



BLACKWOOD TOWN CENTRE MANAGEMENT GROUP – 26TH FEBRUARY 2016

SUBJECT: GO2MYTOWN WEBSITE

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 This report provides information on the “Go2MyTown” website, which is in the process of being updated and refreshed.

2. SUMMARY

- 2.1 The report provides details of the new Caerphilly Business Portal website, which is being integrated into the Go2MyTown website. This report gives members an overview of the content that is being incorporated into the site.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 “Prosperous Caerphilly” is identified as one of the key outcomes in the Council’s “Single Integrated Plan”. The Implementation of the *Unique Places* model of Town Centre Management in the County Borough’s principal town centres is one of the actions identified to achieve this outcome.

4. THE REPORT

- 4.1 In 2010, the Council’s Business Enterprise Support Team started to develop the Go2MyTown project, which aimed to give each town centre in the Borough a presence on the Internet and give businesses the opportunity to be listed on the site and advertise their products/services. Individual town centre sites were set up, such as Go2Bargoed & Go2Risca, which were housed and accessed via the central Go2MyTown site.
- 4.2 Running in parallel with this site was the Caerphilly Business Portal – www.caerphillybusiness.info – that contained other business-orientated information such as Town Centre Management’s Retail Property Directory.
- 4.3 Following changes in the Council’s Business Enterprise Support Team and the need to re-profile the Go2MyTown website, in December 2015 it was decided that elements of the Business Portal and Go2MyTown would be merged into one site and a Content Management System (CMS) installed to enable easy and regular updating of the site. This would all be under the umbrella of Go2MyTown.

- 4.4 Work started on the content revision in January 2016 and is currently ongoing. There is a new “news” section, which is now regularly updated with stories relating to our town centres. Businesses have been invited via the Town Centre Gazette to send in stories to the Town Centre Management Team for inclusion on the site.
- 4.5 One of the major new additions to the site is Town Centre Management’s Retail Property Directory, which previously sat on the Caerphilly Business Portal site. This directory lists all of the vacant properties within the five managed town centres that are available to buy or let. Each listing contains a photograph of the property, the agent’s details and, for the first time, a map of where the property is.
- 4.6 In addition to the two new features, the site continues to host a business directory, available jobs (mainly CCBC vacancies at present), forthcoming events, special offers and information on the Council’s “Unique Places” model of town centre management along with PDF versions of the Town Centre Gazette, FootFall reports and the “Pop-up Shop Guide”.
- 4.7 The website is also being used to advertise the new “Smart Zone” service that the Business Support & Funding team offers. This service allows small companies and start-ups the opportunity to hire office and meeting space on Tredomen Business Park, along with support services such as business mailing, photocopying, telephony and internet access.
- 4.8 Previously, there was some duplication in the content found on Go2MyTown site and the Council’s corporate business page – www.caerphilly.gov.uk/business. However, the new site will work to compliment the information found on CCBC’s site. Visitors will be signposted to the Council’s business site for additional information on business support such as grants, advice, promotion and business rates.
- 4.9 Between 1st January and 8th February 2016, there were 465 unique visitors to the site. This figure will be used as a benchmark to assess the impact that the revised content and regular updates will make to the site.
- 4.10 As content is still being populated, the site is changing on a regular basis and information being brought up-to-date. However, a demonstration of the site will be provided at a future Town Centre Management Group meeting. A link to the site will be provided to members once the new site is launched.

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 was 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.

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