

# Public Document Pack

Penallta House,  
Tredomen Park,  
Ystrad Mynach,  
Hengoed CF82 7PG

Ty Penallta,  
Parc Tredomen,  
Ystrad Mynach,  
Hengoed CF82 7PG



[www.caerphilly.gov.uk](http://www.caerphilly.gov.uk)  
[www.caerffili.gov.uk](http://www.caerffili.gov.uk)

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

**Date: 13th March 2017**

Dear Sir/Madam,

A meeting of the **Risca Town Centre Management Group** will be held in the **Sirhowy Room, Penallta House, Tredomen, Ystrad Mynach** on **Monday, 20th 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 21st October 2016.	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	Risca Town Centre Action Plan.	
8	Audit.	21 - 26

**Circulation:**

Councillors Mrs A. Leonard, Mrs E.M. Aldworth, D.T. Davies, N. George (Chair), Mrs P. A. Griffiths, K. James, Ms P. Leonard and D. Rees

Town Councillors

Other Organisations



## **RISCA TOWN CENTRE MANAGEMENT GROUP**

### **MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE ON FRIDAY 21<sup>ST</sup> OCTOBER 2016 AT 2:00 P.M.**

---

PRESENT:

Councillors:

Councillors: D T Davies (Observer), N George, K James, P Leonard

Together with:

Town Councillors: M Parker (Risca Town), B Hancock (Risca Town) Mr R Campbell (Clerk Town Council)

Also:

Inspector White Gwent Police), A. Highway (Town Centre Development Manager), & A. Jones (Committee Clerk)

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

Mr Highway opened the meeting and advised that this item would be deferred until the next meeting as the group was not 'quorate' in line with the Council's committee protocol

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

Councillors: P Griffiths, P Leonard A Passmore & Mr A Dallimore (Team Leader – Urban Renewal & Conservation)

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

There were no declarations of interest.

#### **4. MINUTES OF PREVIOUS MEETING 25<sup>TH</sup> FEBRUARY 2016**

The minutes were taken as read

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

Mr Highway presented his report to the group.

The group thanked Mr Highway

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

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

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.

Mr Highway was thanked for the report and the hard work of the team.

**7. 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 people 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 were grateful of support from the Council

The group thanked Mr Highway

**8. UPDATE CUCKOO STATUE**

Mr Highway passed on apologies from Mr Dallimore and informed the group that Keep Wales Tidy will continue to monitor the site.

Councillor Parker suggested that the site has not been monitored and is still an eyesore. The group's comments would be passed back to Mr Dallimore for his information.

The group discussed whether there is an alternative site to relocate the cuckoo statue. Mr Highway informed the group that should a suitable location be identified in the future and funding made available, the group would be part of any consultation process.

**9. AUDIT**

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

Parking Enforcement. Inspector White confirmed that the police continue to enforce when their resources allow. He was able to report that officers had recently patrolled in Tredegar Street & Moriah Street where a number of tickets were issued.

Councillor Parker asked if a letter to the Council's Traffic Management department would help to highlight the parking issues. Mr Highway requested that Councillor Parker send an email to him which he would pass to the appropriate officer in Traffic Management.

The issue of Bethany Baptist Church's pillar being hit by delivery vehicles to the One Stop store was raised. The group was advised that responsibility for any damage is not the Council's, but rests with the driver of the vehicle. Mr. Wilcox agreed to act as a point of liaison between the Church and One Stop to arrange repair of the pillar and look for a potential solution to the problem.

Mr Highway asked the Inspector to raise issues of anti-social behaviour with his officers.

Issues of broken slats on benches were discussed and Mr Wilcox confirmed that he will raise this with Ms Noden from Parks Services.

Mr Wilcox also confirmed that he will liaise with Ms Noden on arranging for the trees to be trimmed to prevent young people breaking them. He will report back to the group in due course.

Councillor Parker wished to than Mr Headington for the new fence in Cenotaph Garden and Councillor Hancock commented on how the flowers are an improvement on last year's display.

There were no further issues raised.

The meeting closed 14:40.

---

CHAIR

This page is intentionally left blank



## **RISCA TOWN CENTRE MANAGEMENT GROUP - 20TH MARCH 2017**

**SUBJECT: BUSINESS REPORT RISCA 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 Risca town centre throughout 2016.

### **2. SUMMARY**

- 2.1 The report gives a business overview of Risca 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 Risca Retail Overview 2016**

4.1.1 It continues to be a time of change on the UK's high streets, particularly in smaller town centres. In the past, the shopping offer was a mix of both retail and service provision, however this is slowly changing. There is a gradual shift away from a reliance on retail and a move towards more service based businesses, which is reflected in those that opened in Risca town centre during 2016: *Prestige Memorials*, *121 Beauty*, *Mucky Pups* and *Tousles*. The closure of the HSBC bank on Tredegar Street was particularly disappointing as it leaves the town with only one bank & one building society. Vacancies on Tredegar Street remain low and on Commercial Street there is evidence that it is still attractive as a location for new businesses.

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 6 of these were from businesses in Risca 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.

<b>Risca Business Comparison</b>			
	2016	2015	LFL Comparison
Businesses Opened	<b>6</b>	<b>7</b>	<b>1 fewer business opened</b>
Businesses Closed	<b>5</b>	<b>6</b>	<b>1 fewer business closed</b>

## 4.9 Risca Footfall

4.9.1 Footfall in the town centre is measured outside the library on Tredegar Street.

<b>Risca Footfall Comparison</b>			
	2016	2015	Difference
Highest Number	<b>10,504 (23/05/16)</b>	<b>11,589 (18/05/15)</b>	<b>-1,085</b>
Lowest Number	<b>6,395 (28/12/15)</b>	<b>8,090 (21/12/15)</b>	<b>-1,695</b>
Average Footfall	<b>9,326</b>	<b>9,851</b>	<b>-525</b>
<b>Please note that the camera was offline for 10 weeks in 2016</b>			

## 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 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 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

This page is intentionally left blank



## **RISCA TOWN CENTRE MANAGEMENT GROUP – 20TH 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
<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



## RISCA TOWN CENTRE MANAGEMENT GROUP – 20<sup>TH</sup> 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 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 Eqla 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

## RISCA TOWN CENTRE AUDIT – FEBRUARY 2017

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
26/11/13	<p><b><u>Condition of Land around Cuckoo Artwork Pontymister Industrial Estate</u></b>                      Concern was expressed by local Members at the TCMG in relation to the condition of the land surrounding the cuckoo artwork, which is in an unkempt condition.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p> <p><b>Cleansing</b>  <i>Tony White</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>21/10 An update was provided to the TCMG.                      13/12 The owners of the site are cutting back the foliage once per year, as per their agreement. Keep Wales Tidy is also working on the site in conjunction with Tesco. The possible relocation of the artwork is being looked at, as is de-cluttering the perimeter of the current site.</p>
10/02/15	<p><b><u>Parking Enforcement O/S Spar, Tredegar Street</u></b>                      At the TCIG, Cllr. George reported that there are a lot of instances of people parking in the bus stop outside the Spar store. This is leading the buses not being able to pull in, which is causing traffic congestion.</p>	<p><b>Police</b>  <i>Ins White</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>16/8 Enforcement and education continues. 76 tickets have been issued since April.                      18/10 Police enforcement continues in area.                      21/10 An update was provided to the TCMG.                      13/12 Enforcement and education continues.</p>

02/06/15	<p><b><u>Illegal Parking</u></b>  <b><u>Park Road O/S Moriah Church</u></b>  Cllr. George has noted that vehicles are illegally parking along Park Road, which is making it difficult for large vehicles to drive along the road.</p>	<p><b>Police</b>  <i>Ins White</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 Police enforcement continues in area.  21/10 An update was provided to the TCMG.  13/12 Enforcement and education continues.</p>
07/12/15	<p><b><u>Repainting of Benches O/S Library</u></b>  <b><u>Tredegar Street</u></b>  The benches on either side of the Library's entrance have worn and flaking paintwork, which requires repainting.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 The repainting should be carried out within 4-6 weeks.  21/10 An update was provided to the TCMG.  13/12 The work has been completed.  <b>Issue Closed 13/12</b></p>
07/12/15	<p><b><u>Repainting of Bollard O/S Bay Leaf</u></b>  <b><u>Commercial Street</u></b>  The bollard on the junction of Commercial Street and Commercial Lane next to the Bay Leaf Indian Takeaway is in a poor condition and requires repainting.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 A new bollard has been ordered and should be installed within 28-days.  13/12 The bollard has yet to be installed.</p>



07/12/15	<p><b><u>Removal of Chewing Gum</u></b>  <b><u>Tredegar Street</u></b>  There is a large accumulation of chewing gum on the pavement of Tredegar Street near the Library.</p>	<p><b>Cleansing</b>  <i>Tony White</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 Removal continues as required.  13/12 Officers continue to clean as required.  <b>Issue Closed 13/12</b></p>
10/12/15	<p><b><u>Damage to Wall</u></b>  <b><u>Bethany Baptist Chapel, Tredegar Street</u></b>  Cllr. George reported that Bethany Baptist Church has had one of its exterior pillars struck by a vehicle. In order to try and prevent reoccurrences, the following will be put in place:</p> <ul style="list-style-type: none"> <li>• Replacement of the broken bollard outside One Stop;</li> <li>• Replace the current bollard near the pillar with a larger stainless steel bollard;</li> <li>• Apply reflective banding to all bollards in the vicinity;</li> <li>• Repainting of double yellow lines in the area;</li> <li>• Repainting of junction white lining.</li> </ul>	<p><b>Highways</b>  <i>Gavin Barry</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 A site meeting has taken place and several options are being considered to mitigate future problems.  21/10 An update was provided to the TCMG.  13/12 Officers continue to liaise with One Stop and Bethany Baptist Church, as well as looking as options to protect the pillar.</p>
31/03/16	<p><b><u>Seating Area</u></b>  <b><u>O/S Risca Pine Centre, Tredegar Street</u></b>  The benches on the seating area outside Risca Pine Centre require repainting. The pavours underneath are also in need of grubbing out and power washing.</p>	<p><b>Highways</b>  <i>Gavin Barry</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>16/8 The weeds have been treated.  18/10 The area will be grubbed out once the weeds have fully died back.  13/12 No update could be provided.</p>

31/03/16	<p><b><u>Damaged Sign</u></b>  <b><u>O/S Domino's, Tredegar Street</u></b>  A directional sign for Park Road Industrial Estate has become damaged and is in need of repair or replacement.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>18/10 Delivery of the sign is still awaited.  21/10 An update was provided to the TCMG.  13/12 The sign has been delivered and will be installed in due course.</p>
14/06/16	<p><b><u>Utilisation of Section 106 Funding</u></b>  <b><u>Town Centre</u></b>  Following the decision by Tesco not to install a footbridge linking the store to the Northern end of Commercial Street, Officers are now considering options for the Section 106 funding that has become available.</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>21/10 An update was provided to the TCMG.  13/12 A report, which looks at unlocking potential development sites, is currently being produced.</p>
23/06/16	<p><b><u>Resetting of Street Sign</u></b>  <b><u>Station Road</u></b>  The street sign on the junction between Station Road and Commercial Street has been struck by a vehicle and damaged. A repair or replacement is required.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>21/10 An update was provided to the TCMG.  13/12 The sign has been delivered and will be installed in due course.</p>
21/07/16	<p><b><u>Repainting of Benches</u></b>  <b><u>Cenotaph Garden, Commercial Street</u></b>  The benches alongside the Cenotaph are worn and require repainting to improve their appearance.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>16/8 No update could be provided.  18/10 It is anticipated that the repainting will be carried out in 4-6 weeks.  21/10 An update was provided to the TCMG.  13/12 The benches have been repainted.  <b>Issue Closed 13/12</b></p>

21/07/16	<p><b><u>Repainting of Railings</u></b>  <b><u>Cenotaph Garden, Commercial Street</u></b>  The railings surrounding the Cenotaph garden have worn and chipped paintwork, which requires refreshing.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>16/8 No update could be provided.  18/10 This has been added to the forward work programme.  21/10 An update was provided to the TCMG.  13/12 The railings have been repainted.  <b>Issue Closed 13/12</b></p>
21/07/16	<p><b><u>General Maintenance</u></b>  <b><u>Cenotaph Garden, Commercial Street</u></b>  The Cenotaph Garden is in need of some general tidying, such as trimming of the grass edges and tidying of the planted beds.</p>	<p><b>Parks</b>  <i>Mike Headington</i></p>	<p>16/8 The work has been added to the forward work programme.  18/10 The area has been tidied in readiness for Armistice Day. A fence is due to be installed in the New Year at the rear of the garden.  21/10 An update was provided to the TCMG.  13/12 All work has been completed.  <b>Issue Closed 13/12</b></p>
21/10/16	<p><b><u>Blocking of Parking Bay</u></b>  <b><u>O/S Library, Tredegar Street</u></b>  A complaint has been received from a resident in relation to a parking bay being obstructed. Wheelie bins are being placed in such a way as to prevent vehicles accessing the bay, with the bins staying in place for several days each week.</p>	<p><b>Police</b>  <i>Ins White</i></p>	<p>13/12 No further reports have been received.  <b>Issue Closed 13/12</b></p>
25/11/16	<p><b><u>Repair of Bench</u></b>  <b><u>O/S Brooklands Centre, Commercial Street</u></b>  A bench located on Commercial Street has been damaged and has a missing slat. The bench is also in need of repainting.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p>	<p>13/12 Repair work is ongoing.</p>

22/12/16	<p><b><u>Christmas Lighting Problems</u></b>  <b><u>Town Centre</u></b>  Cllr. Rees reported that the lights on the Christmas Tree in Tredegar Grounds were not operational and a street lamp in the town centre was not illuminated.</p>	<p><b>Highways</b>  <i>Gavin Barry</i></p> <p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p>23/12 The tree lights and malfunctioning street lamp were caused by issues related to the Christmas festoons. These were isolated and the problems resolved.</p>
10/01/16	<p><b><u>Demolition of Wall</u></b>  <b><u>Cenotaph Garden, Commercial Street</u></b>  The wall surrounding the Cenotaph Garden has been partially demolished after what appears to be a road traffic collision.</p>	<p><b>Parks</b>  <i>Mike Headington</i></p> <p><b>Highways</b>  <i>Gavin Barry</i></p>	