 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 1<sup>st</sup> 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

## CONTRIBUTIONS TO DESTINATION & EVENTS PROGRAMME

A list of the financial contributions received from Community / Town Council's across the County Borough to help with the staging of events in a number of town centres across the County Borough is outlined below for the current financial year 2016/17.

In addition to the below programme of events, a number of Town / Community Council's organise their own event programmes which can sometimes overlap with the events outlined below. For example, Blackwood Town Council recently moved their summer Carnival event to coincide with the Blackwood Summer Festival and moved their Christmas Light Switch on event to coincide with the Blackwood Christmas market event. Bargoed Town Council organise a number of events of their own such as the November fireworks display and integrate with the events programme below for example the Bargoed Ice Rink and Christmas Grotto.

EVENT - 2016/17	TOWN / COMMUNITY COUNCIL CONTRIBUTION
St David's Day	
<b>TOTALS</b>	<b>£ -</b>
<b>BARGOED</b>	
Bargoed Big Screen (* 2)	-£ 2,000
Bargoed Spring Fayre	-£ 1,000
Bargoed Ice Rink	-£ 10,000
Bargoed Christmas Market	-£ 2,000
<b>TOTALS</b>	<b>-£ 15,000</b>
<b>BLACKWOOD</b>	
Blackwood Summer Festival	-£ 850
Blackwood Christmas Market	-£ 925
<b>TOTALS</b>	<b>-£ 1,775</b>
<b>CAERPHILLY</b>	
Caerphilly Medieval Market	-£ 1,500
Caerphilly Lantern Parade	
Caerphilly Food Festival	-£ 1,000
Caerphilly Big Cheese	-£ 750
<b>TOTALS</b>	<b>-£ 3,250</b>
<b>RISCA</b>	
Risca Summer Music in the Park	
Risca Parade and Christmas Market	
<b>TOTALS</b>	<b>£ -</b>
<b>YSTRAD MYNACH</b>	
Christmas Fair	-£ 2,000
<b>TOTALS</b>	<b>-£ 2,000</b>

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## BARGOED TOWN CENTRE AUDIT – FEBRUARY 2017

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
28/06/11	<p><b><u>Steps</u></b> <b><u>Hanbury Road</u></b> A complaint has been received regarding the condition of the repairs on Hanbury Road steps.</p>	<p><b>Highways</b> <i>Gavin Barry</i></p> <p><b>Urban Renewal</b> <i>Allan Dallimore</i></p> <p><b>Parks</b> <i>Mike Headington</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 An analysis of the steps' condition has been carried out. Whilst the steps are safe, they are visually unappealing. Refurbishment will cost around £75k – this funding is being sought. 13/12 Funding for the project is still being identified.</p>
25/04/12	<p><b><u>Illegal Parking</u></b> <b><u>Town Centre</u></b> A complaint was received from the Chamber of Trade regarding illegal parking in the Town Centre, which is causing problems for retailer deliveries and public transport.</p>	<p><b>Police</b> <i>Ins Muirhead</i></p> <p><b>Urban Renewal</b> <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 Enforcement and education continues. 13/12 No update could be provided. 7/2 Education, prevention and enforcement continues.</p>
18/03/13	<p><b><u>Unit Shops</u></b> <b><u>Lowry Plaza</u></b> The unit shops planned for the new Lowry Plaza will be actively promoted during construction to ensure that maximum occupancy is obtained in readiness for their opening.</p>	<p><b>Urban Renewal</b> <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 Unit 7 negotiations are nearing completion. Detailed discussions are underway for units 3&amp;4. 13/12 Unit 7 has been let and is due to be opening in January 2017. Unit 3&amp;4 is under negotiation.</p>

11/03/15	<p><b><u>Channel Block Damage Town Centre</u></b> At the TCMG it was noted that several of the granite channel blocks in the town centre are cracking.</p>	<p><b>Urban Renewal</b> <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>5/10 Update provided to the TCMG. 18/10 Core drilling into the foundations needs to be undertaken to investigate the cause of the failure. A traffic management plan will need to be implemented to allow this work to take place safely. 13/12 Money is needed for investigatory work. This has been identified in budgets for the 2017/18 financial year.</p>
16/06/15	<p><b><u>Development Plateau Phase 2 Town Centre</u></b> Following Odeon's decision not to pursue a cinema development in Bargoed, Officers will look at alternative uses for the site. Committee reports will be presented in due course.</p>	<p><b>Urban Renewal</b> <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>5/10 Update provided to the TCMG. 18/10 The soft market testing showed interest in a particular type of development. However, the report is still in draft. 13/12 The report has been finalised and is currently being considered by the Director.</p>
16/03/16	<p><b><u>Unlicensed Taxis Town Centre</u></b> 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><b>Police</b> <i>Ins Muirhead</i></p> <p><b>Licensing</b> <i>Myra McSherry</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 There are still reports of unlicensed taxis, but this number is low. A recent successful prosecution appears to be acting as a deterrent. Monitoring continues. 13/12 Monitoring and enforcement continues.</p>

			7/2 Proactive patrols continue as part of the "town safe" initiative.
17/06/16	<p><b><u>Feeder Pillar Access Issues</u></b>  <b><u>Hanbury Square</u></b>  One of the new feeder pillars on Hanbury Square is not rising from the ground automatically when the release mechanism is activated.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 The pistons have been delivered and are with Street Lighting for installation.  13/12 The new piston is due to be installed.</p>
23/06/16	<p><b><u>Faded Decorative Text</u></b>  <b><u>Bus Station Link – High Street</u></b>  The text embossed on the steps linking the bus station with High Street has faded and needs to be repainted.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>5/10 Update provided to the TCMG.  18/10 The underlying cause is being investigated and a quote for remedial work is being obtained.  13/12 Costs for the work have been obtained, but this is not currently a budgetary priority.</p>
21/07/16	<p><b><u>Edging Stone</u></b>  <b><u>Bus Station Link – High Street</u></b>  One of the edging stones on the steps leading to the bus station from High Street has broken.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>5/10 Update provided to the TCMG.  18/10 The replacement has yet to be delivered, but is on order.  13/12 The replacement is still awaited from China.</p>
30/08/16	<p><b><u>Resetting of Bollard</u></b>  <b><u>Hanbury Square</u></b>  One of the removable bollards on Hanbury Square is no longer sitting in its housing correctly, meaning that it cannot be locked.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>18/10 A new bollard is on order.  13/12 Materials have been delivered and will be installed when possible.</p>

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09/09/16	<p><b><u>Weeds</u></b>  <b><u>Hanbury Road Car Park</u></b>  Cllr. Davies has informed Officers that weeds are growing throughout Hanbury Road car park, making the area look unsightly.</p>	<p><b>Transportation</b>  <i>Dean Smith</i></p> <p><b>Parks</b>  <i>Mike Headington</i></p>	<p>18/10 The weeds will be treated and removed when completely killed off.  13/12 The work has been completed.  <b>Issue Closed 13/12</b></p>
09/09/16	<p><b><u>Sloping Tree</u></b>  <b><u>Hanbury Road Car Park</u></b>  Cllr. Davies noted that one of the trees in Hanbury Road is growing from its pit at an angle or has been struck by a vehicle.</p>	<p><b>Transportation</b>  <i>Dean Smith</i></p> <p><b>Parks</b>  <i>Mike Headington</i></p>	<p>18/10 The cause is being investigated.  13/12 The tree is to be removed and replaced this winter.</p>
26/09/16	<p><b><u>'Stella' Filming</u></b>  <b><u>Bargoed Town Centre</u></b>  The production manager has met with Town Centre Management to ask for the Council's support in filming a Stella Christmas special in the town.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p> <p><b>Highways</b>  <i>Gavin Barry</i></p> <p><b>Police</b>  <i>Ins Muirhead</i></p>	<p>28/9 To create a blackout scene a request has been made to turn off of some street lamps. Also a 'false moon' needs to be parked in a loading bay O/S Poundworld.  13/12 Officers continue to support the production company staff wherever possible.  7/2 Staff of filming team need to be aware of parking restrictions in the town centre and police officers are available to assist in highlighting parking locations should the need arise.</p>
18/10/16	<p><b><u>Creation of Parking Area</u></b>  <b><u>Lowry Plaza</u></b>  At the TCIG, it was mentioned that discussions on revising the TRO to allow parking on Lowry Plaza are underway. If this goes ahead, lines and signs will be installed to create a small, designated car park.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p> <p><b>Transportation</b>  <i>Dean Smith</i></p>	<p>13/12 The Traffic Regulation Order review is currently ongoing.</p>

18/10/16	<p><b><u>Movement of Granite Blocks</u></b>  <b><u>Town Centre</u></b>  The defensive granite blocks throughout the town are being moved by vehicles so that the spaces between them are large enough to park in.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p>13/12 The blocks are being moved back into position whenever they are dislodged. However, they cannot be secured in place due to health &amp; safety implications.</p>
05/01/17	<p><b><u>Removal of Rubbish</u></b>  <b><u>Bargoed Gateway</u></b>  Local Members had reported that there was a lot of rubbish dumped on the banking alongside the footpath linking Bargoed Gateway with Eastview Terrace.</p>	<p><b>Cleansing</b>  <i>Tony White</i></p> <p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	
06/01/17	<p><b><u>Repair of Footpath Surface</u></b>  <b><u>Bargoed Gateway</u></b>  A plastic wheelie bin has been set alight on the footpath between Bargoed Gateway and Eastview Terrace. The fire has damaged the tarmac surface and left a large mound of molten plastic on the footpath.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p> <p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	