



BARGOED TOWN CENTRE MANAGEMENT GROUP – 15TH MARCH 2017

SUBJECT: PROCUREMENT OF TOWN CENTRE FOOTFALL COUNTER PROVIDER

REPORT BY: CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 This report is intended to provide members of the Town Centre Management Group with information on the renewal of the footfall camera provision contract.

2. SUMMARY

- 2.1 The contract for the supply of footfall cameras in our principal town centres has recently come to an end. As such, a tender process is underway to award a new five-year contract. The report provides members of the Town Centre Management Group with an update as to the current status of this procurement process and the potential implications on data provision.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".
- 3.2 "Prosperous Caerphilly" is identified as one of the key outcomes in the Council's "Single Integrated Plan". The Implementation of the *Unique Places* model of Town Centre Management in the County Borough's principal town centres is one of the actions identified to achieve this outcome.
- 3.3 Data from the footfall counters is used to inform the Annual Monitoring Report (AMR) into the Adopted Caerphilly County Borough Local Development Plan (LDP) (up to 2021). The main aim of the AMR is to assess the extent to which the LDP Strategy and Strategy Policies are being achieved. With regards to Retail and Town Centres, the AMR addresses the vacancy rates in the 5 Principal town centres, as well as using information from the shopper attitude surveys to ascertain how well the town centres are performing. More specifically, indicator L17 in the AMR provides an annual summary of footfall figures in the town centres, which is a vital component in measuring the vitality and viability of town centres.
- 3.4 The Well-being of Future Generations (Wales) Act 2015 sets out seven Well-being Goals which aim to make a positive impact upon the social, economic, environmental or cultural well-being of the area or community concerned. This report aligns with the following Well-being Goals:
- A prosperous Wales;
 - A resilient Wales;

- A healthier Wales;
- A more equal Wales;
- A Wales of cohesive communities;
- A Wales of vibrant culture and thriving Welsh language;
- A globally responsible Wales.

4. THE REPORT

4.1 The town centre footfall figures for Bargoed (North), Barged (South), Blackwood, Caerphilly, Newbridge, Risca and Ystrad Mynach are compiled using electronic pedestrian counting systems. These systems count the pavement directly beneath them 24 hours per day, 7 days per week. The counters are currently situated in the following locations:

- Bargoed (North) – Outside *Peacocks* on High Street;
- Bargoed (South) – Outside *Bargoed Sight Centre* on Hanbury Road;
- Blackwood – Outside *Boots* on High Street;
- Caerphilly – Outside *Happy Feet, Happy Sole* on Cardiff Road;
- Newbridge – Outside 16-18 High Street (formerly *Barclays Bank*);
- Risca – Outside *Palace Cinema Library* on Tredegar Street;
- Ystrad Mynach – Outside *Premier Stores* on Bedwlwyn Road.

4.2 The seven cameras are covered by two separate contracts – Bargoed (North & South), Blackwood, Caerphilly & Risca are under one contract last renewed on 1st December 2011. Ystrad Mynach and Newbridge are under a separate contract dated 31st March 2013. Both of these contracts run for a period of five-years and are between Caerphilly CBC and *ShopperTrak* (formerly *Experian FootFall & Tyco FootFall*).

4.3 The larger of the two contracts (covering Bargoed, Blackwood, Caerphilly & Risca) expired on 1st December 2016. Due to the value of the contract and the Council's Standing Orders for Contracts, a Band B mini competition tender process is currently being undertaken. This process is due to be finalised (i.e. contract award letter issued) by early March 2017 and the Town Centre Management Groups will be made aware of the successful provider at a future meeting. However, members should be aware that there may be a short gap in the provision of footfall figures if there is a change in supplier and/or equipment. The contract commencement date is scheduled to be early July 2017.

4.4 It is anticipated that the successful tenderer will become responsible for the provision of footfall data for Newbridge and Ystrad Mynach with effect from 1st April 2018 (when the current contract ends).

4.5 Following consultation with the Cabinet Member for Regeneration, Planning & Sustainable Development, and to manage future budgetary constraints as outlined in the Medium Term Financial Plan (MTFP), Bargoed town centre will no longer have two footfall counters. The Bargoed (North) camera will be removed upon completion of the tender process and the new provider will only supply data from the Bargoed (South) location. This change will also provide consistency across the town centres, as each town will have just one camera.

4.6 The cost of providing the footfall cameras is mainly borne by the Town Centre Management core budget. However, contributions are also provided by the Strategic Planning and Events departments due to the value of the footfall data to their work.

5. WELL-BEING OF FUTURE GENERATIONS

5.1 This report contributes to the Well-being Goals as set out in Links to Strategy above in the following ways:

- *A prosperous Wales* - the retail sector is a significant employer within the County Borough and a substantial number of those retail businesses and jobs are located in the town centres;
- *A healthier Wales* – visiting a town centre promotes physical exercise and encourages social interaction;
- *A more equal Wales* – town centres should strive to celebrate diversity and promote equal opportunity for all people regardless of their background or circumstances;
- *A Wales of cohesive communities* – relevant, accessible and well managed town centres are vital to sustaining vibrant communities;
- *A Wales of vibrant culture and thriving Welsh language* – town centres contain significant elements of the nation’s architectural and cultural heritage. They are also places where the Welsh language can be taught, used and promoted;
- *A globally responsible Wales* – providing communities with local shops and services potentially reduces the necessity and frequency of vehicle use and promotes public transportation links.

5.2 In addition, the report is also consistent with the five ways of working as defined within the sustainable development principle in the Act:

- Long Term - Investment in town centres contributes to the sustainability and viability of local communities. It is accepted that the role and nature of town centres may change in the coming decades, but the challenge is for them to remain places which are relevant to how people live their everyday lives;
- Prevention – The management and promotion of town centres through the ‘Unique Places’ model of Town Centre Management aims to prevent the decline of town centre and retain them as focal points of community life;
- Integration – The continued vitality of town centres is integral to the Act by contributing to the prosperity, health and cultural identity of Wales;
- Collaboration – Town Centre Management draws on different service areas within the Council to work towards achieving the well-being goals in respect of town centres. It also works in partnership with outside organisations such as Town & Community Councils, local charities and retailers to encourage and promote community engagement;
- Involvement – The County Borough’s town centres serve a wide range of people across many different communities. They strive to be places of social interaction which celebrate diversity and promote equality.

6. EQUALITIES IMPLICATIONS

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

7. FINANCIAL IMPLICATIONS

7.1 The footfall camera provision is funded primarily by the Town Centre Management core budget. However, due to the value of the data to other Council departments, contributions are also made by the Strategic Planning and Events departments.

7.2 As outlined above, the removal of the Bargoed (North) camera will contribute to the savings required across the Authority as identified in the MTFP.

8. PERSONNEL IMPLICATIONS

8.1 There are no direct personnel implications.

9. CONSULTATIONS

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

10. RECOMMENDATIONS

10.1 That Members note the contents of the report.

11. REASONS FOR THE RECOMMENDATIONS

11.1 This report is for information only.

12. STATUTORY POWER

12.1 Local Government Act 2000.

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