

# BARRY TOWN COUNCIL

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**CORPORATE PLAN**  
2022 - 2027



**BARRI**  
**BARRY**





# Contents

INTROUCTION FROM THE CHIEF OFFICER	1
BARRY TOWN COUNCIL	2
COUNCILLORS	3
SENIOR LEADERSHIP TEAM	4
WELLBEING OF FUTURE GENERATIONS (WALES) ACT 2015	5-6
DEVELOPING OUR CORPORATE PLAN	7
A HEALTHIER BARRY	8
A PROSPEROUS BARRY	9
A RESILIENT BARRY	10
A BARRY OF COHESIVE COMMUNITIES	11
A MORE EQUAL BARRY	12
A BARRY OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE	13
A GLOBALLY RESPONSIBLE BARRY	14
KEY ACHIEVEMENTS ACROSS THE LAST CORPORATE PLAN (2017-2022)	15-19
CONTACT US	20





# INTROUCTION FROM THE CHIEF OFFICER

The Council's last iteration of its five-year Corporate plan expired in May 2022 and a new 5-year strategic direction (2022-2027) was required to be set in the new and current context. The world has changed a lot since 2017 and towards the end of this document you will find a road map of the Council's achievements in the previous 5-year period. We wanted to ensure a meaningful Corporate Plan that reflected current societal, economic and environmental priorities and was drafted and consulted on with the community. Due to the Elections and Induction process of new councillors during May 2022 and inclusion of potential new councillors to the process, we waited until after these to start the plan's development.

Three Council Corporate events were held including an all staff workshop 19 July 2022, a councillor workshop 26 July 2022, and a public Family Fun Day 11 August 2022. Views were gathered on what the Council should start doing, keep doing and stop doing. A number of key themes emerged throughout the data gathering process as collected in the data. This has been fed more widely into the Vale Wellbeing Plan workshop and there is read across with wider Vale consultation on the Wellbeing Plan noting that umbrella themes people are raising as important for them at a town and county level include:

- Cost of Living / economy
- Facilities and Services
- Events
- Young people
- Equalities, Diversity and Inclusion
- Mental Health and Wellbeing
- Environment



**Emily Forbes,  
Chief Officer**

The public were further consulted within a variety of ways including face to face at Barry Pride and virtually through an online survey. The survey was distributed to all external contacts, all staff were requested to include a link to the consultation in their email signatures and all Council managed buildings were provided with a poster and a QR code which directed members of the public to the survey. In total, the team engaged with 106 people directly and 5,891 people indirectly through social media. Following this, the Council identified the four themes which mattered most to the public and asked the public to rank the four identified themes in order of importance to them. The results of which were:

Cost of Living

Facilities &  
Local services

Activities for  
young people

Events

The objectives set within this plan are framed on the feedback received and we hope that they meet the needs of the community we serve as well as ensuring our joint contribution to the Wellbeing of Future Generations in our town over this 5-year term.

A handwritten signature in dark ink that reads "Emily Forbes". The signature is fluid and cursive, with a large loop at the end.

# Barry Town Council



There are over 730 Town and Community Councils in Wales. Barry Town Council is the largest Town Council in Wales, serving a population of over 57,000 people (2017 estimates).

Community and Town Councils form the most local level of government and cover many rural and urban areas throughout Wales. In the Vale of Glamorgan, there are 4 Town Councils and 22 Community Councils.

As the part of local government closest to the people, Community and Town Councils have a powerful voice to represent local people. As an elected tier of local government, Town Council activities are controlled by Acts of UK Parliament or legislation introduced by Welsh Parliament.

Essentially, Barry Town Council's powers fall within three main categories which are to represent the whole electorate within the community, deliver services to meet local need and to strive to improve the quality of life in the community.

## Vision

Bringing Together Communities

## Mission

Creating an inclusive community for the wellbeing of all residents of Barry

## Values

People  
Pride  
Place

# Councillors



In Wales, there are approximately 8000 community and town councillors (WLGA data), who represent the interests of the communities they serve as a whole. They are recognised as having a role in providing the voice of the citizen in the development and delivery of public services in Wales.

Barry Town Council has 22 elected Town Councillors. The role of Town Councillor is unpaid. The last local election was in 2022. Councillors have three main components to their work which are;

## Decision Making

Through meetings and attending committees with other elected members, Councillors decide which activities to support, where money should be spent, what services should be delivered and what policies should be implemented. In undertaking their role they are bound to observe the provisions of the Code of Conduct for Councillors.

## Monitoring

Councillors make sure that their decisions lead to efficient and effective services by keeping an eye on how well things are working.

## Getting involved locally

As local representatives, Councillors have responsibilities towards their constituents and local organisations.



# Senior Leadership Team

Barry Town Council employs 29 staff in a range of roles to deliver its functions and services. The Council is divided into 4 departments; Corporate Governance and Finance, Facilities and Cemeteries, Planning and Engagement and Events.

The Senior Leadership Team is led by the Chief Officer, Emily Forbes and is responsible for leading the delivery of the Council's strategic goals and objectives.



**Emily Forbes**  
**FSLCC (BA, MSc,  
Assoc. CIPD)**  
**Chief Officer**



**Mark Sims**  
**Deputy Chief /**  
**Responsible**  
**Finance Officer**



**Amanda Evans**  
**Facilities and**  
**Cemeteries**  
**Manager**



**Robyn Walsh**  
**Engagement and**  
**Events Team**  
**Manager**



**Greg Smart**  
**Planning Officer**

# Wellbeing of Future Generations (Wales) Act 2015

The Wellbeing of Future Generations (Wales) Act 2015 sets out ways that all public bodies in Wales can improve the social, economic, environmental and cultural wellbeing of Wales. It asks all public bodies to;



**Think about the long term**



**Work better with people and communities**



**Look to prevent problems**



**Establish Public Services Boards**



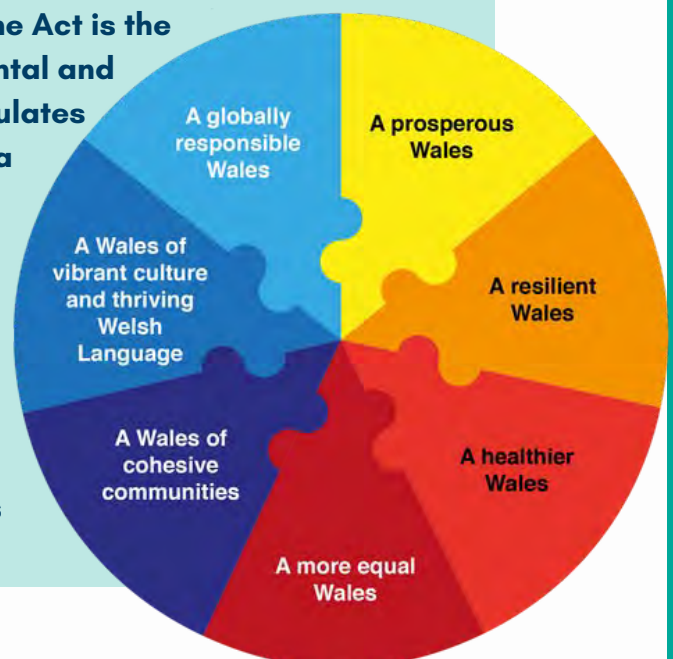
**Look to join things up**



**Develop Local Wellbeing Assessments and Plans**

The Sustainable Development Principle described in the Act is the process of improving the economic, social, environmental and cultural wellbeing of Wales. Section 40 of the Act stipulates that Barry Town Council (due to its income levels) has a duty to take all reasonable steps towards meeting the local objectives included in the local wellbeing plan that has in effect in their areas and must publish a report detailing progress and must make considerations in their planning cycle to integrate objectives.

Barry Town Council has been involved in shaping the Vale of Glamorgan's Wellbeing Plan to ensure it meets the needs of the local community in Barry.





# Wellbeing of Future Generations (Wales) Act 2015

Below is an infographic to show the Wellbeing Goals at a National, County and Local level. The last section shows Barry Town Council's newest objectives which it hopes to achieve in the next 5 years to help meet its duties under the Wellbeing of Future Generations (Wales) Act 2015.



A Prosperous Wales

A resilient Wales

A healthier Wales

A more equal Wales

A Wales of Cohesive Communities

A Wales of vibrant culture & thriving Welsh language

A globally responsible Wales



A more resilient and greener Vale

A more active and healthier Vale

A more equitable and connected Vale



A Prosperous Barry

A resilient Barry

A healthier Barry

A more equal Barry

A Barry of Cohesive Communities

A Barry of vibrant culture & thriving Welsh language

A globally responsible Barry



To provide a mechanism to support Barry residents with cost of living and increases and rising bills	To work towards an all-electric fleet in our Cemeteries, exploring renewable and further improving energy resources in our Cemeteries and Facilities	To raise the profile of mental health and wellbeing across the Council's workforce and the community and signpost to additional support	To lead on Barry as a Dementia Friendly Town	To engage local people in Council decisions and decision making through webinars, virtual and face to face options	To establish a Vibrant Culture Working Group and budget to bring forward and streamline projects strategically	To create a new Globally Responsible Committee to have over-arching strategic responsibility for projects such as Fairtrade / Town of Sanctuary / Sustainable Barry
To provide Annual Grant Programmes to support private and third sectors to be innovative and sustainable with that help to deliver Barry's Wellbeing Goals	To deliver the Council's Climate Change Strategy and report on annual progress and against the requirements of the Environment (Wales) Act	To work more closely with partners and Public Health Wales to support campaigns and public messaging through our media platforms and communication with the public	To reduce inequalities in the town by supporting more local initiatives / events which actively include more historically excluded groups	To provide an annual programme of community events which are well resourced and accessible to families and young people	To increase promotion of the Welsh Language in the community and increase opportunities for learning the language	To deliver lasting change through the Council's Sustainability agenda including wildlife and its food sources and the Council's approach to waste and purchasing / procurement.
To Review Shop Local and look towards floating off the Council project to become a Chamber of Commerce for the Town in its own right	To explore options to reduce Food Poverty / food or support community growing initiatives and working with partners	To enhance the Council's role in local Bereavement services - including Charter for the Bereaved and Bereavement café in Chapel	To increase support to Barry Youth Council to enable flow through to Full Council and engagement with young people	To develop a Community Plan for Barry with partners and the public to protect and further develop community facilities and access to services	To deliver a Heritage Centre / Museum Project for Barry	To pursue Council of Sanctuary and Town of Sanctuary Status for Barry

# Developing our Corporate Plan

The Draft Corporate Plan 2022-2027 was consulted on from Monday, 17 October until Friday, 25 November 2022.

The public were consulted with in a variety of ways including face to face at Barry Pride and virtually through an online survey. The survey was distributed to all external contacts, all staff were requested to include a link to the consultation in their email signatures and all Council managed buildings were provided with a poster and a QR code which directed members of the public to the survey.

In total, the team engaged with 106 people directly and 5,891 people indirectly through social media.



1 **Reflected on the last 5 years** and progress to date



2 **Corporate Plan Workshops** held with staff & Councillors



4 **Considered the findings of the initial consultation** and identified 4 key themes

3

Team attended Barry Pride, the Annual Scout Fete and organised a free Family Fun Day **to engage on key priorities**

5 **Drafted the Corporate Plan** to reflect findings



6

**Consulted the public and stakeholders about our objectives and priorities in a variety of ways, including an online survey**



8 **Team Plans** (to implement Corporate Plan at an operational level) developed and introduced by Senior Leadership Team

7

**Plan amended in response to the consultation** and approved for publication by Council



## We engaged with..



**106 people**

face to face



**5,891 interactions**

social media



**78 responses**

survey

# A HEALTHIER BARRY

In the next five years (2022 - 2027), Barry Town Council intends to **raise the mental health and wellbeing across the Council's workforce and the community and signpost those in need to additional support.**

We intend to do this by **developing a mental health drop in centre** through working with partners and ensuring **all our public information is up to date.**

## MENTAL HEALTH



We also intend to **work more closely with partners and Public Health Wales** to support campaigns and public messaging and will do this through out media platforms and communications with the public.

# Y BARRI BARRY

As the local burial authority, Barry Town Council intends to **enhance the Council's role in Bereavement Services** and will **do this through continuing its work to be included in the Charter for the Bereaved.**

## BEREAVEMENT CAFE

Barry Town Council also wants to **develop a Bereavement Cafe in Merthyr Dyfan Chapel** for those grieving the loss of a loved one to meet others who are experiencing similar losses.

We hope that this will bring the community together, improve the wellbeing of its users and provide a safe, warm place for people to meet and make new friendships.





# A PROSPEROUS BARRY

In the Town Council's consultation exercise, residents told us that the rise in the cost of living was their top concern for the future and so Barry Town Council intends to **provide a mechanism to support Barry residents with the cost of living increases and rising bills.**

The Council will explore **budgeting workshops** delivered by its Responsible Finance Officer to help residents learn new budgeting techniques.

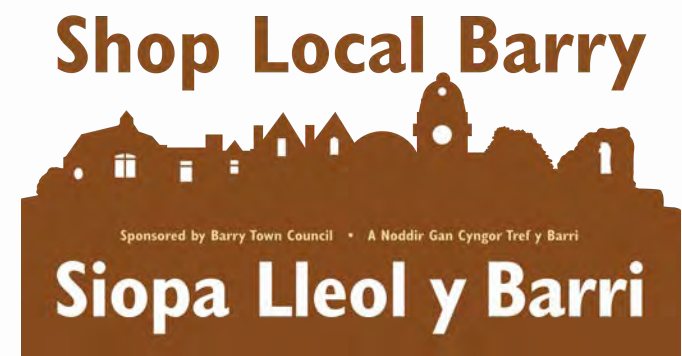
Over the last 5 years, Barry Town Council has developed a comprehensive grant programme which includes grants for Small Businesses, local organisations, Green

## COST OF LIVING CRISIS

Grants, Books 4 Schools and a Christmas Lunch Grant for Older People. Barry Town Council intends to **continue to provide an Annual Grant Programme to support private and third sectors** to be innovative and sustainable with that help to deliver Barry's Wellbeing Goals.

## GRANTS

Barry Town Council, in partnership with local traders launched Shop Local in 2017. The campaign has been recognised nationally at a One Voice Wales Conference, winning the Local Service of the Year Award.



The group now has a membership of over 40 traders and it is Council's ambition that with the support of the Council that Shop Local will become a **Chamber of Commerce for the Town in its own right, thus allowing the group to access more funding opportunities and to further develop the shopping districts of Barry.**

## SHOP LOCAL



# A RESILIENT BARRY

In 2022, Barry Town Council purchased a Mean Green Electric Mower for use at Merthyr Dyfan Cemetery.

Barry Town Council intends to **work towards an all-electric fleet** in the next 5 years in all its Cemeteries and will **explore renewable energy** and further improve energy resources in all our Cemeteries and Facilities.

## ELECTRIC VEHICLES



In 2020, Barry Town Council committed itself to becoming carbon neutral by 2030. Barry Town Council will **continue to deliver this strategy and will report on annual progress and against the requirements of the Environment (Wales) Act.**



## CLIMATE CHANGE

As part of Barry Town Council's commitment to supporting residents through the cost of living crisis, Barry Town Council will also **explore ways in which to reduce Food Poverty and/or support community growing initiatives** and working with partners.

## COMMUNITY GARDENS





# YBARRY

We want to give local people more say in what their Council does and so, we will introduce more ways and opportunities for you to engage with us.

Over the last 5 years, Barry Town Council has developed an extensive events programme which has included **free family fun days, Annual Santa Fun Run**

Barry Town Council will **develop a Community Plan for Barry** with partners and the public to protect and further develop community facilities and access to services. The Community Plan will also be available to local organisations to utilise alongside their own funding bids as proof of community need and engagement, this avoiding duplication of work/engagement.

# COMMUNITY PLAN





# A MORE EQUAL BARRY

In the last 5 years, Barry Town Council has worked with a number of partners to improve the quality of lives of those living with Dementia. Initiatives have included a Vintage Tea Dance in partnership with Ty Hapus, an information day and specific dementia friendly grants. Barry Town Council now intends to lead on Barry becoming a Dementia Friendly Town.



## DEMENTIA FRIENDLY TOWN

Barry Town Council is committed to creating an inclusive community for the well-being of all residents in Barry. As part of this, Barry Town Council will work towards helping to reduce the inequalities in the town by supporting more local initiatives / events which actively include more historically excluded groups such as Barry Pride. The Council will also look towards working with partners to reach young people who are engaging in anti-social behaviour to deliver a project which benefits them and decreases this type of behaviour.



BARRI  
BARRY

## INCLUSIVE

In 2021, Barry Town Council launched its Youth Council for young people aged between 11 and 18 years old to engage in the democratic process and have their voices heard. The Council plans to increase its support to Barry Youth Council through dedicated Officer support to enable flow through to Full Council and improved engagement with young people.

## BARRY YOUTH COUNCIL



# A BARRY OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE

Y BARRI  
BARRY

Barry Town Council has established a Vibrant Culture Working Group and agreed an associated budget in order to drive this groups work forward. The Council, through this new Working Group will establish one event / project that promotes the Art & Culture of Barry and will **continue to invest in the arts, culture and entertainment of Barry through the Arts & Culture Grant Scheme (£30,000).**

## DYSGU CYMRAEG - LEARN WELSH

All staff and Councillors have received basic Welsh lessons in previous years. However, in order to increase the promotion of the Welsh Language in the community and increase opportunities for learning the language, **Barry Town Council will provide opportunities to learn Welsh to the public and will improve the use of the Welsh Language in the Town Council's marketing and communications.**

Barry Town Council has long had an ambition to deliver a **Heritage Centre / Museum for Barry**. This ambition has been supported by the community and has been placed by the community as a high priority need for Barry. Barry Town Council will continue to support this project, source funding opportunities and identify specific Project Officer support to ensure the project's success.



## HERITAGE CENTRE





# A GLOBALLY RESPONSIBLE BARRY

In order to streamline its service delivery and improve processes, **Barry Town Council will create a Globally Responsible Committee** to have overarching strategic responsibility for projects such as **Fairtrade, obtaining Town of Sanctuary status and delivering the Council's sustainability agenda.**



Barry Town Council intends to **deliver lasting change** through its Sustainability Agenda, including wildlife and its food sources and the Council's approach to waste and purchasing / procurement. We will do this by continuing to aim **to be carbon neutral by the year 2030** and building upon the **Council's partnership with Keep Wales Tidy to develop Litter Free Zones with Local Businesses.**



Through dedicated Officer support, the Council will **pursue Council of Sanctuary status**, before embarking on a project to support Barry in becoming a Town of Sanctuary. A welcoming place for all those seeking refuge in Barry.



ACHIEVEMENTS  
FROM OUR 2017 -  
2022 CORPORATE  
PLAN CAN BE  
SEEN OVER THE  
NEXT FEW PAGES



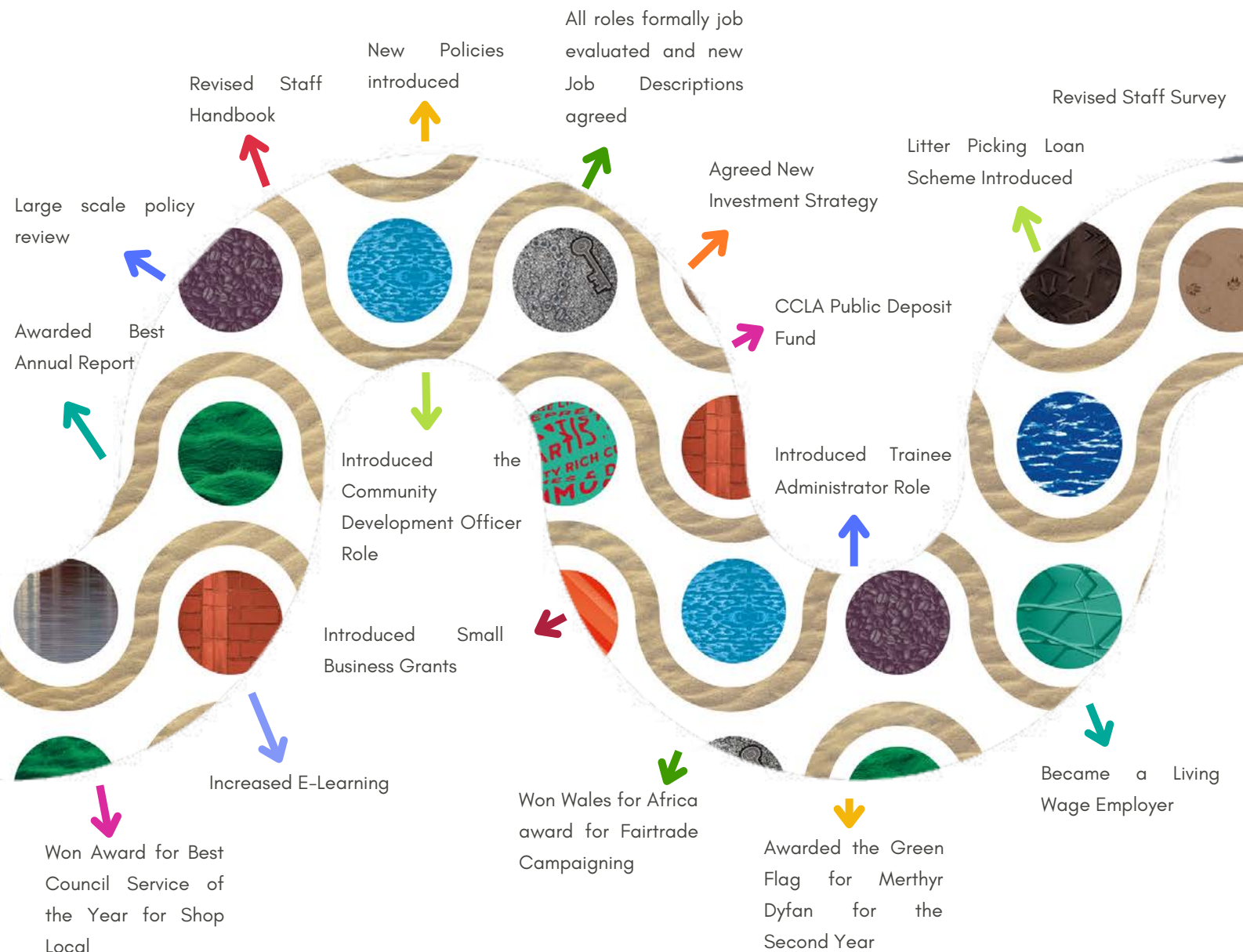


# Key Achievements across the last Corporate Plan (2017 – 2022)

## Governance and New Administration Year 2017-2018

This year was the beginning of a new Council Administration with new Councillors elected to stand on the Town Council. Over the course of this year a new induction programme was introduced for Councillors along with the introduction of two new Cemetery Trainee positions. The Council also hosted its first ever Business Breakfast and was visited by the Small Business Bus. At Merthyr Dyfan Cemetery, a 20 niche Columbarium was introduced to offer an alternative for the interment of ashes.

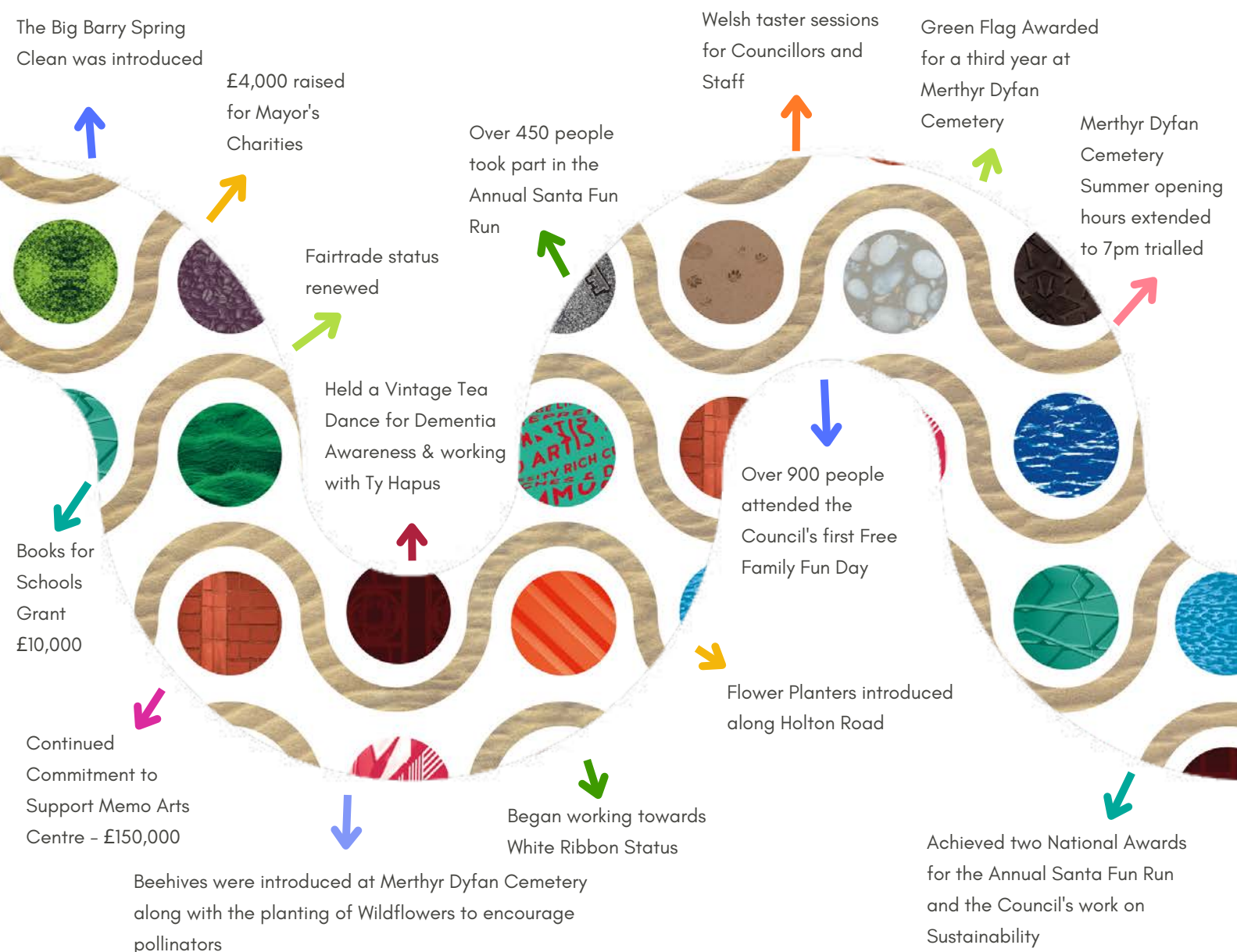
The Council's Corporate Plan (2017 – 2022)



# Key Achievements across the last Corporate Plan (2017 – 2022)

## Development and Growth 2018-2019

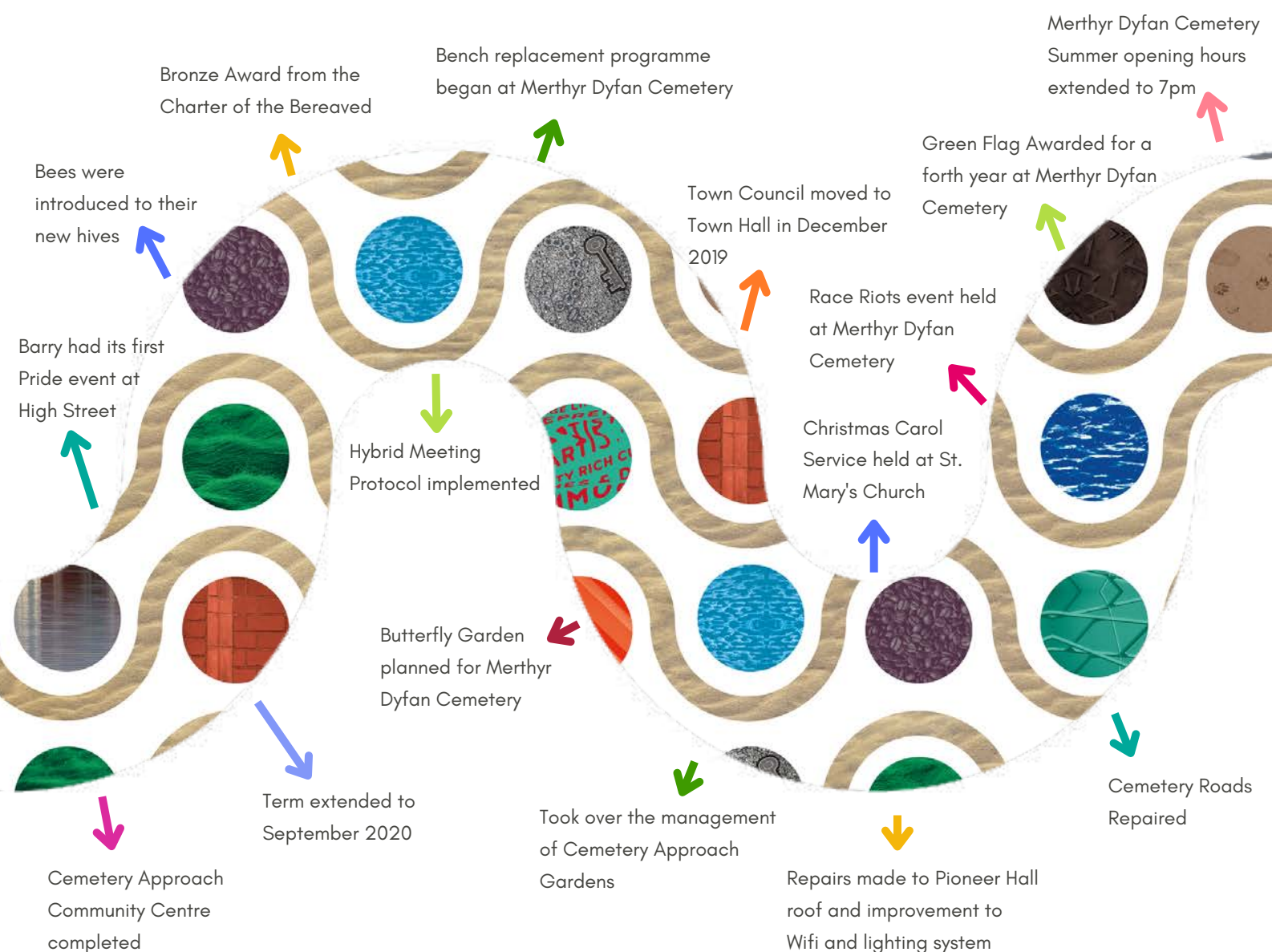
This year saw the growth of the Council's Commitment to improving the Community by awarding a number of new grant initiatives. The Council also saw the growth of the Santa Fun Run, which saw over 450 Santas running along the promenade and along Whitmore Bay on Barry Island. The Community Engagement Strategy engaged with over 700 residents with the total Community Engagement for the year being 2,843 residents achieved at over 9 different events. The Council committed £65,000 to repair the roof at Pioneer Hall to continue to provide a service to the Community. £45,709 was awarded to local organisations along with £3,000 awarded to small businesses, £1,904 for Christmas Lunches for the elderly and £10,000 for the Annual Firework Fiesta.



# Key Achievements across the last Corporate Plan (2017 – 2022)

## Increase in Grants & Covid 2019 – 2020

The year began with a number of grants being awarded including £9,000 for Shop Local in Bloom, £5,000 to the Vale Food Bank, further £150,000 for the Memo Arts Centre and £3,000 for Small Business Grants. A number of events were held and the building of the new Cemetery Approach Community Centre began and in December 2019, the Town Council relocated to Town Hall, returning to the centre of the town after 45 years. In March 2020 the Council was, like the rest of the World, subjected to Covid and the Council had to suspend its services, closing its offices fully for the first time with office staff working remotely.

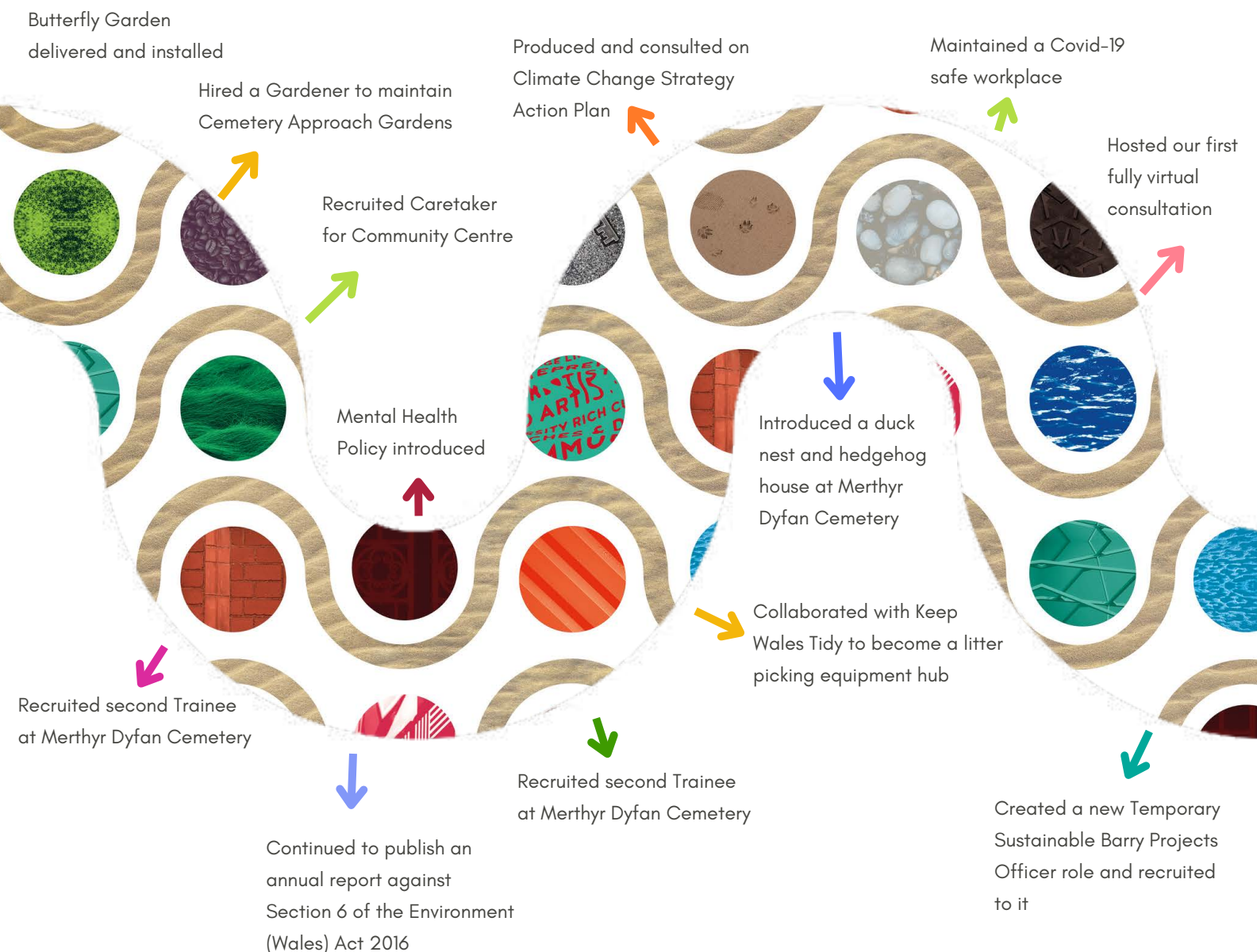




# Key Achievements across the last Corporate Plan (2017 – 2022)

## Being resilient during Covid 2020 – 2021

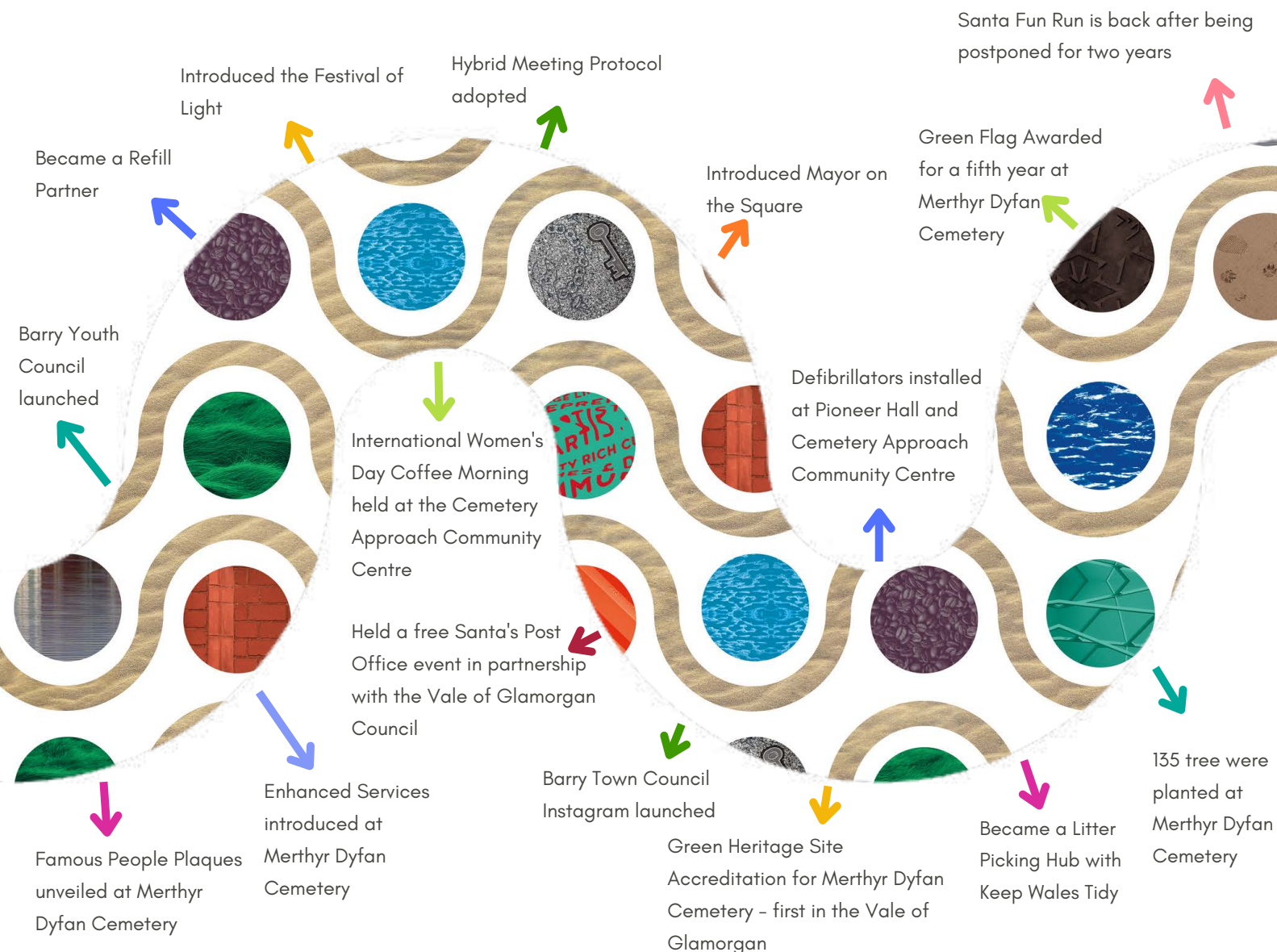
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# Key Achievements across the last Corporate Plan (2017 – 2022)

## A New Normal 2021 – 2022

Over the course of this year, the World was emerging from the Covid-19 pandemic and a new normal was introduced. Office staff returned to the offices on a hybrid basis and events were back on the agenda. The Santa Fun Run was back after 2 years along with Pumpkins in the Park. A draft Marketing and Communications Strategy was delivered to the Council. Over the course of a year, 150 bags of rubbish was collected from the streets of Barry by volunteer litter pickers. As the Firework Fiesta could not go ahead, the Council worked in Partnership with the Vale of Glamorgan Council and re-purposed the Firework budget to introduce the Festival of Light in Central Park. The Covid-19 recovery grants continued and the Council began working on its Community Plan. A number of awards were awarded to Merthyr Dyfan Cemetery, in particular the Green Heritage Site Accreditation.





## CONTACT US

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