



YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 25TH SEPTEMBER 2017

SUBJECT: UPDATE ON MATTERS RELATING TO YSTRAD MYNACH TOWN

REPORT BY: TOWN CENTRE DEVELOPMENT MANAGER

1. NEW UNIQUE PLACES

- 1.1 A new version of the 'Unique Places' document has been produced. The latest version for the first time includes details of Ystrad Mynach town centre and also features a revised text in respect of Bargoed town centre reflecting the changes in the town due to the BIG Idea regeneration scheme.
- 1.2 The document is predominately used as an inward investment tool to respond to enquires relating to the five managed town centres. It is also a key element in Town Centre Managements proactive engagement with multiple retailers in respect of town centre vacancies and forms the basis of the 'Welcome Pack' supplied to new town centre business.

2. CHOOSE THE HIGH STREET CHRISTMAS VOUCHER BOOKLET

- 2.1 The 'Choose the High Street' Christmas Voucher Booklet has proved very popular with the public and retailers and will again be produced in 2017. The aims of the scheme are twofold:
 1. Provide local businesses with an opportunity to capture consumer spend during the Christmas period.
 2. Market the diverse retail offer contained in the town centres.
- 2.2 Retailers in the five managed town centres will have the opportunity to be included in the booklet. The booklets will be given out in local supermarkets, libraries and at other key locations.

3. RBS LETTER RESPONSE

- 3.1 Following a decision in April by Royal Bank of Scotland (RBS) to close its Nat West branch in Ystrad Mynach town centre, the Council wrote to the Banks Chief Executive asking for the decision to be reconsidered. RBS responded to the letter explaining that the closure would take place and was taken in response to a reduction in the number counter transactions at the branch with customers choosing to bank differently.

4. MONOLIPH INSTALLATION



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

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

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

The anticipated timescales for supply and installation is 6-8 weeks. It is hoped that the unit will be in place by late November/early December at the latest.

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



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

5. SUMMER AND CHRISTMAS EVENTS UPDATE

- 5.1 Stall applications have been sent out with respect to the Christmas Market and following a busy summer of events, staff are now going through the process of allocating stall pitches and liaising with local members and the community council with regard to the entertainment programme planned for the event. Feedback from a small number of retailers (2) suggested that the event should be extended or moved to Penallta Road.

6. CHOOSE THE HIGH STREET PROPERTY INDEX

- 6.1 Following the closure of the Go2 My Town website earlier this year a new version of the ‘Retail Property Index’ has been developed and is available to view online via the Council’s website. The Property Index lists every property for sale or let in Caerphilly, Blackwood, Bargoed, Risca and Ystrad Mynach town centres.

7. PROCUREMENT OF FOOTFALL COUNTER

- 7.1 The new footfall counters were installed in mid-August by our new provider – *PFM Footfall Intelligence*. The systems have been successfully calibrated and validated and are sending back data.
- 7.2 To ensure continuity with all historical footfall data, the new equipment has been installed in the same location as the existing counters. The only exception to this is the Bargoed (North) counter, which has been decommissioned as part of the department's Medium Term Financial Plan savings. This change also provides consistency throughout the town centres as they all now have one counter.

8. PARKING ENFORCEMENT

- 8.1 The issue of Civil Parking Enforcement is currently being considered by the Council. As part of this process officers are working alongside colleagues in neighbouring authorities and Gwent Police to explore the various options available. The matter is included on the draft forward work programme of the Regeneration and Environment Scrutiny Committee. The Scrutiny Committee will consider and confirm its forward work programme at its next meeting on 20th September 2017. At present the Authority's future proposals are being developed and still remain to be finalised. It is anticipated that the proposals will be subject to a wider consultation with Members prior to seeking Cabinet confirmation and Council approval.

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