

# 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: 1st March 2018**

Dear Sir/Madam,

A meeting of the **Ystrad Mynach Town Centre Management Group** will be held in the **Sirhowy Room, Penallta House, Tredomen, Ystrad Mynach** on **Thursday, 8th March, 2018** at **2.00 pm** to consider the matters contained in the following agenda. You are welcome to use Welsh at the meeting, a minimum notice period of 3 working days is required should you wish to do so. A simultaneous translation will be provided if requested.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Chrissy'.

**Christina Harrhy**  
INTERIM CHIEF EXECUTIVE

## A G E N D A

	Pages
1 To appoint a Chair and Vice-Chair for the ensuing year.	
2 To receive apologies for absence.	
3 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

**A greener place Man gwyrddach**



both Councillors and Officers.

To receive and note the following minutes: -

4 Minutes of previous meeting 25th September 2017. 1 - 4

To receive and note the following updates: -

5 Update on matters relating to Ystrad Mynach Town. 5 - 10

6 Audit. 11 - 14

**Circulation:**

Councillors A. Angel (Chair), D. Cushing, M.P. James, Mrs T. Parry, S. Morgan, D.T. Davies and Mrs C. Forehead

Town Councillors

Other Organisations



## **YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP**

### **MINUTES OF THE MEETING HELD AT PENALLTA HOUSE, YSTRAD MYNACH ON MONDAY 25TH SEPTEMBER 2017 AT 2:00PM**

---

PRESENT:

Councillors:

D. Cushing, T. Parry and S. Morgan

Together with:

Town & Community Councillor J.A. Pritchard, C. Mortimer (Clerk) and Police Constable S. Turley (Gwent Police)

Also:

A. Highway (Town Centre Development Manager), A. Dallimore (Team Leader – Urban Renewal), P. Hudson (Marketing and Events Manager), S. Wilcox (Assistant Town Centre Manager), E. Sullivan (Interim Scrutiny Officer) and J. Tyler (Administrative Assistant)

#### **1. TO APPOINT A CHAIR AND VICE CHAIR**

Due to the limited attendance it was moved and seconded that Councillor Teresa Parry preside as Chair for this meeting and the appointment of a Chair and Vice Chair for the ensuing year be deferred to the next meeting of the Ystrad Mynach Town Centre Management Group and by show of hands this was unanimously agreed.

#### **2. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors C. Forehead and T. D. Davies and from Inspector A. O'Keefe (Gwent Police), Mr K. Jones (Ystrad Mynach Partnership) and Town & Community Councillor R. Osbourne.

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

There were no declarations of interest made at the beginning or during the course of the meeting.

#### **4. MINUTES – 21ST MARCH 2017**

It was noted that apart from Community Councillor J.A. Pritchard, the Members present had not been in attendance at the meeting of the 21st March 2017 and as such felt that they could not move them as a correct record. It was agreed that they be presented at the next committee meeting for approval.

## REPORTS OF OFFICERS

### 5. UPDATE ON MATTERS RELATING TO YSTRAD MYNACH TOWN

Andrew Highway (Town Centre Development Manager) introduced with report which provided an update on matters relating to Ystrad Mynach Town and referred to the new unique Places document. The Officer highlighted the new features and amended text and circulated a copy of the latest version for Members information.

It was noted that the brochure would be used as a tool to engage with retailers in respect of town centre vacancies and forms the basis of the welcome pack supplied to new town centre businesses.

Members queried the current number of vacant business premises in the town centre and requested further information on the position of the Nat West Bank building. It was report that there were currently no business vacancies and the Nat West building would be addressed later in the report.

Mr Highway then updated the group on the Choose the High Street Christmas voucher booklet initiative, which has proven to be very popular with the public and retailers. It was noted that although in previous year Ystrad Mynach retailers had been difficult to engage with, this year four retailers had already applied for inclusion.

Members referred to the 'Black Friday' shopping event and its impact on the high street. The Officer confirmed that the general feeling within the retail sector was a move away from this kind of event, primarily as a result of the negative imagery often associated with it, although it was still being retained by on-line organisations such as Amazon.

In relation to the Nat West Bank closure, the Officer referred to the next update which confirmed that a letter had been received from RBS in response to the Council's request for them to reconsider their decision. RBS have cited the reduced number of counter transactions at the branch with customers choosing to bank differently as the reason for the closure. As to the future use of the building unfortunately the Council has no control on what happens to the site.

Steve Wilcox (Assistant Town Centre Manager) confirmed that the mobile Community Banker would continue to be available at Lidil's car park and would also be available at Ystrad Mynach Library one morning per week. Although it would not be able to undertake cash transactions it would provide advice on products and services to support customers.

Members expressed concern that the properties vacated by banks were routinely left empty for long periods of time, often falling into dereliction to the detriment of the town centre. Officers acknowledged this as an historic issue and one that had been raised with Welsh Government (WAG). WAG has been asked to highlight these issues to Banks and use their influence to try and accelerate the process.

Members queried how well the pop-up banks were being advertised within the local community. Officers advised that a leaflet had been produced to highlight the facility.

Alan Dallimore (Team Leader – Urban Renewal), introduced the update on the new wayfinding sign to be installed on Cardiff Road, near to the Centre of Sporting Excellence. The sign will provide information on key town centre facilities and locations for visitors and residents and should be installed by late November, early December at the latest.

Members welcomed its introduction as an excellent way of highlighting the facilities on offer.

Paul Hudson (Marketing and Events Manager) updated Members on the forthcoming Christmas market and the position of stall applications. The Officer advised that demand continued to be high for Ystrad Mynach and this was to be expected given the level of footfall generated. He referenced a small number of comments arising from the feedback forms distributed to retailers which suggested that the event should be extended or moved to Penallta Road. However it was felt that the event should be retained in the core of the town which was well established and worked successfully for the majority of people.

The entertainment programme for the event was noted and the work of the Community Council was acknowledged. Members referenced a conflict with regard to the number of raffle sales taking place during the event and it was accepted that with the various charitable organisations present and the Councils own on-line event there would be some duplication, however if there were any concerns they should be raised with Paul Hudson.

Members also referenced a conflict with a pet stall and the high street pet shop and requested that if possible when allocating applications care be taken in relation to the siting of the stalls. The Officer agreed to check event policy in this regard so that an appropriate balance could be struck between safeguarding the high street whilst ensuring healthy competition for the consumer.

Andrew Highway referred Members to update 6 on the report and the 'Choose the High Street Property Index'. Following the closure of the Go2 My Town website earlier this year a new version of the Retail Property Index has been developed and was now available to view via the Council's website.

A Member queried the position of the vacant units within the Bargoed Retail Plateau development. Mr Dallimore confirmed that the Department of Works and Pensions (DWP) had agreed to lease Unit 3 and Unit 4 and that retail letting agents had confirmed that once the DWP lease was signed, the remaining empty unit would be in a better position to be let.

Members received an update on the new 'footfall counter' equipment and provider and Mr Wilcox confirmed that feedback on the figures generated would be available once the new system is verified and calibrated.

In terms of the update on Parking Enforcement, Members were advised that this was currently being considered by the Council and that Officers would be working alongside colleagues in neighbouring authorities and Gwent Police to explore the various options available. The matter had been placed on the forward work programme for the Regeneration and Environment Scrutiny Committee and would be subject to full consultation processes before its consideration by Cabinet and approval by Council.

Members discussed current enforcement issues, the pressures on Gwent Police resources and its impact on illegal parking. PC Turley confirmed that 10 tickets had been issued over the past month and parking enforcement would continue to be part of the duties of Community Safety Officers. Members expressed concern with regard to enforcement during the change over period and where responsibilities would lie. Assurances were given that Gwent Police would still have obligations under the Road Traffic Act and it was the civil parking element that would fall to local authorities going forward. It was noted that there was a statutory process to be followed which must be approved by Welsh Government.

A reference was made to specific parking issues in the area around the school and Barclays Bank where traffic was often at a stand still and Mr Highway queried if any police resources could be deployed to look at this specific issue. PC Turley confirmed that he could not guarantee the commitment of resources as deployment priorities could change very quickly however if specific information on persistent offenders, such as licence plate numbers could be gathered then a more targeted approach could be taken.

The Chair thanked the Officers for the update and for answering Members questions.

Having fully considered its content the Ystrad Mynach Town Centre Management Group noted the update report.

**6. YSTRAD MYNACH TOWN CENTRE AUDIT**

Andrew Highway presented the Ystrad Mynach Town Centre Audit for information.

The Officer referred to page 12 and the uneven surface at Siloh Square and confirmed that area had been assessed and would require re-pointing this was currently out for costing and a further update on the progress made would be included in the next audit.

In relation to Page 10 and an issue where the bags left for collection by the litter picker were being dumped into a residents garden. Mr Highway confirmed that this collection point could be moved and asked the Member to email details so the matter could be looked into further.

Having fully considered its content the Ystrad Mynach Town Centre Management Group noted the audit.

Approved as a correct record subject to any amendments or corrections agreed and recorded in the minutes of the next meeting they were signed by the Chair.

The meeting closed at 14:51pm

---

CHAIR



## YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 8<sup>TH</sup> MARCH 2018

**SUBJECT: UPDATE ON MATTERS RELATING TO YSTRAD MYNACH TOWN**

**REPORT BY: TOWN CENTRE DEVELOPMENT MANAGER**

---

### 1. BUSINESS REPORT

#### **Ystrad Mynach**

The strength of Ystrad Mynach town centre lies in its ability to successfully service the local community by combining a retail offer which caters for essential shopping needs, with a strong service provision in the form of Banks, Pharmacies and Opticians. A number of new businesses opened in Ystrad Mynach during 2017 these included: *Diamonds* and *Natalie's*. Of great concern going into 2018 is the continued rationalisation of property portfolios by national banks. As part of these programmes the town has already lost its branch of *Nat West* which closed in 2017 and now has only two banks remaining, *Barclays* and *Lloyds* both located in Bedwlwyn Road.

#### **Overview 2017**

In the next year it is expected that the current vogue for more experiential shopping will continue to grow. In the County Borough's town centres there remains a strong emphasis on core retail and service provision which may lessen the impact of any consumer migration towards the leisure sector. Looking ahead, there are some wider issues, such as the rise in interest rates and the implications of Brexit, which are expected to have an impact on consumer's ability to maintain their present levels of spending in 2018. Any reduction in consumer confidence will impact directly on the retail sector both independents and multiples. The concern is that these economic factors will begin influence the long-term commitment of some multiple retailers and banks as they reassess their need to retain a presence in smaller town centres. The other challenge which makes town centres vulnerable in 2018 is the continued growth in online shopping and its focus on low price points.

<b>Ystrad Mynach Business Comparison</b>			
	2017	2016	LFL Comparison
Businesses Opened	<b>2</b>	<b>4</b>	<b>2 fewer businesses opened</b>
Businesses Closed	<b>2</b>	<b>4</b>	<b>2 fewer businesses closed</b>

<b>Ystrad Mynach Footfall Comparison</b>			
	2017	2016	Difference
Highest Number	<b>18,399 (03/04/17)</b>	<b>18,362 (10/10/16)</b>	<b>+37</b>
Lowest Number	<b>7,165 (25/12/17)</b>	<b>8,292 (28/12/15)</b>	<b>-1,127</b>
Average Footfall	<b>14,866</b>	<b>15,111</b>	<b>-245</b>
Note:	<b>Footfall data was unavailable for 11 weeks during 2017 due to the changeover in provider and equipment.</b>		

## 2. CHOOSE THE HIGH STREET CHRISTMAS VOUCHER BOOKLET

The 2017 “Choose the High Street Christmas Voucher Booklet” saw a total of 105 offers being presented from retailers across the five managed town centres and beyond. An initial print run of 25,000 was distributed across the County Borough with the generous aid of the Council’s Community Safety Wardens. Following the positive reception of the booklet and a larger number of Caerphilly retailers wishing to distribute the booklets during the Pwll-y-Pant roundabout works, an additional 5,000 booklets were printed.

A feedback survey was sent to all participating businesses in January 2018. 96% of respondents feel that schemes such as this highlight the importance of shopping locally and 83% would consider taking part in this (or a similar discount scheme) in the future. One new business added “As a struggling new business, we found the booklet brought customers to us didn’t know we were here”.

During previous years, a variety of publicity methods have been utilised to promote the scheme. These have included bus advertising, billboard posters, adverts in local press and posters for participating retailers. In light of budgetary pressures across the Authority and the departments MTFP savings, publicity of the scheme was done primarily by social media, some online advertising and the Council’s Newline publication during 2017. As a result, 52% of businesses didn’t feel the scheme was well-publicised, with six businesses specifically commenting that they didn’t see any publicity this year and feel the scheme needs better promotion.

Should the scheme be run again in 2018, a balance between budgetary constraints and the need for publicity and promotion of the scheme will need to be carefully balanced in order to address the concerns of last year’s participants. In general, the scheme is growing year-on-year and continues to be positively received by businesses and residents of the County Borough alike.

## 3. PWLL Y PANT ROUNDABOUT

Works are currently progressing to the revised programme, the two week closure on Pontygwindy Road, weather permitting should have been lifted by the 5<sup>th</sup> March and the planned works completed.



The contractor is progressing well in his preparation for the reinstatement of two lane on the roundabout and key approaches, works are due for completion in this respect towards the latter part of March, again weather permitting.

Current completion date for the whole of the works has been pushed back slightly and is now anticipated to be the end of October/early November 2018.

#### **4. YSTRAD MYNACH MASTER PLAN**

The Ystrad Mynach corridor is interconnected with the Caerphilly Basin area of the county borough and is identified as a key strategic route in the Cardiff Capital Region Metro: Impact Study (October 2013) and more recently in the Valleys Task Force report – ‘Our Valleys, Our Future’.

The Strategic and Development Planning Team is in the early stages of preparing a Masterplan for Ystrad Mynach. External and internal workshops will be held to help identify development and regeneration opportunities within Ystrad Mynach and the surrounding area. The work will result in the preparation of a Masterplan for Ystrad Mynach which will set out the Council’s position on sites to inform future bidding opportunities.

#### **5. CIVIL PARKING ENFORCEMENT**

A Civil Parking Enforcement (CPE) ‘Stage 1’ report was presented to Regeneration and Environment Scrutiny Committee on the 12<sup>th</sup> December. Members provided recommendations to be reported to Cabinet that they were in favour of adopting CPE and that the authority should retain in-house enforcement and collaborate with one or more other local authorities (LA’s) to provide the back office support. The report and recommendations are being presented to Cabinet on 28<sup>th</sup> February.

A meeting took place with Gwent Police prior to Christmas to discuss the current situation with regard to parking enforcement. Gwent Police confirmed that they would continue to provide the service until December 2018 and that they hoped LA’s would be in a position to transfer powers at that point in time. They also stated that they would work with any LA’s who could not meet this date.

If Cabinet grant approval to proceed with transfer of powers, officers will undertake the relevant procurement exercises needed to try and meet the January 2019 deadline. There are many aspects that need to be taken forward but the two main requirements will be a full review of the existing Traffic Regulation Orders along with putting together an application to Welsh Government to request a transfer of the relevant powers to the authority.

## 6. CAPITAL REGION UPDATE

### **Regeneration Update - Cardiff Capital Region –UPDATE FROM COUNCILLOR SEAN MORGAN**

There are a number of separate regeneration initiatives that the Council is playing an active role in progressing. The highest profile of which is the Cardiff Capital Region City Deal which involves £1.2 billion worth of investment. The City Deal aims to deliver up to 25,000 new jobs and secure £4 billion of private sector investment. Whilst not every town or village may benefit directly, the region itself will benefit from more jobs, better transport, increased skill levels and more assistance towards businesses growth.

Central to the Cardiff Capital Region is the METRO scheme led by City Region Transport Authority. METRO will bring a more efficient rail service to the South Wales valleys with trains running at fifteen minute intervals and linking with an improved bus service as ticketing and timetables are integrated.

The 'Our Valleys Our Future' project, led by a Welsh Government Ministerial Taskforce, aims to empower people in communities throughout the South Wales Valleys.

Finally, a Foundation for Success, currently in draft form, is the Council's new regeneration strategy (2018-2023) setting out how the County Borough can economically transform over the next five years.

**7. MONOLITH/WAYMARKER INSTALLATION**



Urban Renewal Project Officers are progressing a scheme for the provision of additional, innovative directional signage within Ystrad Mynach Town Centre.

It is proposed to introduce a stainless steel, modular wayfinding unit, dimensions 2180mm high x 695mm wide x 130mm deep. The unit will be located on Cardiff Rd, near to the Centre of Sporting Excellence.

It is proposed to introduce a stainless steel, modular wayfinding unit, dimensions 2180mm high x 695mm

wide x 130mm deep. The unit will be located on Cardiff Rd, near to the Centre of Sporting Excellence.

The modular unit will be produced by FitzPatrick Woolmer Design and the map artwork has been designed “in house” by Planning Technicians.

The new wayfinding “marker” will provide important information on key town centre facilities and locations to both visitors and residents.

The fabrication of the Unit has now been completed and was recently delivered by Fitzpatrick Woolmer (1/02/18) The item is currently in safe storage with Highways Operations and is awaiting installation.



***Example Wayfinding Unit – not final design for illustrative purposes only)***

## **8. ANTI SOCIAL BEHAVIOUR IN YSTRAD MYNACH PARK – VERBAL UPDATE**

Author: Andrew Highway – Town Centre Development Manager  
Steve Wilcox – Assistant Town Centre Manager  
Lisa James – Senior Planner  
Glenn Cooper – Convergence Project Officer  
Kevin Kinsey – Acting Engineering Projects Group Manager  
Councillor S Morgan – Deputy Leader and Cabinet Member for Economy,  
Infrastructure and Sustainability

## YSTRAD MYNACH TOWN CENTRE AUDIT – FEBRUARY 2018

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
01/07/13	<p><b><u>Repaint Post Box</u></b>  <b><u>O/S Post Office, Penallta Road</u></b>                      The post box outside the Post Office is worn, requiring fresh paintwork.</p>	<p><b>Town Centre Management</b>  <i>Andrew Highway</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</b></p> <p>26/9 Requests continue to be made to Royal Mail for the work to be completed.                      21/11 Royal Mail will not be carrying out any refurbishment works until the Spring.</p>
08/02/16	<p><b><u>Parking on Pavements</u></b>  <b><u>Town Centre</u></b>                      At the TCIG, Cllr. Angel noted that a lot of people are parking on the pavements in the town centre, which is causing obstructions. The problem is particularly bad near Natwest, New Ystrad Fish Bar and Educ8.</p>	<p><b>Police</b>  <i>Ins O'Keefe</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</b></p> <p>25/9 An update was provided to the TCMG.                      26/9 Officers continue to educate and enforce.                      21/11 Enforcement is carried out when resources allow.</p>
08/03/16	<p><b><u>Links with Centre for Sporting Excellence</u></b>  <b><u>Town Centre</u></b>                      At the TCMG, members requested that a dialogue be opened with the management of the Centre for Sporting Excellence about publicising the facilities available in the town centre to users of the facility.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</b></p> <p>25/9 An update was provided to the TCMG.                      26/9 The monolith is due to be ordered shortly and will be installed in due course.                      21/11 The monolith sign has been ordered and is due for delivery in February 2018.</p>

14/06/16	<p><b><u>Obstructive Parking</u></b>  <b><u>Central Street</u></b>          At the TCMG, Cllr. Martyn James noted the issues of residents on Central Street. Motorists dropping their children off at the nearby schools are illegally parking in the street, which is causing problems for residents.</p>	<p><b>Police</b>  <i>Ins O'Keefe</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</b></p> <p>25/9 An update was provided to the TCMG.          26/9 Officers continue to monitor, educate and enforce.          21/11 Enforcement is carried out when resources allow.</p>
21/03/17	<p><b><u>Uneven Surface</u></b>  <b><u>Siloh Square</u></b>          At the TCMG (21/3) the Community Council asked for an inspection to be undertaken of the Siloh Square pavers due to concerns that they were uneven.</p>	<p><b>Urban Renewal</b>  <i>Allan Dallimore</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</b></p> <p>26/9 A site visit took place. Although the pavements are satisfactory, the pointing on the square will be looked at.          21/11 Repointing of the stones will be looked at in the new financial year.</p>
21/03/17	<p><b><u>Litter Behind Raised Beds</u></b>  <b><u>Siloh Square</u></b>          At the TCMG (21/3) Cllr James asked for a litter pick to be undertaken in Siloh Square in the area to the rear behind the raised beds to the rear of the Estate Agents premises.</p>	<p><b>Cleansing</b>  <i>Tony White</i></p>	<p><b>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</b></p> <p>26/9 The area continues to be cleaned, but not all of the area is the Council's land.          21/11 Regular cleaning of the area is ongoing.</p>

17/10/17	<p><b><u>Civil Parking Enforcement</u></b> <b><u>Town Centre</u></b></p> <p>Following the decision by Gwent Police to transfer on-street parking enforcement duties to the local authorities across the Gwent area, Council officers are working alongside colleagues in neighbouring authorities and Gwent Police to explore the various options available. Any proposals will be subject to a wider consultation with Members prior to seeking Cabinet confirmation and Council approval.</p>	<p><i>Transportation</i> <i>Dean Smith</i></p>	<p>11/10 An update was provided to the TCMG. 21/11 A briefing note will be going to Cabinet and Regeneration Scrutiny Committee in December.</p>
26/09/17	<p><b><u>Weeds in Pavements</u></b> <b><u>Town Centre</u></b></p> <p>At the TCIG, Cllr. Angel reported that there are a large number of weeds in the pavements throughout the town centre.</p>	<p><b>Parks</b> <i>Mike Headington</i></p> <p><b>Highways</b> <i>Gavin Barry</i></p>	<p>21/11 The contractor will be visiting site to spray the weeds. It then takes three weeks for the growth to die back.</p>
21/11/17	<p><b><u>Weekend Antisocial Behaviour</u></b> <b><u>Town Centre</u></b></p> <p>At the TCIG, it was noted that there is a problem with large numbers of young people gathering in the town centre on Friday and Saturday evenings. The young people are causing various forms of antisocial behaviour, which has prompted complaints from residents and businesses alike.</p>	<p><b>Police</b> <i>Ins O'Keefe</i></p> <p><b>Community Safety</b> <i>Paul Wallen</i></p>	
08/12/17	<p><b><u>Cleanliness</u></b> <b><u>Town Centre</u></b></p> <p>A complaint has been received from a resident in relation to the general cleanliness of the town centre, especially the number of cigarette ends.</p>	<p><b>Cleansing</b> <i>Tony White</i></p>	

This page is intentionally left blank