



YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP

MINUTES OF THE MEETING HELD AT THE COUNCIL OFFICES, PENALLTA HOUSE ON TUESDAY 21ST MARCH 2017 AT 1:00 P.M.

PRESENT:

Councillors:

Councillors: A Angel, M James, J A Pritchard,

Together with:

C Mortimer (Clerk)

Also:

A. Highway (Town Centre Development Manager), A. Dallimore (Team Leader – Urban Renewal & Conservation), P. Hudson (Marketing & Events Manager), S. Wilcox (Assistant Town Centre Manager, A Jones (clerk) & J Tyler (Administrative Assistant)

1. TO RECEIVE APOLOGIES FOR ABSENCE

Councillors: D Bolter, K James & D Jorro

The Chair wished to thank Mr Highway and other officers for all of their hard work throughout the last five years.

2. DECLARATIONS OF INTEREST

There were no declarations of interest.

3. MINUTES OF PREVIOUS MEETING 22ND NOVEMBER 2016

The minutes were taken as read.

Councillor M James raised matters arising from previous minutes and asked when the events budget is set.

The group were advised that in the Bargoed Town Centre Management Group a breakdown of the events budget was requested and the Town Council also provided a breakdown of their figures and will be available with the minutes.

Mr Hudson confirmed that he is in the process of setting the budget and confirmed that Ystrad Mynach will be allocated the £2,000 towards the Christmas Event

Councillor M James requested that the information be forwarded to members of the group by emailing it to C Mortimer (Clerk)

Councillor M James thanked Mr Hudson and C Mortimer for funding towards Christmas event and appreciated the officer's work.

Councillor Angel asked if assistance could be provided to help the Royal British Legion to hold a seven a side tournament. Mr Hudson confirmed that he is always available to help along with colleagues in leisure and advised the Chair to contact him to provide details.

4. BUSINESS REPORT

Mr Highway presented his report to the group, which summarised the number of businesses that opened and closed throughout 2016, along with the footfall information and initiatives carried out by the Town Centre Management Team.

The Chair thanked Mr. Highway for his report.

5. 'CHOOSE THE HIGH STREET' CHRISTMAS VOUCHER BOOKLET ANALYSIS

Mr. Highway noted that the scheme has now been in operation for several years and 2016 was the most successful to date with a total of 112 offers received.

Mr. Highway extended special thanks to the Graphic Design team for their work designing the booklet and to the Community Safety Wardens for distributing the booklets to the various collection points.

The booklet was not only marketed to the five managed town centres, but also contained adverts for the various Christmas events across the Borough as well as various Council services.

30,000 booklets were produced and were available from a number of places including local libraries, tourist attractions and supermarkets. The participation of the supermarkets has assisted greatly in the dissemination of the booklets, particularly as Tesco in Risca and Ystrad Mynach took part for the first time in 2016.

A survey was sent out to participating businesses after the Christmas period. Although the response rate was poor, it did highlight that the scheme is generally viewed positively. However, the bus advertising – used for the first time this year – was not deemed to be successful and this is something to consider for future years.

Councillors questioned whether the voucher booklet was worth doing in Ystrad Mynach as there does not seem to be much of a take up and asked whether the money could be used towards events in the town.

Mr Highway advised that the voucher booklet is offered across all towns and the budget is not broken down to individual towns, if Ystrad Mynach did not want to join the promotion then they could be left out next year if the group were to request this.

The group discussed the promotion and all agreed that it is really down to the offers made by businesses and members should try to encourage businesses to join in and increase their offers.

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

6. PROCUREMENT OF FOOTFALL COUNTER PROVIDER

Mr. Wilcox informed the group that the contract for the footfall counter provision has recently expired. Following a tender process, a new supplier has been appointed – PFM Footfall Intelligence. There will be a period of transition where the old supplier's service and equipment is removed and the new supplier installs its equipment. This is likely to take place in early July, but Officers will work with the companies to ensure that any downtime is kept to a minimum.

The Chair thanked Mr. Wilcox for the update.

7. AUDIT

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

The group were advised that the repaint on the Post Box will be done by the end of next week and will continue into late spring.

Repainting of double yellow lines. Councillor M James raised concerns over the length of time taken. Councillor James advised that he had walked around the town with the Police and identified areas where lines are faded or broken. The Police have advised that they are unable to enforce where lines are broken or faded.

Councillor M James advised that there is a public meeting to discuss parking and Inspector Muirhead will be present.

Mr Highway suggested that Councillor M James contact colleagues in Highways to enquire about the repainting schedule. Officer details were supplied to the member..

Mr Highway advised that costs and planning approval was needed for the installation of the monolith. Councillor M James raised concern over the length of time taken for the installation.

The group were advised that Mr D Smith from traffic management would be arranging for the steps to be painted in the car park. Councillor Pritchard thanked Mr Highway for the update.

Litter pick at Siloh Square - Councillor M James advised that he litter is still in the raised beds. Mr Highway confirmed that he will arrange for the area to be cleaned

Ms C Mortimer advised that pavements in Siloh Square are still unsafe and shabby looking. Mr Dallimore confirmed that he would send officers to take a look and raise it on the audit.

Mr Wilcox informed the group that the Community Defibrillator by the library has been repaired and is now secure. Mr Wilcox confirmed that the feeder pillar in Siloh Square has now been installed and community events can use.

There were no further issues raised.

The meeting closed 14:18

CHAIR