



YSTRAD MYNACH TOWN CENTRE MANAGEMENT GROUP – 8TH MARCH 2018

SUBJECT: UPDATE ON MATTERS RELATING TO YSTRAD MYNACH TOWN

REPORT BY: TOWN CENTRE DEVELOPMENT MANAGER

1. BUSINESS REPORT

Ystrad Mynach

The strength of Ystrad Mynach town centre lies in its ability to successfully service the local community by combining a retail offer which caters for essential shopping needs, with a strong service provision in the form of Banks, Pharmacies and Opticians. A number of new businesses opened in Ystrad Mynach during 2017 these included: *Diamonds* and *Natalie's*. Of great concern going into 2018 is the continued rationalisation of property portfolios by national banks. As part of these programmes the town has already lost its branch of *Nat West* which closed in 2017 and now has only two banks remaining, *Barclays* and *Lloyds* both located in Bedwlwyn Road.

Overview 2017

In the next year it is expected that the current vogue for more experiential shopping will continue to grow. In the County Borough's town centres there remains a strong emphasis on core retail and service provision which may lessen the impact of any consumer migration towards the leisure sector. Looking ahead, there are some wider issues, such as the rise in interest rates and the implications of Brexit, which are expected to have an impact on consumer's ability to maintain their present levels of spending in 2018. Any reduction in consumer confidence will impact directly on the retail sector both independents and multiples. The concern is that these economic factors will begin influence the long-term commitment of some multiple retailers and banks as they reassess their need to retain a presence in smaller town centres. The other challenge which makes town centres vulnerable in 2018 is the continued growth in online shopping and its focus on low price points.

Ystrad Mynach Business Comparison			
	2017	2016	LFL Comparison
Businesses Opened	2	4	2 fewer businesses opened
Businesses Closed	2	4	2 fewer businesses closed

Ystrad Mynach Footfall Comparison			
	2017	2016	Difference
Highest Number	18,399 (03/04/17)	18,362 (10/10/16)	+37
Lowest Number	7,165 (25/12/17)	8,292 (28/12/15)	-1,127
Average Footfall	14,866	15,111	-245
Note:	Footfall data was unavailable for 11 weeks during 2017 due to the changeover in provider and equipment.		

2. CHOOSE THE HIGH STREET CHRISTMAS VOUCHER BOOKLET

The 2017 “Choose the High Street Christmas Voucher Booklet” saw a total of 105 offers being presented from retailers across the five managed town centres and beyond. An initial print run of 25,000 was distributed across the County Borough with the generous aid of the Council’s Community Safety Wardens. Following the positive reception of the booklet and a larger number of Caerphilly retailers wishing to distribute the booklets during the Pwll-y-Pant roundabout works, an additional 5,000 booklets were printed.

A feedback survey was sent to all participating businesses in January 2018. 96% of respondents feel that schemes such as this highlight the importance of shopping locally and 83% would consider taking part in this (or a similar discount scheme) in the future. One new business added “As a struggling new business, we found the booklet brought customers to us didn’t know we were here”.

During previous years, a variety of publicity methods have been utilised to promote the scheme. These have included bus advertising, billboard posters, adverts in local press and posters for participating retailers. In light of budgetary pressures across the Authority and the departments MTFP savings, publicity of the scheme was done primarily by social media, some online advertising and the Council’s Newline publication during 2017. As a result, 52% of businesses didn’t feel the scheme was well-publicised, with six businesses specifically commenting that they didn’t see any publicity this year and feel the scheme needs better promotion.

Should the scheme be run again in 2018, a balance between budgetary constraints and the need for publicity and promotion of the scheme will need to be carefully balanced in order to address the concerns of last year’s participants. In general, the scheme is growing year-on-year and continues to be positively received by businesses and residents of the County Borough alike.

3. PWLL Y PANT ROUNDABOUT

Works are currently progressing to the revised programme, the two week closure on Pontygwindy Road, weather permitting should have been lifted by the 5th March and the planned works completed.

The contractor is progressing well in his preparation for the reinstatement of two lane on the roundabout and key approaches, works are due for completion in this respect towards the latter part of March, again weather permitting.

Current completion date for the whole of the works has been pushed back slightly and is now anticipated to be the end of October/early November 2018.

4. YSTRAD MYNACH MASTER PLAN

The Ystrad Mynach corridor is interconnected with the Caerphilly Basin area of the county borough and is identified as a key strategic route in the Cardiff Capital Region Metro: Impact Study (October 2013) and more recently in the Valleys Task Force report – ‘Our Valleys, Our Future’.

The Strategic and Development Planning Team is in the early stages of preparing a Masterplan for Ystrad Mynach. External and internal workshops will be held to help identify development and regeneration opportunities within Ystrad Mynach and the surrounding area. The work will result in the preparation of a Masterplan for Ystrad Mynach which will set out the Council’s position on sites to inform future bidding opportunities.

5. CIVIL PARKING ENFORCEMENT

A Civil Parking Enforcement (CPE) ‘Stage 1’ report was presented to Regeneration and Environment Scrutiny Committee on the 12th December. Members provided recommendations to be reported to Cabinet that they were in favour of adopting CPE and that the authority should retain in-house enforcement and collaborate with one or more other local authorities (LA’s) to provide the back office support. The report and recommendations are being presented to Cabinet on 28th February.

A meeting took place with Gwent Police prior to Christmas to discuss the current situation with regard to parking enforcement. Gwent Police confirmed that they would continue to provide the service until December 2018 and that they hoped LA’s would be in a position to transfer powers at that point in time. They also stated that they would work with any LA’s who could not meet this date.

If Cabinet grant approval to proceed with transfer of powers, officers will undertake the relevant procurement exercises needed to try and meet the January 2019 deadline. There are many aspects that need to be taken forward but the two main requirements will be a full review of the existing Traffic Regulation Orders along with putting together an application to Welsh Government to request a transfer of the relevant powers to the authority.

6. CAPITAL REGION UPDATE

Regeneration Update - Cardiff Capital Region –UPDATE FROM COUNCILLOR SEAN MORGAN

There are a number of separate regeneration initiatives that the Council is playing an active role in progressing. The highest profile of which is the Cardiff Capital Region City Deal which involves £1.2 billion worth of investment. The City Deal aims to deliver up to 25,000 new jobs and secure £4 billion of private sector investment. Whilst not every town or village may benefit directly, the region itself will benefit from more jobs, better transport, increased skill levels and more assistance towards businesses growth.

Central to the Cardiff Capital Region is the METRO scheme led by City Region Transport Authority. METRO will bring a more efficient rail service to the South Wales valleys with trains running at fifteen minute intervals and linking with an improved bus service as ticketing and timetables are integrated.

The 'Our Valleys Our Future' project, led by a Welsh Government Ministerial Taskforce, aims to empower people in communities throughout the South Wales Valleys.

Finally, a Foundation for Success, currently in draft form, is the Council's new regeneration strategy (2018-2023) setting out how the County Borough can economically transform over the next five years.

7. MONOLITH/WAYMARKER 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.

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

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

The fabrication of the Unit has now been completed and was recently delivered by Fitzpatrick Woolmer (1/02/18) The item is currently in safe storage with Highways Operations and is awaiting installation.



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

8. ANTI SOCIAL BEHAVIOUR IN YSTRAD MYNACH PARK – VERBAL UPDATE

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