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Date: 8th October 2014

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 October, 2014** 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

A G E N D A

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

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 Bargoed Town Centre Management Group held on 21st May 2014.

To receive and note the following updates:-

- 4 Business Improvement Grant;

A greener place Man gwyrddach



- 5 Cinema update;
- 6 HJJJ Building;
- 7 Former Woolworths Building;
- 8 Pocket Park;
- 9 Bus Stop at Royal Square;
- 10 All new Traffic Regulations in Bargoed Town Centre;
- 11 Town Centre Parking Strategy for Bargoed;
- 12 'Choose The High Street' Campaign Progress Update;
- 13 'Choose the High Street @ Christmas';
- 14 Bargoed Christmas Market 2014;
- 15 Proposal for the Retention of Community Response Team (CRT) Services;
- 16 Bargoed Town Centre Audit - October 2014.

Circulation:

Councillors Mrs E.M. Aldworth, H.A. Andrews, D.G. Carter, D.T. Davies, A.G. Higgs, K. James, Mrs D. Price and K.V. Reynolds

Town Councillors A. Collis, H. Llewellyn, Mr D. Morgan, V. Stephens and Mrs L. Tams (Clerk)

Other Organisations

Inspector S. Greening, (Gwent Police)

Ms V.A. Button, (Bargoed Chamber of Trade)



BARGOED TOWN CENTRE MANAGEMENT GROUP

**MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE
ON WEDNESDAY, 21ST MAY 2014 AT 4.00 P.M.**

PRESENT:

Councillors:

H. A. Andrews, D. T. Davies, A. Higgs, K. James, D. Price, K. Reynolds

Together with:

H. Llewellyn (Town Councillor), D. Morgan (Town Councillor), A. Collis (Town Councillor)

Also:

Inspector James Hill (Gwent Police), A. Dallimore (Team Leader – Urban Renewal & Conservation), A. Highway (Town Centre Development Manager), S. Wilkes (Assistant Town Centre Manager), D. Smith (Principal Engineer), A. Jones (Clerk)

1. APPOINTMENT OF CHAIRMAN

Mr. Highway opened the meeting and asked for nominations for Chairman. Councillor Davies was nominated and seconded and all agreed, Councillor Davies accepted the position and continued with the meeting.

2. APPOINTMENT OF VICE CHAIRMAN

Councillor Davies requested nominations for Vice Chairman. Councillor Price was nominated and seconded and all agreed. Councillor Price accepted the position.

3. APOLOGIES FOR ABSENCE

Councillors: E.M. Aldworth, D. Carter, Insp Greening (Gwent Police), Jan Bennett

4. DECLARATIONS OF INTEREST

There were no declarations of interest.

5. TO NOTE THE PREVIOUS MINUTES OF 29TH JANUARY 2014

The previous minutes were taken as read.

6. 'A' FRAMES PROTOCOL

Mr Barry informed the group that the policy presented is now in place. If there are any contentious issues raised the protocol can be revised and any feedback will be considered.

7. CINEMA UPDATE

Mr. Dallimore advised the group that the Council is looking to work with Odeon on two areas. The first is looking at a procurement process with regards to fit out and more competitive market.

Secondly to, secure external funding. The Council are in positive discussions with the Welsh Government, an application is to be submitted to go to the minister.

Mr. Dallimore confirmed that meetings with Odeon and the council's Chief Executive recently have confirmed that Odeon are very committed to the scheme.

There is a revised programme whereby works are likely to start in January 2015, with an anticipated open date of late March/Easter 2016.

Members were pleased that Welsh Government are looking to assist with funding but expressed their concerns over the delay and feel that a public statement should be sent out reiterating that Odeon are still committed to the project.

Mr. Dallimore is going to look into the wording for a statement to be released.

8. HJJJ BUILDING UPDATE

Mr. Dallimore confirmed that the monies have been secured for the demolition of the building. The legal process is still ongoing and there are a number of conditions such as a claw back for future sale of site that need to be sorted prior to us taking ownership. These conditions have been agreed in principle and are currently with the WG and our Legal team.

The project is due to start mid summer with an end date of just before Christmas. Completion of this work will then enable the cinema build to commence.

Councillor Davies asked for confirmation of the deadline for all works to be completed with regards to the regeneration.

Mr. Dallimore confirmed that all works would need to be completed by March however there is a possible extension time of a further 3 months. Confirmation of the deadline date will be provided closer to the time.

Councillor Davies asked if traffic would be affected. Mr. Dallimore confirmed that traffic will be affected but it will be kept to as minimum disruption as possible.

9. FORMER WOOLWORTHS BUILDING UPDATE

Mr Dallimore read out the following statement provided from Mr Gwyn Williams in the Council's IT Department.

“Open Reach have now resolved one of their issues and therefore the first part of the circuit installation can proceed; we have been informed by our suppliers that the duct in the High Street will be laid and paving slabs re-laid by 31st May. Following this, another Open Reach team will then put the fibre-optic cable through the duct into the building, which will be followed by another team who will install the Open Reach equipment on the fibre-optic cable. I have contacted our suppliers this morning but Open Reach have not put any dates on the activities beyond the 31st May. As you can see this is a onerous task with matters beyond our control, however, we continue to work with our supplier to bring this matter to a conclusion as quickly as possible.”

Mr. Dallimore advised the group that no definite date is known at present.

10. CHOOSE THE HIGH STREET

Mr. Highway presented his report, which informed the group that since the Christmas campaign feedback was brought to the group. Town Centre Management, have been working on a number of platforms to raise consumer choice throughout the towns.

The aim of the campaign is to increase importance of supporting local retailers by promoting their businesses and raise awareness of consumer choice. Support the High Street, increase footfall and encourage new businesses.

As part of the advertising, 5,000 bags have been ordered and will be distributed from Customer First centres and libraries in each of the five towns; all members were given a bag. Information will be going out to all businesses and local banks have been contacted and provided with leaflets to provide to potential new businesses.

Advertising will continue in a number of ways such as banners, billboards, twitter, facebook and youtube.

Councillor Davies thanked Mr Highway for his report and hard work and hopes that this will boost trade in the town but has some concern with regards the Northern end of the town, as there are a number of vacant properties.

Inspector James Hill introduced himself to the group as the new inspector for Bargoed. Inspector Hill queried as to how other towns are managed as the police service has 7 stations in different towns.

Mr. Highway advised that it was a Council decision only to manage 5 at present there are no other towns managed by the Town Centre Management team.

Councillor Davies welcomed Inspector Hill to the group.

11. POCKET PARK NEW VISUALS

Mr. Dallimore provided the group with visual displays along with a plan for the draft designs for parking.

The consultation exhibition had a massive response. It was felt that the design took up too many parking spaces in the Northern trench. Capita Simmons redesigned the plan and came up with three options.

The Town Council overwhelming voted for the design passed around. This design provides a 3D visual centre, which will focus around the daffodils artwork this gives focal point from all areas of the small events space and adds area for people to eat outdoors. Councillor Price asked for the current position on the daffodils artwork. Mr. Dallimore advised that they have

not been fabricated yet.

Mr. Dallimore advised that the floor would be in natural stone (flagstone), which is the same as the flooring in Hanbury Square. Replacement trees will be put in to have good chance of growing. The non-slip surface lay down in Chisholm's Lane is not really working so will need to be replaced.

Councillor Llewellyn raised concerns over the tight angle of the turn; members agreed that this would need to be looked at. Mr. Highway advised that this can be placed on the audit and brought to the next meeting.

Councillor Collis raised concern over the safety of children climbing the daffodil sculptures. Mr. Dallimore advised that the girth of the structure would be too wide for anyone to climb. Seating was a concern previously and this has been changed to comply with Health and Safety.

12. REPORT ON ACTION TAKEN BY COUNCIL TO LIASE WITH NETWORK RAIL

Councillor Davies informed the group that he raised this as a query. As no officer was available to provide update it is requested that Huw Thomas and Clive Campbell provide an update on this matter. It was suggested that a site meeting maybe required.

13. TRAFFIC REGULATIONS MEMBER'S REQUEST CLARIFICATION ON TWO ISSUES

Mr. Smith presented the group with the report and plan. The report is designed to reduce the levels of obstructions and reduce incidents. A number of options were considered but only one option has been preferred as a temporary order for 18 months.

The advice is preferable to make Cardiff Road one way in a northerly direction from its junction with Ruth Street and this would not affect bus routes.

Councillor Davies advised that a site visit with Phil Anstis proved that double yellow lines have been tried but did not make any difference, mainly due to lack of enforcement. Also traffic travelling through Gilfach Street is too fast.

Councillor Davies agreed that the preferred option would be the best to try as an experimental order for up to 18 months.

Mr. Smith highlighted that this would increase traffic on Gilfach Street. With regards to the parking issue in Wood Street double yellow lines could be introduced to prevent the parking on both sides.

Mr. Dallimore confirmed that this would be placed on the audit.

Councillor Davies thanked Mr. Smith for his report.

14. BARGOED TOWN CENTRE AUDIT REPORT

Councillor Price requested confirmation on whether the fire routes from the Morrisons store were adequate as there have been complaints at how low the bar to the car park is and concern as to whether a fire engine would be able to get in.

Mr. Dallimore advised that he will ask for clarity but he has been advised that there is a planned fire route into the building and the height on the basement level is normal, it is mainly an issue with signs hanging down that restrict the access.

Mr. Dallimore confirmed that he is still trying to obtain money to tidy up the steps on Hanbury Road. Other problems on Hanbury Road have been identified such as the stone slabs that have come up and not replaced but tarmac put down. There is an ongoing dispute with Alun Griffiths and Capita Simmons to establish responsibility. Until the dispute is resolved damage can only be patched.

Another area of concern is the dip outside Barclays Bank which has been identified as snagging and Mr. Dallimore will look into this and keep members updated.

Railway fencing. Councillor Price to chase AM for update.

Illegal parking in town centre. Mr. Dallimore advised that double yellow lines will go down soon and also bollards to be put in as part of the Public Realm Phase 4 Works sometime in February.

Councillor Davies requested that more urgency be placed on this matter. Mr. Dallimore is to liaise with engineers.

Unit Shops, Lowry Plaza. Mr Dallimore confirmed that Gregg's are trading, Subway is going in and there is a national retailer interested in Units 1 & 2. The opening of the cinema is the main link to national retailers and he is awaiting new marketing materials to promote shops more widely. This will be brought to the Council next meeting.

Mr. Dallimore will arrange a site visit with Simons reference the next Town Council notice board.

Inspector Hill informed the group that the police have increased the patrols in the town in relation to the groups of youths hanging around Morrisons car park. It has been agreed that these resources are to remain to keep the police presence there.

Councillors requested clarification as to responsibility of the security of the car park and were advised that it is down to Morrisons to provide security.

Angel Artwork spotlights. Councillor Higgs raised this as an ongoing matter, which has not been resolved and advised that Alun Griffiths had informed him that this matter had been resolved so he will take it back to them.

The meeting closed at 5:35 p.m.

CHAIRMAN

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BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH OCTOBER 2014

SUBJECT: BUS STOP AT ROYAL SQUARE

REPORT BY: ENGINEERING SERVICES DIVISION

1. PURPOSE OF REPORT

- 1.1 To update town centre group members on the issues surrounding the bus stop at Royal Square

2. BACKGROUND

- 2.1 At the Bargoed Town Centre Management Group (TCMG) meeting held on the 6th February 2013, Cllr Davies raised concerns about the bus stop in High Street and its affect on the traffic flow. The Police also expressed reservations, as did the Chamber of Trade representative. Cllr Davies proposed to the TCMG that the current online bus stop be revised to provide a new 'pull in'.
- 2.2 A report that was presented to the TCMG on the 5th June 2013 identified the design philosophy and objectives behind the design of the town centre improvements of which Royal Square and its associated bus stop form part:
- Create a pedestrian friendly environment.
 - Support economic regeneration and vitality of the town.
 - Improve accessibility for pedestrians.
 - Discourage through traffic.
 - Create a low speed environment.
 - Create a focal hub at Royal Square (1 of 3 – Hanbury Square and Lowry Square).
- 2.3 It then focused in on a number of the issues raised at the TCMG and identified costed options for physical works to address the problem.

3. CURRENT POSITION

- 3.1 During 2014 it has been reported that there are still issues associated with buses stopping in the carriageway without any facility for vehicles to pass by at this location. Officers from Urban Renewal, Engineering and Transportation have agreed to review the current situation to investigate the problems reported and establish what cost effective actions if warranted can be implemented.
- 3.2 A small officer working group has been established to investigate the impacts of the online bus stop and to assess and verify and validate the concerns raised by Members and others. Officers will also review the benefits of the existing arrangement and balance those against any adverse impact of the online bus stop.

3.3 This report outlines the progress that officers have made to date on three fronts:

- 1 - Data collection to establish the 'real' impact that the bus stop has had
- 2 – Other wider issues having an impact on traffic flows along the high street
- 3 - Developing options for this bus stops future.

4. DATA COLLECTION

4.1 To date:

Royal Square Bus Stop Monitoring. – In order to establish bus stop patronage and dwell time of bus services, monitoring took place on both the 11th and 12th September for an hour between 10 and 11am and again between 3 and 4pm.

The results indicates that that the average stop over time for buses was 37 seconds. Out of the 65 buses using the stop during the monitoring only 9 had a dwell time of over a minute. The average number of passengers per bus was 3.6.

This data is in line with the stopping times of buses surveyed on 14th February 2013 - where it was established that the waiting time at this particular stop ranged from 25 to 85 seconds.

This stop has a consistent steady use by passengers with over 236 using Royal Square in the full 4hrs that the bus stop was monitored. With this flow of passengers it is imperative that the TCMG understand and take account of the bus stop the current impact on shopkeepers in the immediate vicinity.

Impact of Royal Square Bus Stop on Retailers - One of the main design principles of locating a bus stop and shelter at Royal Square was to encourage people to use this part of the town centre. Before considering options for the future of this bus stop it was considered necessary to develop a fuller picture of the impact of the bus shelter. Some views have been expressed at previous Town Centre management group meetings and it was felt necessary to gain the views of the immediate retail community that the bus stop impacts upon.

On 17th September, the views of local retailers (located in close proximity to Royal Square) were sought through a simple door to door questionnaire. 2 questions were asked and the results from the 17 respondents are outlined below:

Q.1 Does your business benefit from having the bus stop at Royal Square?

The response here was that 12 retailers advised that they did benefit whilst 5 considered that they did not benefit.

Q2. Should the bus stop to be moved further north?

Here the results were more polarized with 16 out of the 17 respondents stating that it should **not** move further north.

Bus Operators Views – Operators using the Royal Square bus stop in Bargoed have been approached and have advised that they are very happy with the stop at this location. The bus operators feel that it has proven beneficial to their customers to get on/off buses in the heart of the town. They also express the view that the stop is now “bedded in” and has proved a useful location for passengers accessing this part of the town.

Bus Operators have instructed their drivers to be mindful of emergency vehicles. Drivers have been reminded to move from the stop to a position where vehicles can pass by in the infrequent circumstances where emergency vehicles are held up due to the setting down or collection of passengers.

Emergency Services Views – Traffic Management have been tasked with seeking the views of the emergency services. To date replies have been received from both the Police and the Ambulance services.

The Ambulance service reply states:

“No reported issues from our crews, when we have needed to get through we have not been delayed.”

The Police state that they are aware of issues with congestion and will investigate further whether it has impacted on them when they have an emergency call out.

Parking Survey – conducted throughout Bargoed on the 11th and 12th September 2014. This report concludes that there is considerable parking in the town centre with the majority appearing to be illegal. The results show that the majority of vehicles were parked illegally either on the footways or in the loading only bays provided along the high street.

There appears to be a number of hotspots that attract illegal parking e.g. Greggs & Ladbrokes area. This information will be key in determining the location of additional defensive street furniture

Furthermore it was observed that it was illegal parking in the bays and poor judgment/manoeuvring by bus drivers at Hanbury Square that prevented a number of buses from accessing the Hanbury Square bus stop which created difficulty and delays to bus services. 11 buses were delayed on Thursday morning, 1 bus was delayed on Thursday afternoon & 1 bus was delayed on Friday morning.

Change in traffic volumes and reduced HGVs from pre scheme. - Before the development of the A469 Angel Way relief road the town suffered from heavy traffic flows and associated congestion. 2007 traffic flow figures show 4546 northwards and 4601 southwards through Hanbury Road over an 18hr period. A number of pinch-points existed within the town (including the former northern bridge over the railway line) which often resulted in frequent traffic delays through the heart of the town centre. Surveys undertaken in 2010 after the opening of A469 Angel Way clearly show that traffic through town had been reduced dramatically. Data shows 3050 movements in a northern direction only.

Traffic Survey - a further traffic survey is planned to assess the current level of traffic using the route. This survey will help to establish if there have been any significant changes in traffic patterns.

Planned Monitoring:

Amount of Vehicles held up at Bus Stop - During October 2014 it is the intention of CCBC Public Transport Officers to undertake further monitoring of the bus stop to establish the number of vehicles and emergency vehicles delayed behind buses when they stop at the Royal Square bus stop. This data will provide the Council a much more comprehensive overview of the situation and validate the concerns raised to date.

Bargoed Bus Usage Survey – To gain a fuller picture of bus usage in the town centre, officers are preparing to monitor all 5 live bus stops (inclusive of the bus station) in Bargoed in October 2014. This will be conducted over 2 days in the same manner as the monitoring already undertaken at Royal Square .

Bus Passenger Feedback – The views of bus passengers currently using the Royal Square bus stop will be sought. Bus Users UK have agreed to visit Bargoed and question/canvass bus passengers on this particular issue. It is anticipated that the survey will be undertaken in the first two weeks of October.

4.2 Wider Issues

Use of New bus station

Although the bus station is now frequented by more bus services the topography between Hanbury Rd/High Street and bus station remains a real issue. The significant change in ground levels between the bus station and the retail core of the town is an issue either preventing or discouraging a large proportion of the bus users in Bargoed from boarding and alighting at the bus station to access the town. Officers have investigated this issue and have concluded that there is nothing that can be done to further improve the current pedestrian routes over and above what has already been achieved in recent years.

Congestion

Officers believe that the issues with vehicles backing up may not solely be caused by the location of the online bus shelter at Royal Square. There still appears to be a lack of enforcement in relation to illegal on-street parking. This impacts negatively on the town centre as loading bays become congested and people park illegally. However double yellow lines have recently been re-established and officers wait to see if this will have a positive impact on this problem.

Lack of use of car parks

Bargoed has considerable provision of car parking. With the recent opening of the decked car park at Morrisons, the amount of free parking **not** being taken up by vehicle users is something that needs to be investigated further. Officers are currently examining ways of increasing public awareness that the new decked car park is not for the exclusive use of Morrisons customers

4.3 Options Appraisal

Officers will investigate further physical options that may address the problem of emergency vehicles backing up behind the static buses when they dwell at the bus stop include:

a - Leave the Bus stop where it is.

Whilst leaving Royal Square as it is will not eradicate all the concerns discussed at the Town Centre Management Group. The current location, in Royal Square allows passengers to alight or board in the retail core of the High Street where direct level access to most shops is possible. To relocate the bus stop could adversely impact on footfall in the northern end of the town at a time when there will be a significant shift in focus to the southern end of the town centre. The design has a rationale behind it, and with the results of the ongoing investigatory work by officers could be seen as the best option.

b – Introduce a bus bay at Royal Square

If warranted, the cost estimate for the introduction of a new bus bay at Royal Square ranges from £109,000 to £250,000 depending on whether major BT fibre optic diversionary works would be required. As has been previously reported to the TCMG no budgets are available to undertake these works. In addition there are no assurances that the new bus bay would not be used by opportunistic vehicle users to illegally park. The introduction of a bus bay at Royal Square would also eat into the enhanced public realm.

b – Relocate the bus stop

In order to allow vehicles to pass stationary buses possibly north to a new location on Lower High Street. Such works are estimated at £10,000.

As outlined in Section 3 above the bus operators and many traders would not be in favour of this option, a view supported by Council Officers who believe moving a stop closer to the new bus station would reduce its usefulness. Moving it southwards to another location on the High Street is not a viable option as there is little or no space for a pull in and shelter to be located and the issue of vehicles backing up behind buses would not be resolved

c – Remove bus stop and shelter totally

Over £1m has been invested on providing the new bus station for Bargoed and there is an argument that more people should make use of it. However removal of the Royal Square bus stop would mean that the users of the town centre would have to rely more heavily on the new bus station. The topographical constraints between the High Street and the new bus station must be considered and officers have already concluded that nothing more can be done to enhance the pedestrian routes between the town and the station. This option would cost below £10,000

d – Change road alignment and lose loading bay

The potential of changing the existing road alignment to allow vehicles to utilise the existing loading bay to pass by will be investigated further. However this would only be possible if the current loading bay opposite was to be sacrificed. No detailed costed options for this have yet been developed but a preliminary estimate by a QS has concluded that the necessary works would be in the order of **£15,000**. However a Road Safety Audit would need to be undertaken to ascertain if the resulting highway configuration was deemed safe. It must be noted that any loss of the loading bay would have a detrimental affect on retail businesses that are currently serviced by the loading bay: particularly Comfort Zone and Chisholm's servicing arrangements.

5. CONCLUSION

This report updates TCMG of the actions by officers to investigate and validate the problems which are perceived with the current Royal Square bus stop in the middle of the town centre and in particular the congestion reported at the on-line bus stop at Royal Square.

To date the key findings from the ongoing monitoring exercise are:

- There is no significant dwell time by buses at the Royal Square bus stop
- Overall, retailers located around the bus stop benefit from its current location and do not want it moved to the north
- Bus operators are in favour of the stops location
- Police are concerned by their vehicles being held up through the town

A further report will be presented to the next TCMG once all the investigations are completed and costed options available.

Authors: Clive Campbell – Transportation Engineering Manager
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Consultees: Cllr. Tom Williams – Cabinet Member for highways, transportation and engineering
Cllr. Ken James – Cabinet Member for regeneration, planning and sustainable development
Cllr. David Carter – ward Member for Bargoed
Cllr. Tudor Davies - ward Member for Bargoed
Cllr. Diane Price – ward Member for Bargoed
Cllr. Alan Higgs – ward Member for Aberbargoed
Cllr. Keith Reynolds – ward Member for Aberbargoed
Cllr. Harry Andrews – ward Member for Gilfach
Terry Shaw – Head of Engineering Services

Pauline Elliott - Head of Regeneration and Planning
David Whetter – Bargoed Regeneration Programme Manager
Allan Dallimore – Team Leader (Urban Renewal and Conservation)
Dean Smith – Principal Engineer (Traffic Management)
Andrew Highway – Town Centre Manager



BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH OCTOBER 2014

SUBJECT: TOWN CENTRE PARKING STRATEGY FOR BARGOED

REPORT BY: ENGINEERING SERVICES DIVISION

1. PURPOSE OF REPORT

- 1.1 To seek the views of the Town Centre Management Group on the revised parking strategy for Bargoed town centre.

2. SUMMARY

- 2.1 The town centre parking strategy for Bargoed aims to maximise the attractiveness and accessibility of the available car parking provision during the completion of the outstanding regeneration works and beyond, in order to support the vitality and viability of Bargoed town.

3. LINKS TO STRATEGY

- 3.1 Bargoed is the only significant retail centre in this part of the county borough covered by the Heads of the Valleys programme – identified by the Welsh Government as a regeneration priority area. As such Bargoed plays an important role in the Heads of the Valleys programme and strategy.
- 3.2 Bargoed is identified as a Principal Centre in the Council's adopted Local Development Plan and is the location for major retail and leisure development in that Plan.
- 3.3 Regeneration of key town centres has been a priority in the Council's regeneration strategy, the Single Integrated Plan and Welsh Assembly Government's regeneration framework "Vibrant and Viable Places".

4. THE REGENERATION OF BARGOED TOWN

- 4.1 Two major phases of the public realm improvements were completed in the autumn of 2012 and the summer of 2013. These involved street works to widen the pavements along Hanbury Road and the creation of a new public space at Hanbury Square. The final phase of these public realm improvements it planned to be completed in spring 2015.
- 4.2 Construction of the Bargoed Plateau retail development was completed in November 2013 and the Morrisons' store opened for trading on 2nd December 2013 along with the multi-storey car park providing 387 spaces. As a result the majority of the disruption to surrounding streets and lanes has ceased.

- 4.3 Further works are proposed for Bargoed between 2014 and 2016 that will affect the parking situation. There is therefore a need to maintain the status quo during these works in order to minimise the impact on the town centre's vitality and viability. The proposed future works include:
- Phase 4b of the public realm enhancement to extend the Hanbury Road and Hanbury Square public realm improvements southwards to include under Cardiff Road construction; planned for autumn 2014 to spring 2015.
 - A pocket park proposal in Hanbury Road car park: construction planned for autumn 2014 to spring 2015.
 - Demolition of HJJ building and implementation of Collier's Walk improvements: planned between autumn 2014 to spring 2015.
 - Delivery of the cinema proposal: construction anticipated for summer 2015 to autumn 2016.
 - Temporary store yards and offices will need to be accommodated in close proximity to the site of the proposed infrastructure works. It is anticipated that these temporary store yards will be located in areas currently used as car parks resulting in loss of parking spaces whilst the infrastructure works take place.

5. IMPACT OF THE REGENERATION WORKS ON THE TOWN CENTRE

- 5.1 The ongoing regeneration process in Bargoed has seen full and partial road closures, phased street works and much disruption for visitors. All have had a detrimental effect on the town as a shopping destination and business location. The free parking has been a tool to encourage people to use Bargoed during this time.
- 5.2 Recently footfall in the south of the town centre has steadily grown, whilst the footfall in the north has decreased. Parking without charge in Hanbury Road is aimed at supporting the retail community in the northern part of the town centre. As footfall decreases and businesses close, it is argued that it is now more important than ever to retain this service.
- 5.3 A major factor that impacts on the towns parking strategies is their economic strength and the quality of their retail offer. The number and diversity of high street multiple retailers in Blackwood far outstrips those located in Bargoed and therefore makes it a stronger destination for shoppers. This in turn means that visitors are willing to pay to access this offer.
- 5.4 The Town Centre Management team recently commissioned an online pole on the CCBC web site, the result of one of the questions highlights the vast difference in the attractiveness between the towns:
- 5.5 Which Caerphilly county borough town centre do you visit most often? **Of the 98 responses received the results, in descending order were Caerphilly (39%), Blackwood (32%), Risca (10%), Ystrad Mynach (6%), Bargoed (6%) and None (4%).**
- 5.6 Whilst major physical improvements have been implemented within Bargoed town centre for some years now to facilitate the regeneration of the town centre, significant works with the potential to adversely impact the town still remain to be implemented in 2014/15 and beyond. At present the regeneration of Bargoed town centre remains to be completed and for the period of the ongoing works and associated disruption it would remain beneficial to retain a significant provision of free car parking within Bargoed town centre.

6. TOWN CENTRE PARKING STRATEGY FOR BARGOED

- 6.1 The revised strategy is attached as Appendix A and has been updated to take account of the current situation regarding the regeneration proposals for Bargoed town.

- 6.2 The strategy seeks to balance the type and provision of a level of parking to support the regeneration of the town with the wider aim to encourage more sustainable means of access to the town centre.
- 6.3 The strategy is supported by an action plan and the views of the Bargoed Town Centre Management Group are sought on all aspects in order to finalise the document.

MTFP Implications

- 6.4 As part of the Council's Medium Term Financial Plan (MTFP), a review of the Council's off street car parks and the pay and display system has been instigated. This will consider the following:
- Increasing the charging tariff in the Council's off street pay and display car parks across the County Borough.
 - Application of the charging tariff across the County Borough off street car parks: any variations, the reasons for them and implications for harmonisation.
 - Options to extend pay and display to off street car parks that are free at present (including park and ride car parks).
 - Option to extend pay and display to include Sundays.
 - Income contribution for each town with pay and display (refer to Appendix B)
- 6.5 This review is expected to be completed by December 2014 for Members to consider options and recommendations. The Bargoed parking strategy will need to be consistent with the outcome of the wider MTFP review and the decision of Members, and may therefore be subject to change.

7. FINANCIAL IMPLICATIONS

- 7.1 None at this stage. Any decision to change the charging regime in the car parks will have an implication.

8. PERSONNEL IMPLICATIONS

- 8.1 None.

9. CONSULTATIONS

- 9.1 As listed below. The views of the consultees have been incorporated in this report.

10. RECOMMENDATIONS

- 10.1 The Town Centre Management Group is asked for their comments on the proposed strategy and support for its implementation.

11. REASONS FOR THE RECOMMENDATIONS

- 11.1 The reason for the recommendation is to support the regeneration objectives for Bargoed town under the Council's regeneration strategy – "People, Business, Places".

12. STATUTORY POWER

- 12.1 The Road Traffic Regulation Act 1984.

Authors: Clive Campbell – Transportation Engineering Manager
Tel. Ext. 5339, email: campbc@caerphilly.gov.uk

Consultees: Cllr. Tom Williams – Cabinet Member for highways, transportation and engineering
Cllr. Ken James – Cabinet Member for regeneration, planning and sustainable development
Cllr. David Carter – ward Member for Bargoed
Cllr. Tudor Davies - ward Member for Bargoed
Cllr. Diane Price – ward Member for Bargoed
Cllr. Alan Higgs – ward Member for Aberbargoed
Cllr. Keith Reynolds – ward Member for Aberbargoed
Cllr. Harry Andrews – ward Member for Gilfach
Terry Shaw – Head of Engineering Services
Pauline Elliott - Head of Regeneration and Planning
David Whetter – Bargoed Regeneration Programme Manager
Allan Dallimore – Team Leader (Urban Renewal and Conservation)
Dean Smith – Principal Engineer (Traffic Management)
Andrew Highway – Town Centre Manager

Background papers:

Review of impact of car parking charges on town centres: report to the Regeneration and Environment Scrutiny Committee – 01/04/14

Appendices:

Appendix A: Draft Revised Bargoed town centre parking strategy

Appendix B: summary of pay and display car park income and ticket sales

BARGOED TOWN CENTRE PARKING STRATEGY

Introduction

Current public policy encourages the use of public transport and walking and cycling as alternative means of transport to the private car. In town centres however, and in particular smaller town centres in competition with out of town stores with ample free car parking, access to convenient and free or reasonably priced parking spaces is vital to the viability and vitality of the centre.

Nevertheless we must not lose sight of the long term aim to encourage more sustainable means of access to town centres. Indeed a major strength of most town centres is that they are also hubs of the local public transport system.

The vitality and viability of Bargoed town centre has been declining for many years and so it is particularly important that the town centre's car parking provision is attractive and accessible to potential customers.

Major changes have taken place recently and more are planned in the town centre over the next two years – changes that will affect the quantity, location and cost of car parking spaces that serve the town centre's many different user groups. A brief discussion of those groups is therefore a useful starting point for considering a parking strategy.

Users

Car parking policy in town centres has to address the very different needs of the varying groups of existing and potential users of parking space, including:

- Shoppers who require parking spaces for varying but relatively short durations throughout the 'working day' (8am to 6pm) that are safe, well located for convenience, well managed and appropriately priced.
- Town centre workers including people who work in shops and offices in the town centre who will want a safe, convenient and appropriately priced parking space for the entire working day.
- Commuters who are using the town centre's public transport facilities, particularly rail transport, to travel to jobs elsewhere. As with town centre workers, usually the need is for a safe, convenient and appropriately priced space throughout the working day but in locations as close to the relevant public transport facility as possible.
- Residents of flats over shops in the town centre and dwellings in nearby residential streets. Some will require parking spaces in the

evenings only, if they use their vehicle to commute to work elsewhere. Others will require the parking space for all or part of the working day as well as evenings and weekends.

- Disabled drivers who may also be in any of the above categories but who will need parking spaces as close as possible to their destination at locations which, in addition to being safe and convenient, do not present physical obstacles to their progress once they leave the vehicle.
- The night time economy: some businesses, principally leisure oriented, will need spaces outside the working day for workers and customers. Such businesses, which include cinemas, take-aways and other 'A3' uses, pubs and drinking clubs do most of their trade after 6pm but many also trade during the afternoon and weekends.

Reconciling the needs of these disparate users is difficult but an important distinction is to be made between shoppers and customers of the evening economy, who require short term parking and workers, commuters and residents, who require long term car parking. Car parking spaces to serve the former group are usually used several times during the day by different customers, thus accommodating far greater numbers of users than equivalent spaces for workers, commuters and residents.

In some cases, use of spaces can be complementary, particularly where one group requires spaces during the working day and another group needs parking provision during the evening and night.

Therefore the efficiency of use of parking spaces is important, not just overall provision of spaces.

The Council's car parking standards

In November 2010 the Council adopted Supplementary Planning Guidance on Car Parking Standards based on the Wales Parking Standards produced by the County Surveyors' Society in 2008. The CCBC document allocated each part of the county borough to one of 5 parking policy zones, depending on the density of urbanisation and access to public transport. Bargoed Town Centre is allocated as Zone 3 - Urban, described as:

“very much part of a substantial built up area with a number of basic local facilities within 400m walking distance. A range of bus routes offering up to 6 buses per hour; the range of destinations offering practical access to most but not all essential facilities. The curtilage of the site restricts, to an extent, what car parking can be provided. There are likely to be some restrictions on on-street parking and other available off-street parking is severely limited or non-existent.”¹

¹ Car Parking Standards Part 1. CCBC November 2010. page 7 para. A5.3

Significantly, the guidance states that “*The scale of parking provision varies throughout Wales and local priorities will dictate the manner in which the standards are used*”². Some flexibility in the use and application of the standards is therefore recommended by the guidance.

Principles of a long-term parking strategy

1. All categories of users should be actively encouraged to use public transport or walking/cycling to access town centre facilities where possible.
2. Car parking provision for shoppers should be safe, convenient for them and priced at a level that maintains the town’s viability as a shopping centre.
3. Pedestrian links between car parks and the main shopping areas in Bargoed should be safe, convenient and direct.
4. The Bargoed Park & Ride car park should be for long-term (i.e. all-day) parking, primarily for rail passengers, and be managed and priced accordingly.
5. All other permanent car parks close to the town centre need to reflect the mix of users across the town (i.e. shoppers, visitors, retailers, workers and commuters) and should provide a balance of short stay and long stay parking to meet these needs whilst ensuring reasonable availability and supporting the economic vitality of the town.
6. Disabled drivers should be able to access all parts of the town centre safely and conveniently, although not all access routes need be DDA compliant.
7. Areas should be reserved for residents’ parking and shopper parking in streets within walking distance of the town centre. The fact that residing near a town centre has both advantages and consequences needs to be recognised.
8. Parking numbers should continue to be monitored on a regular basis to identify demand, trends and problems that may occur.
9. As part of the Council’s medium term financial plan, a wider review of the car parking provision and charging tariff across the county borough will be undertaken during 2014/15. This updated parking strategy for Bargoed town centre will need to take account of and be consistent with the conclusions and outcomes of this overarching review.

² Ibid p. 9 para. A6.1

Current Parking provision in Bargoed - September 2014

The town centre's main off street car parking sites are listed below and the current sites shown on Plan 1:

Plan ref. No.	Car Park	No. Spaces 1999	No. spaces Sept 2014	Current Status
1	Hanbury Road	97	123	Free
2	Emporium	46	27	P&D
3	St Gwladys	-	27	P&D
4	Park & Ride	-	89	Free
-	Former 'club' parking	30	-	-
6	Cardiff Road	100	-	-
7	Bus Station	-	18 + 4 CCBC spaces	Free
8	Southern car park	-	41	Free
9	Morrisons store lower deck	-	242	3 hours free
9	Morrisons store upper deck	-	145	3 hours free
10	Southern development site	-	0	Uncontrolled
	TOTAL	273	716	

The town centre therefore currently has an off-street car parking capacity of 716 spaces (of which 329 are controlled by the Council), a substantial increase from 15 years ago. However, most of it is at a different level from the town centre shops so that access to and from the car parks to Hanbury Road and High Street is an important consideration. Daytime access for the disabled and mobility impaired is now facilitated and improved by lifts in the Library and the Morrisons store.

The overall Council owned public parking provision in Bargoed town centre compares well with the larger centre of Caerphilly (311 spaces: excludes P&R sites) but is less than Blackwood (641 spaces). However, both Caerphilly and Blackwood have hundreds of additional free spaces associated with edge of town centre privately owned and managed retail stores.

Car Park Management

Bargoed's town centre car parks do not sufficiently differentiate between long and short term parking. Only the relatively small Emporium and St Gwladys car parks charge for parking, so the remainder tend to fill up with workers early in the day, to the disadvantage of shoppers. The Park & Ride car park is intended to serve rail commuters but it may be desirable to introduce further management measures to deter long term parking in shopper car parks. As part of the car park management plan for the new retail development Morrisons allow up to three hours free parking for general public use and not just their customers in this car park. Monitoring is ongoing to assess the use and impact of this facility in order to determine what changes in car park management may be required in the Council's off street car parks.

It is recognised that in the future Bargoed needs to develop and grow as a town centre by attracting more office workers. Therefore, some car parking provision should be made for long term parking to ensure that the town is an attractive location for both employers and their employees. To achieve this consideration should be given to reassignment of existing parking spaces on the fringe of the town centre in designated car parks or in areas allocated for long term parking, through a charging regime.

Private developments in the town are normally encouraged to provide additional private parking spaces for employees where appropriate through the planning system but in the vicinity of the new transport interchange in the north of the town centre the Council should try to encourage the use of public transport through Travel Plans rather than additional private parking spaces and their associated traffic movements.

Proposed future designation and use of the Council's off street car parks

Site ref.	Car Park	No. of spaces	Current Use	Proposed Use
1	Hanbury Road	123	Free	3 hrs free with long stay tariff over 3 hrs
2	Emporium	27	Short stay tariff	Long stay tariff
3	St. Gwladys	27	Short stay tariff	No change
4	Park & Ride	89	Free	No change
7	Bus station	18	Free	For building tenants only
8	Southern car park	41	Free	Long stay tariff
9	Morrisons (lower deck)	242	Free: 3 hr limit for non customers	No change
9	Morrisons (upper deck)	145	Free: 3 hr limit for non customers	No change

Reasons for proposed changes:

- Hanbury Road: to be consistent with the Morrisons car parks i.e. encourage shoppers, and discourage long term use.
- Emporium: provision for workers on that side of town.
- Bus station: to maximise the attractiveness of this site and third party tenancy/use.
- Southern car park: accommodation for long stay.
- Introducing P&D for long stay would be more consistent with car park controls in Blackwood and Caerphilly.

Monitoring Off Street Parking

Regular surveys of the public car parks between 12.00 and 13.00 on the last Friday of the month have revealed that the car parks are between 50% and 70% occupied at that time. It is difficult to draw any firm conclusions from this but it is believed that workers in the town centre may take up a significant proportion of the public parking spaces.

On Street Parking

All of the town centres in Caerphilly county borough adjoin residential areas comprising dense terraced housing with limited off street parking provision of their own. Residents with cars therefore have to park on street but in the streets within walking distance of the town centre there is also pressure from shoppers and town centre workers looking for convenient parking spaces.

The shopping streets themselves are obviously the most convenient of all potential parking spaces but here conflict for spaces is at its most intense between the needs of shoppers, the disabled, loading bays, bus access, the free flow of traffic and pedestrian space.

In Bargoed this issue is as acute as in any other centre. Consequently most of the on-street parking areas in adjoining residential streets are reserved for residents only during the working day. Sections of Church Place, Greenfield Street, South Street, West Street and Cardiff Road have limited waiting (30 minutes) and a section of Francis Street has limited waiting for up to one hour. Together these streets can accommodate perhaps 100 visitors' cars.

There are also large sections of these streets with no waiting at any time but some streets near the town centre – Gilfach Street and most of West Street and parts of Church Street have no parking restrictions at least on one side.

All on-street parking restrictions within the town are periodically reviewed as part of the traffic regulations order review process (typically on an annual basis). The current parking restrictions are considered to make best use of the available on street parking space for the different users in the town, but will continue to be monitored and reviewed.

Parking abuses remain a significant problem in Hanbury Road and High Street and the subject of some concern among community representatives and traders as well as the police. The Council will continue to engage with the local community and the police to ensure on street parking enforcement remains a high priority.

Since the reduction in the width of the carriageway to a single lane, the abusive parking has reduced but is still a significant and persistent problem.

Proposed changes and Short-term parking strategy

Further works are proposed for Bargoed between 2014 and 2016 that will affect the parking situation. There is therefore a need to maintain the status quo during these works in order to minimise the impact on the town centre's vitality and viability. The proposed future works include:

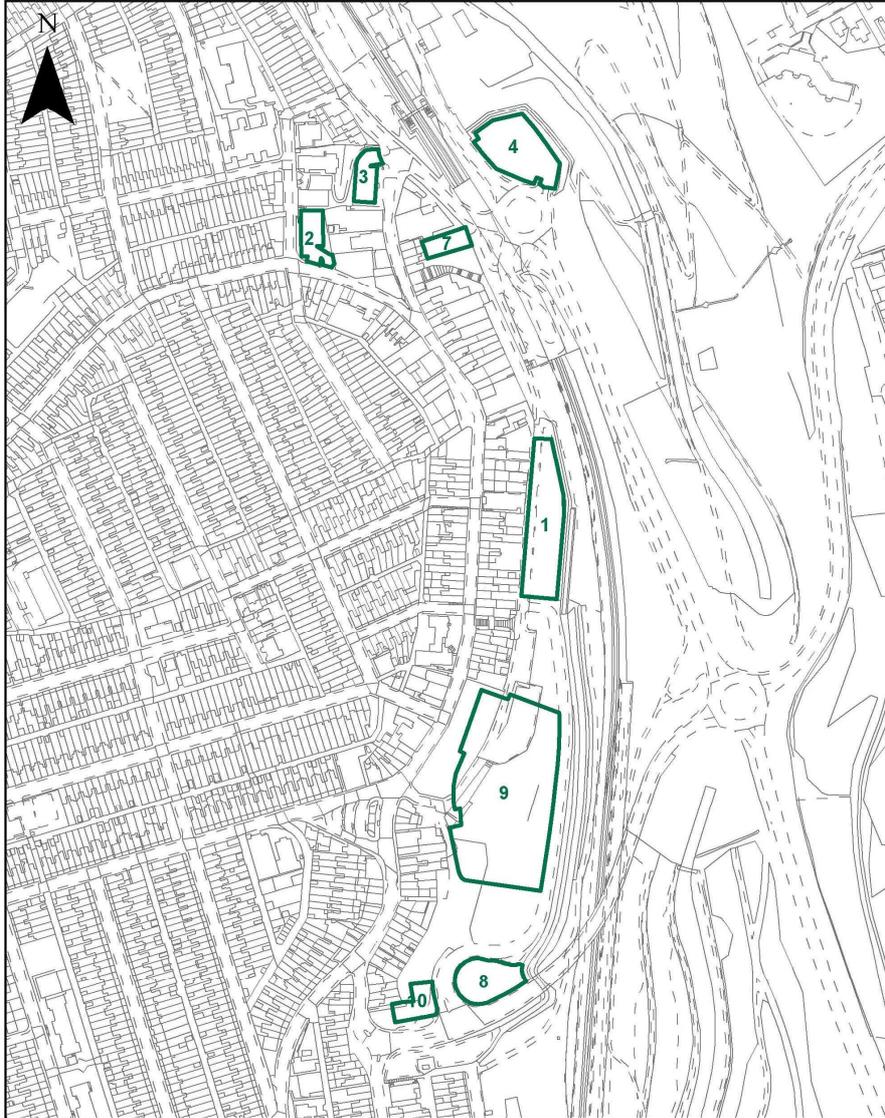
- Phase 4b of the public realm enhancement to extend the Hanbury Road and Hanbury Square public realm improvements southwards to include under Cardiff Road construction; planned for autumn 2014 to spring 2015.
- A pocket park proposal in Hanbury Road car park: construction planned for autumn 2014 to spring 2015.
- Demolition of HJJ building and implementation of Collier's Walk improvements: planned between autumn 2014 to spring 2015.
- Delivery of the cinema proposal: construction anticipated for summer 2015 to autumn 2016.
- Temporary store yards and offices will need to be accommodated in close proximity to the site of the proposed infrastructure works. It is anticipated that these temporary store yards will be located in areas currently used as car parks resulting in loss of parking spaces whilst the infrastructure works take place.

Once these works are complete it is recommended that the changes in the designation and management of off-street car parks suggested be implemented.

Plan 1

Bargoed Car Parks 2014

1:4,000



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Image Layers: © 2006 produced by COWI A/S for
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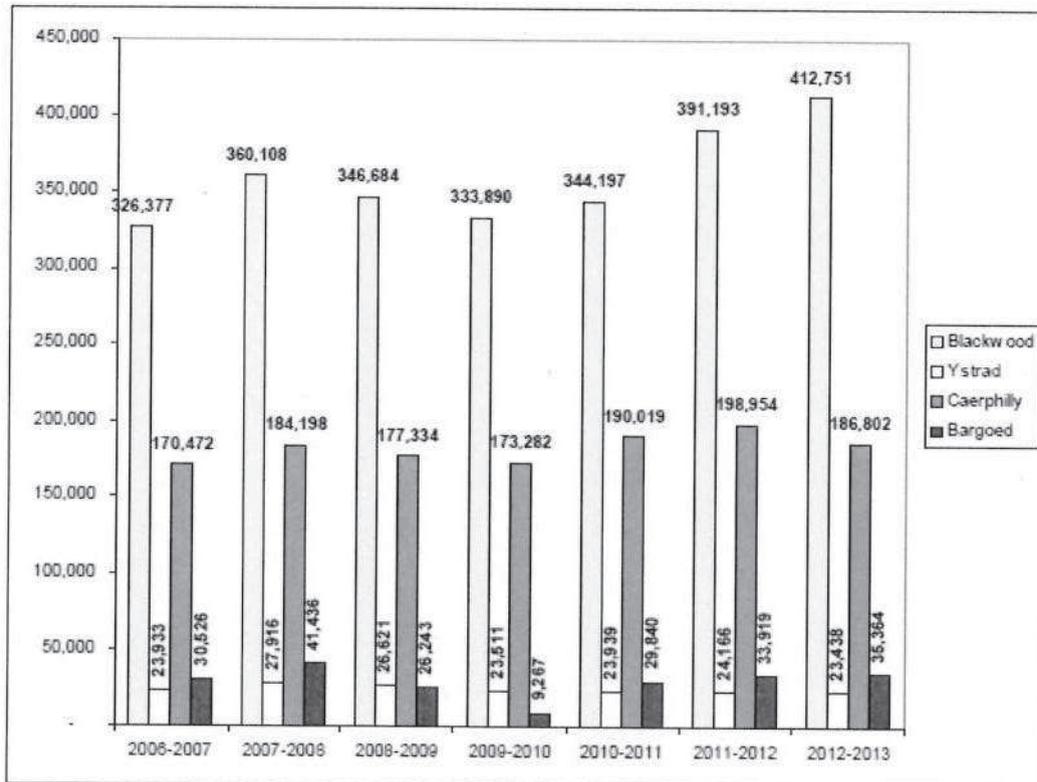
BARGOED TOWN PARKING STRATEGY – ACTION PLAN

	What?	Why?	Action	Target Date	Cost	Who?	Comment/Progress
1.	Revise Parking strategy	Identify long and short term parking requirements for the town	Officers to prepare a revised draft strategy for consultation	September 2014	Nil	CC & AD	Completed
			Undertake consultation with all stakeholders	Sept. & Oct. 2014	Nil	AD & CC	
			Finalise the strategy	Oct/Nov 2014	Nil	AD & CC with TCMG	
			Agree parking management plan with Morrisons	August 2013	Nil	CC	Completed
2.	Charging regime and waiting restrictions	Ensure compatibility between retail development parking management and CCBC parking management	Review car parking charges and waiting restrictions to all off street car parks (linked to wider county borough review)	Nov. 2014 - March 2015	TBC	CC	Progressing via the MTFP process with the Environment and Regeneration Scrutiny Committee
3.	Car parking surveys	Monitor usage and trends in car parks	Undertake usage surveys of all identified parking areas: between 12:00 & 13:00 on the last Friday of each month	Monthly surveys with six monthly update reports to TCMG	Nil	HS	

4.	On street parking	Monitor parking on Hanbury Road and High Street	Checks on usage	As and when required	Nil	TM	Surveys recently undertaken.
			Reinstate double yellow lines on Hanbury Road and High Street	August 2013	£2k	TM & AD	Completed
			Liaise with the Police on enforcement issues	Report as and when required	Nil	TM & AD	Regular liaison with local Inspector undertaken. Ongoing
			Review TRO requirements as construction progresses	October 2013	£2k	TM with design team	Completed October 2013
5.	Bus station car park	Implement CCBC controls	Prepare and make TRO to introduce formal controls to the car park	December 2014	tbc	TM	On hold
			Commence enforcement	January 2015	Nil	TM	On hold
Version 5 Last updated 6 October 2014 (CC)							

CC – Clive Campbell
AD – Allan Dallimore
HS – Helen Simmonds
TM – CCBC Traffic Management

Pay and Display Car Park Income and Ticket Sales



Annual Ticket Sales

Year	Bargoed	Blackwood	Caerphilly	Ystrad Mynach	TOTAL
2011/12	44,940	424,643	163,529	38,432	671,544
2012/13	50,982	555,274	184,340	45,447	836,043

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BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH OCTOBER 2014

SUBJECT: 'CHOOSE THE HIGH STREET' CAMPAIGN PROGRESS UPDATE

REPORT BY: CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 To provide information on the progress of the 'Choose the High Street' campaign run by the Council's Town Centre Management Team.

2. SUMMARY

- 2.1 The 'Choose the High Street' campaign ran throughout the summer months across the five managed town centres. A number of promotional platforms were utilised to communicate the message to the public.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Business and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 'A 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.

4. THE REPORT

- 4.1 Following the publication of the Portas Review in 2011, there has been a great deal of strategic thinking and media focus on the future of Britain's town centres. Subsequent reports and studies have all drawn attention to the threat posed to the high street by the growth in online shopping, particularly through the advent of Smartphone technology and also the expansion of out of town retail parks. In light of these changes in consumer spending, the active promotion of town centres is seen as key to their long-term survival and future growth. In Spring 2014, the Council's Town Centre Management team developed a new concept 'Choose the High Street', the aim was to use this brand across the five managed town centres in order to promote them as shopping destinations and business opportunities.
- 4.2 During the summer months the 'Choose the High Street' campaign was rolled out in Caerphilly, Blackwood, Bargoed, Risca and Ystrad Mynach town centres. The initiative moved away from the 'discount card' concept used at Christmas and took a twofold approach in promoting the town centres. Firstly, 'Choose the High Street' highlights the power of

consumer choice and asks shoppers to make a conscious decision to use their local high street. Secondly, it encourages new 'start up' businesses to locate onto the high street.

Summary of platforms utilised to promote the campaign:

- 5,000 x free canvas shopping bags given away in Libraries and Customer First Centres;
- 1,000 children's balloons given away at town centre events
- 30,000 'concertina' leaflets given away in the Libraries, Customer First Centres and at town centre events – Caerphilly 10K / Blackwood Beach Party / Risca Hoe Down & Show Down / The BIG Cheese;
- Advertising billboards displayed in each town centre;
- 700 window stickers distributed to retailers across five town centres;
- Article in Newline - delivered to every household in the County Borough;
- Lamppost banners;
- YouTube videos produced;
- Content posted on Council's Facebook page;
- Content posted on Council's Twitter page;
- Re-development of the Town Centre pages on the Caerphilly County Borough Council website, with a banner placed prominently on the council website homepage to signpost visitors to the pages
- Retail Property Directory site rebranded as 'Choose the High Street';
- 250 business leaflets sent to local banks, enterprise agencies, grant providers and Business Wales contacts;
- Proactive engagement with property agents who have shops for sale or let in the town centres.

4.3 Additional Promotion

As the campaign unfolded additional items were purchased in response to public demand and also to support the Welsh Governments 'Support Your High Street' seven day initiative between September 20th – 27th:

- An additional 3,000 free canvas shopping bags were ordered for Libraries, Customer First Centres and the new Mobile Customer Service Centre;
- A full-page Caerphilly Observer advert and accompanying web banner advert was placed.

4.4 Social Media

Social media platforms *Facebook*, *Twitter* and *YouTube* were used as a complementary mechanism to reinforce the messages promoted through press articles and roadside billboards.

YouTube film clips were produced involving local independent traders from each of the five town centres these helped to showcase the unique retail offering of each town centre. In each film clip, the retailers were united in conveying the message that there are many reasons why residents should choose to support their local high street. To date, the collective number of views of these film clips is in excess of 1,000.

Facebook and Twitter were used to reinforce the key messages of the campaign with in excess of a collective 14,000 followers. Throughout the three month first phase period, regular engagement activity took place to gauge residents' thoughts and views on a range of high street related issues including customer service and suggestions for potential enhancements to town centres in the future.

A 'closed' Facebook group was also created, to allow the County Borough's retailers a unique place where they can share best practice, ideas and potential opportunities to work collaboratively. This element of the campaign is in its very early stages, but will continue to be built upon over the coming months.

4.5 New Businesses

Since the 'Choose the High Street' initiative was launched in June a number of new businesses have opened in the five managed town centres:-

Business	Town Centre
Cadwalladers	Caerphilly
EMS Motorcycle Spares	Caerphilly
Gills Café & Coffee House	Caerphilly
Vapo Place Café	Caerphilly
Scruffy 2 Fluffy Pet Parlour	Bargoed
Simply at Home	Bargoed
Beauty by Emma	Bargoed
The Band Box	Risca
The Nook	Risca
Busy Bees Home Design	Risca
Amore	Ystrad Mynach
Coffee @ 37	Ystrad Mynach
Preachers Lounge Bar	Blackwood
Maxime Cinema	Blackwood
Jim's Traditional Fish & Chips	Blackwood
Learn About Wales	Blackwood

4.6 Potential New Businesses

In addition, Town Centre Management have provided information & support in response to enquiries from people looking to start the following businesses or establishing new projects:

Business	Town Centre
Coffee Shop	Blackwood or Caerphilly
Crèche	Blackwood or Bargoed
Ex Service persons café	Blackwood
Coffee shop	Ystrad Mynach
Foodbank shop	Blackwood
Hope Rescue Charity Shop	Caerphilly
Win a Shop Project	Bargoed
Kickplate Photography Exhibition	All five town centres
Cafe	Caerphilly
Sports / School wear Shop	Ystrad Mynach
Indoor Sports Facility	Blackwood / Ystrad Mynach
Kitchen producing locally sourced food	Caerphilly
Coffee shop	Caerphilly

4.7 Retailer Survey Results

A total of 692 surveys were sent out to every business across the five managed town centres of those just 39 were returned, giving a response rate of just 5.6%.

Of the responses received, a summary of the results is below:

Question	Yes	No	Unsure
Are you aware of the "Choose the High Street" campaign?	82%	18%	
Have you displayed the promotional window sticker?	72%	28%	
Are your customers aware of the "Choose the High Street" campaign?	30%	70%	
Do you think "Choose the High Street" was successful?	13%	61%	28%

Retailers were also asked which promotional tools they felt were the most successful. Social media and billboards were ranked the highest, followed by the window stickers, then the free canvas shopping bags and finally the leaflets distributed at events.

4.8 Public Survey results:

To supplement the retailers' survey, an online survey was also conducted asking members of the public for their views on the campaign so far.

The responses were gained through a combination of social media (CCBC Facebook and Twitter) and through email to the CCBC Viewpoint Panel Members.

A total of 114 people responded to the survey – and a summary of the results are below:

4.9 Question:-

1. Have you heard of the Choose the High Street campaign? **Yes: 50% No: 49%**
2. If you answered 'Yes' to question one, where have you seen the Choose the High Street campaign promoted? **The majority of respondents saw the campaign promoted through social media (40%), Newsline (24%) and the local newspaper (20%).**
3. The Choose the High Street campaign aims to encourage local people to support their local town centres and local traders. Do you agree with the sentiments of the campaign? That is, do you support what the council is trying to achieve through this campaign? **Yes: 88% No: 4% Not Sure: 7%**
4. How often, on average do you visit your local town centre? **The majority of residents said they visited their town centres once a week (30%), most days (19%) and fortnightly (14%). 11% said they rarely visit their local town centre and 1% said they never do.**
5. Which Caerphilly County Borough town centre do you visit most often? **The responses, in descending order were Caerphilly (39%), Blackwood (32%), Risca (10%), Ystrad Mynach (6%), Bargoed (6%) and None (4%).**
6. What would encourage you to visit your local town centre more often than you currently do? **This question generated a total of 98 responses. The issue that drew the most responses (37) was the provision of free / better parking, the second highest number of responses (35) related to the need for an improved shopping offer. A small number of other responses highlighted better street cleansing, longer shop opening hours and retailers running special offers as suggestions for improvements.**
7. Would a Christmas/festive discount offer encourage you to support a retailer in your local town centre? **Yes: 58%, No: 15%, Not Sure: 26%.**

4.10 Summary

The 'Choose the High Street' campaign was the first stage in a longer process to raise awareness of the need for people to support their local town centre. Since the launch of the campaign in the County Borough, a UK wide effort to promote the 'Great British High Street' and a one-week initiative by Welsh Government - 'Support Welsh High Streets' have both taken place. This demonstrates that the council's 'Choose the High Street' campaign is in line with current strategic thinking on town centre development.

Various marketing platforms have been used to make consumers, retailers and potential business start-ups aware of the 'Choose the High Street' brand. However, realistically, this will take time, as it is impossible to encourage a permanent behavioural change over just a three-month period. In the coming months officers will continue to support local retailers in developing new ways to use the 'Choose the High Street' brand to promote the five town as shopping destinations and business opportunities.

5. EQUALITIES IMPLICATIONS

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

6. FINANCIAL IMPLICATIONS

- 6.1 The campaign is funded through the Town Centre Management core budget.

7. PERSONNEL IMPLICATIONS

- 7.1 There are no direct personnel implications.

8. CONSULTATIONS

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

9. RECOMMENDATIONS

- 9.1 That Members note the contents of the report.

10. REASONS FOR THE RECOMMENDATIONS

- 10.1 This report is for information only.

11. STATUTORY POWER

- 11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Pauline Elliott, Head of Regeneration & Planning
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable Development
Allan Dallimore, Team Leader Urban Renewal
Paul Hudson, Marketing & Events Manager
Hayley Lancaster, Senior Communications Officer
Steve Wilcox, Assistant Town Centre Manager
Elizabeth Sharma, Research Officer

Appendices:
Appendix 1 Endorsements for 'Choose the High Street'

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A number of endorsements were received for the campaign:-

"The 'Choose the High Street' campaign successfully connects with customer sentiment and highlights the power of consumer choice. The initiative demonstrates the importance of managing our town centres, something we as the Association of Town & City Centre Management have highlighted to Welsh Government." **Chief Executive Martin Blackwell - Association of Town & City Centre Management**

"At Revive and Thrive, we fully support and endorse the excellent 'Choose the High Street' campaign. Our high streets are about much more than shops - they are places to meet and relax and give us all a sense of community, of belonging somewhere. This campaign is an important part of the on-going effort to revitalize and rejuvenate the most important part of the places we live in." **Mark Barnes Managing Director - Revive & Thrive**

"The 'Choose the High Street' campaign is very good and something that Welsh Government could consider using in other towns across Wales, I would be happy to use the campaign locally in Bridgend." **Rhiannon Kingsley - Chair of Association Town & City Centre Management Wales / Bridgend Town Centre Manager**

"The role of the high street in the 2020's is vitally important and the 'Choose the High Street' campaign affirms this. The retail scene is evolving rapidly and our high streets reflect this as top internet performers open shops and new 'collect' provisions become part of how we now use our local high street. Any campaign to make customers aware of the need to vote with their feet and support the high streets is to be welcomed." **John Couzens, Centre Manager - Castle Court Shopping Centre, Caerphilly**

"I drove in from the north end of Blackwood earlier this week, a route I do not usually travel and saw the *Choose The High Street* billboard situated next to the Institute. What a great sign, it certainly is eye catching, a great advert for the campaign and one that will hopefully have a positive effect." **Huw Edwards - Tidal's Store & Chair of Blackwood Retail Partnership**

"Choose The High Street is an innovative way of encouraging those who do not shop locally to come into town and see what is available and what they are missing." **David Collins - Bargoed Chamber of Trade**

"Each shop in a High Street is individual and a reflection of the owner's personality, which is something very special. Choose the High Street encourages people to experience this." **Helen O'Sullivan – Risca Pine Centre**

"A High Street is not just about the variety of shops, but also the community. People cannot only shop for their items, but also chat with the shopkeepers, which keeps community spirit alive within the town. The Choose the High Street campaign endorses this." **Andrew Berry – Andrew Berry Jewellers**

"Thanks for providing us with the high street bags we ran out of them pretty quickly we had customers who sent their friends, family and neighbours to come in and get one which then improved our footfall. Customer Feedback was very positive and all thought the same about supporting our local high street shops." **Customer First Team Caerphilly Library**

"Just to say thanks for the bags they have been very popular with our customers. Also we are distributing the High Street info maps with the bags now and customers are saying how useful they are." **Blackwood Library Staff**

"We have had a very favorable response from the customers and have put a supply of the leaflets and bags on the main reception desk and the cash office." **Customer First Team, Ty Penallta**

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BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH OCTOBER 2014

SUBJECT: 'CHOOSE THE HIGH STREET @ CHRISTMAS'

REPORT BY: CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 This report provides information on the 'Choose the High Street @ Christmas' campaign, which will be run in the County Borough's five principal town centres in the weeks leading up to Christmas 2014.

2. SUMMARY

- 2.1 The next phase of the 'Choose the High Street' campaign will be directed towards encouraging more people to spend in their local town centres over the Christmas period. Retailers across the five managed town centres will have the opportunity to submit an offer, which will be included in a voucher booklet. The scheme supports local businesses as it offers them a chance to participate in a coordinated campaign under the 'Choose the High Street @ Christmas' banner. In addition, a new 'Pop Up Shop Guide' has been produced by Town Centre Management, which sets out the process of setting up a Pop Up shop and is particularly relevant in the run up to Christmas.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Business and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 'A 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.

4. THE REPORT

- 4.1 According to retail analysts, Christmas 2014 is expected to be a very difficult one for retailers, with only a modest sales growth expected. A number of factors are contributing to this, including: faltering consumer confidence and the continued growth in online sales. Over the last two years, in the lead up to Christmas the Council's Town Centre Management Team has run the 'Unique Places Discount Card' scheme, a tool for retailers to generate sales. After assessing the feedback provided by retailers in previous years, a slightly different approach will be taken for Christmas 2014.

- 4.2 Following the successful start of the 'Choose the High Street' campaign developed by the Council's Town Centre Management team over the summer months, the next phase of the scheme will be run over the Christmas period. 'Choose the High Street @ Christmas' will build further on the brand and in the weeks leading up to Christmas encourage people to spend locally in the five principal town centres. In doing so, the initiative is assisting local businesses as they try to capture consumer spend during this crucial trading period. The booklet has been developed to support local businesses but the onus remains on the retailers to participate and ensure that the booklet contains a large number of offers, which will incentivise customers to pick it up.
- 4.3 To market the campaign the 'Choose the High Street' branding will have a seasonal twist with the addition of '@ Christmas'. The adapted logo is included as an Appendix to the report.
- 4.4 This year's scheme centres on a printed voucher booklet and retailers in the five managed town centres will have the chance to submit an offer for inclusion in the booklet with the level of discount being set by retailer at their discretion. In order to allow time for design and printing, retailers will need to submit their offer by the 24th October on the form sent to them by Town Centre Management. Building on the successful distribution of the 'Choose the High Street' shopping bags through the Council's Libraries and Customer First Centres, the free voucher booklet will also be given out in these locations and at the Council's Christmas events. The use of a single voucher booklet covering all five towns as a promotional tool, rather than a discount card, means that people will have the offer physically in front of them as they plan their Christmas shopping.
- 4.5 An additional element to the Christmas initiative is the launch of a 'Pop-Up Shop Guide' produced by the Town Centre Management Team. The guide provides an explanation of what a Pop-Up shop is and explains the process of setting one up. It is hoped that by providing this guide in the months leading up to Christmas 2014, it will encourage people to explore opening a Pop-Up shop for Christmas. New Pop-Up shops will increase the shopping offer and also occupy an otherwise vacant unit. The guide will be branded as 'Choose the High Street' and further builds on the work already done to highlight the importance of the County Borough's town centres to the local economy.

5. EQUALITIES IMPLICATIONS

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

6. FINANCIAL IMPLICATIONS

- 6.1 The campaign is funded through the Town Centre Management core budget.

7. PERSONNEL IMPLICATIONS

- 7.1 There are no direct personnel implications.

8. CONSULTATIONS

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

9. RECOMMENDATIONS

- 9.1 That Members note the contents of the report.

10. REASONS FOR THE RECOMMENDATIONS

10.1 This report is for information only.

11. STATUTORY POWER

11.1 Local Government Act 2000.

Author: Andrew Highway, Town Centre Development Manager
Consultees: Pauline Elliott, Head of Regeneration & Planning
Cllr. K. James, Cabinet Member for Regeneration, Planning and Sustainable
Development
Allan Dallimore, Team Leader Urban Renewal
Paul Hudson, Marketing & Events Manager
Hayley Lancaster, Senior Communications Officer
Steve Wilcox, Assistant Town Centre Manager

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BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH OCTOBER 2014

SUBJECT: BARGOED CHRISTMAS MARKET 2014

REPORT BY: MARKETING & EVENTS MANAGER

1. PURPOSE OF REPORT

- 1.1 This report seeks to update the group on plans for this year's Christmas Market and to make a request for a funding contribution from the Area Forum Budget towards the costs of staging the event.

2. SUMMARY

- 2.1 Following the completion of a significant level of physical regeneration works in Bargoed town centre and the opening of a new Morrison's store in Bargoed, the Christmas Market extended from the Emporium Car Park in to the town centre, occupying the High Street. The logistics of the event involved an extensive road closure programme over the course of the event and it is proposed to continue to build on the successful staging of the 2013 event in the town centre by building up the level of activity and entertainment in the town centre for the 2014 event.

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".

4. THE REPORT

- 4.1 Last year's event attracted significant interest from visitors leading to a 138% increase in the footfall figures when compared to the previous weekend. The data shows a recorded footfall of 4,497 visitors compared to 1,885 the previous week, one of the highest recorded single day visitor numbers to the town centre. The data demonstrates the potential of the Bargoed Christmas Market to make a positive contribution to the economic and social well being of the local community and has the potential to bring new visitors to Bargoed providing an opportunity to reflect on the transformative changes that have occurred in the town centre.
- 4.2 New elements were introduced to the event in 2013 such as the addition of funfair attractions and workshop activity in the High Street. Whilst the event proved popular in terms of visitor numbers there were a number of issues identified following the event. Areas such as event layout, attraction density, the placement of funfair attractions and charity stall allocations are areas that are being addressed for 2014.

- 4.3 To date there has been a 32% increase in the number of stallholder applications received from 19 to 25 and a much reduced percentage of charity applications received, from 8 to 6.
- 4.4 The plan for this year's event is to develop the density of attractions on the High Street in order to build the atmosphere and content of the event and to provide a physical connection across the town centre.
- 4.5 One of the key enabling factors in being able to close the High Street in 2013 was the funding received from Morrison's and EU funds related to the physical regeneration works in the town centre. These funds are not available for the event this year and in order to develop and grow the event to build on the visitor numbers that attended in 2013 financial support will be needed in the short term to add value in the form of content and entertainment to the event programme.

5. EQUALITIES IMPLICATIONS

- 5.1 Two of the Council's Strategic Equality Objectives (numbers 3 and 4) are relevant to this report in that they cover matters relating to Physical Access and Communication Access for various individuals and groups covered by Equalities and Welsh Language legislation.
- 5.2 Town centre regeneration and tourism issues are strongly influenced by these and due consideration of the Strategic Equality Objectives and related actions can contribute to the success of tourism projects and events for example by attracting wider audiences.

6. FINANCIAL IMPLICATIONS

- 6.1 The core funding required to stage the event will come from various departments from within Caerphilly County Borough Council.

7. PERSONNEL IMPLICATIONS

- 7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Services department will co-ordinate the event, with the support of the local schools taking part.

8. RECOMMENDATIONS

- 8.1 To consider a request for a financial contribution of £2,000 towards the staging of the event from the Area Forum Budget.

9. REASONS FOR THE RECOMMENDATIONS

- 9.1 The report is an information item.

10. STATUTORY POWER

- 10.1 Local Government Act 2000.

Author: Paul Hudson, Events and Marketing Manager
Consultees: Andrew Highway, Town Centre Development Manager

BARGOED TOWN CENTRE AUDIT – OCTOBER 2014

DATE	ISSUE	DEPARTMENT	PROGRESS UPDATE
23/01/08	<p><u>Morrisons Store Construction Bargoed</u> The construction of a new retail site as part of the Greater Bargoed Regeneration Scheme will allow a new food store to locate in the town.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>21/5 An update was provided to the TCMG. 2/6 Cllr. Davies had expressed concerns about fire engines being able to access the store. However, measures are in place to allow the fire brigade to get vehicles to the store. 4/8 There have been issues with the fire alarms in the unit shops. Engineers have been called to investigate and remedy the fault.</p>
05/03/12	<p><u>Cinema Development Bargoed</u> The scheme will include a cinema and new retail units.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>14/4 Project costs currently exceed the allocated budget. 21/5 An update was provided to the TCMG. 2/6 There is still a commitment to build the cinema and discussions are ongoing. 4/8 Officers continue to work towards a retendering process. Liaison with WG is ongoing as officers try to secure external funding to bridge any funding gaps for the cinema.</p>

28/06/11	<p><u>Steps</u> <u>Hanbury Road</u> A complaint has been received regarding the condition of the repairs on Hanbury Road steps.</p>	<p>Highways <i>Marcus Lloyd</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>21/5 An update was provided to the TCMG. 2/6 Remedial works are still pending while European funding is being sought. 4/8 WEFO will be approached for potential funding once the pocket park scheme has been fully costed.</p>
08/03/12	<p><u>Railway Station Fencing</u> <u>Station Road</u> Concern was raised by Cllrs at the TCMG about the condition of the chain-link fencing surround Bargoed Railway Station.</p>	<p>Transportation <i>Clive Campbell</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>14/4 Officers continue to look for funding. 21/5 An update was provided to the TCMG. 2/6 Officers are seeking clarity over WG funding. 4/8 The fencing forms part of a wider station improvement scheme, but this continues to be a low priority for WG.</p>
25/04/12	<p><u>Illegal Parking</u> <u>Town Centre</u> A complaint was received from the Chamber of Trade regarding illegal parking in the Town Centre, which is causing problems for retailer deliveries and public transport.</p>	<p>Police <i>Ins Hill</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>21/5 An update was provided to the TCMG. 2/6 Double yellow lines will be repainted, but there is currently a dispute with the contractor over failures of some of the granite channel blocks. 4/8 The contractor has agreed to replace the granite channel blocks in August and the double yellow lines will then be reinstated in due course.</p>

05/10/12	<p><u>Parking Issues</u> <u>Lower High Street</u> There is a consistent problem of motorists parking on the pavement opposite the Original Factory Shop.</p>	<p>Police <i>Ins Hill</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>21/5 An update was provided to the TCMG. 2/6 Double yellow lines will be repainted, but there is currently a dispute with the contractor over failures of some of the granite blocks. 4/8 The contractor has agreed to replace the granite channel blocks in August and the double yellow lines will then be reinstated in due course.</p>
14/01/13	<p><u>Damage to Trees</u> <u>Hanbury Road Car Park</u> At the TCIG, Members reported that the trees in Hanbury Road are severely leaning and appear to be falling over – either through vandalism or high winds.</p>	<p>Transportation <i>Clive Campbell</i></p> <p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>21/5 An update was provided to the TCMG. 2/6 New trees are being introduced as part of the “pocket park”. Work will be completed by March 2015. 4/8 The remedial works to the trees will form part of the pocket park scheme.</p>
18/03/13	<p><u>Unit Shops</u> <u>Lowry Plaza</u> The unit shops planned for the new Lowry Plaza will be actively promoted during construction to ensure that maximum occupancy is obtained in readiness for their opening.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>14/4 The first unit to be let has gone to Greggs. A site meeting will be taking place to look at outdoor space being utilised by Greggs and Subway. 21/5 An update was provided to the TCMG. 2/6 Discussions are ongoing between the agents and potential tenants. 4/8 Discussions continue with potential tenants.</p>

25/11/13	<p><u>Water in Shop Cellar</u> <u>Cardiff Road</u> At the TCIG, Cllr. Price made Officers aware that there is water ingress in the cellar of Carol's Bridalwear, which the proprietor feels is a result of the regeneration works.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>21/5 An update was provided to the TCMG. 2/6 A representative of Capita Symonds will be visiting the property to make an assessment. 4/8 Capita Symonds continues to assess the property.</p>
18/12/13	<p><u>Youth Annoyance</u> <u>Morrisons Car Park, Bargoed Gateway</u> The manager of Morrisons has received complaints from customers in relation to young people congregating in the lower storey of the car park. The young people are drinking and verbally abusing customers.</p>	<p>Police <i>Ins Hill</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>14/4 The managing agents have deemed that Morrisons has responsibility for this issue and will be liaising with them accordingly. 21/5 An update was provided to the TCMG. 2/6 Police continue to monitor the area and move people on when needed. 4/8 An improvement has been noticed. Issue Closed 4/8</p>
15/01/14	<p><u>Broken Double Yellow Lines</u> <u>Town Centre</u> A number of complaints have been received from retailers, Police Officers and Councillors in relation to the condition of the newly painted double yellow lines in the town centre.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p> <p>Highways <i>Marcus Lloyd</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>21/5 An update was provided to the TCMG. 2/6 Double yellow lines will be repainted, but there is currently a dispute with the contractor over failures of some of the granite blocks. 4/8 The contractor has agreed to replace the granite channel blocks in August and the double yellow lines will then be reinstated in due course.</p>

23/01/14	<p><u>New Notice Board</u> <u>Lowry Plaza</u> A request has been made by the Town Council to investigate the installation of a notice board on the new Lowry Plaza.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>2/6 Allan Dallimore is due to meet with Cllr. Price on site to determine location. 4/8 A site meeting has taken place, but the preferred location may not be suitable. Discussions are ongoing.</p>
29/01/14	<p><u>Chewing Gum Removal</u> <u>General Areas</u> At the TCMG, Members expressed concern over the amount of chewing gum on the paved area of Royal Square. The areas around the bus stop and outside Spar are of particular concern.</p>	<p>Cleansing <i>Tony White</i></p>	<p>14/4 The area has been cleaned and will form part of an ongoing maintenance programme. 2/6 Regular cleansing programme ongoing. 4/8 Regular cleansing continues. Issue Closed 4/8</p>
29/01/14	<p><u>Angel Artwork Spotlight</u> <u>High Street</u> At the TCMG, it was noted that the spotlights illuminating the artwork are not working properly. Officers were asked to look into the issue.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p> <p>Highways <i>Marcus Lloyd</i></p>	<p>14/4 Repairs have been added to work schedule and will be completed in due course. 21/5 An update was provided to the TCMG. 2/6 This has been passed to street lighting engineers and investigations are ongoing. 4/8 The work has been carried out. Issue Closed 4/8</p>
03/02/14	<p><u>Condition of Shop Hoardings</u> <u>Lowry Plaza</u> At the TCIG, Cllr. Tudor Davies expressed concern about the condition of the wooden hoardings on the vacant unit shops. The boards are visually unappealing and are in a poor condition.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THIS ISSUE</p> <p>2/6 A small budget has been obtained and NCS will be painting the hoardings in due course. 4/8 The boards have been repaired and repainted. Issue Closed 4/8</p>

03/02/14	<p><u>Pocket Park Consultation Hanbury Road</u> Officers in Urban Renewal are currently carrying out a public consultation into proposals for a “pocket park”, which will occupy part of the current Hanbury Road car park.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>PLEASE SEE PREVIOUS AUDITS FOR A FULL HISTORY OF THE ISSUE</p> <p>21/5 An update was provided to the TCMG. 2/6 Feedback from the local community continues to be received and will be taken into account. 4/8 The final design is currently being costed.</p>
08/05/14	<p><u>Choose the High Street Campaign Town Centre</u> Town Centre Management will be launching a summer campaign across the five managed towns, encouraging consumers to “Choose the High Street”. The scheme will run over the summer period and use several forms of media.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	<p>2/6 Campaign has been launched to encourage shoppers to “choose the high street” and to also encourage businesses to trade from them. 4/8 The campaign has started well and will continue over the summer period. Press releases are continuing. The next phase will be to work with property agents to try and fill vacant town centre properties.</p>
21/05/14	<p><u>Assessment of Access Junction Hanbury Road Car Park</u> At the TCMG, a complaint was received from the Town Council in relation to the access junction of Hanbury Road Car Park. The junction is very tight and does not provide enough room for two vehicles to enter/exit the car park at the same time.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p> <p>Transportation <i>Clive Campbell</i></p>	<p>2/6 Further discussions to take place with officers. 4/8 The radius of the junction will be increased as part of the pocket park scheme.</p>
22/05/14	<p><u>Clearance of Weeds “Miners’ Heads”, Hanbury Square</u> A complaint has been received from Cllr. Carter in relation to weeds around the Miners’ Heads statue and the surrounding public realm area.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	<p>2/6 Officers are currently in the process of removing the weeds. 4/8 The area has been grubbed out. Issue Closed 4/8</p>

20/08/14	<p><u>Glutton Litter Sucker Trial</u> <u>Morrisons Store, Lowry Plaza</u> Officers in Cleansing would like to trial a new, rechargeable “Glutton Litter Sucker” device in Bargoed to keep the town clean. They are working with Morrisons management with a view to storing the equipment in the store’s warehouse.</p>	<p>Cleansing <i>Rhodri Lloyd</i></p>	
03/09/14	<p><u>Damage to Bench</u> <u>O/S Barclays Bank, Hanbury Road</u> One of the newly installed wooden-topped benches has been damaged and requires a new wooden slat.</p>	<p>Urban Renewal <i>Allan Dallimore</i></p>	
03/09/14	<p><u>Christmas Event</u> <u>Town Centre</u> Planning is underway for a Christmas event in the town centre, which is scheduled to take place on 29th November 2014.</p>	<p>Business Enterprise Support Team <i>Paul Hudson</i></p>	
03/09/14	<p><u>“Choose The High Street @ Christmas” Campaign</u> <u>Town Centre</u> The “Choose the High Street” campaign is being extended to the Christmas period to encourage people to shop locally this Christmas. The scheme will involve a voucher scheme that all retailers will have the opportunity to sign up to.</p>	<p>Town Centre Management <i>Andrew Highway</i></p>	
16/09/14	<p><u>Deep Clean of Public Realm</u> <u>Royal Square</u> Cllr. Davies has asked for a deep clean of Royal Square to address the floor staining, litter and cigarette ends in the area.</p>	<p>Cleansing <i>Tony White</i></p>	

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