



**BARRY TOWN COUNCIL
CYNGOR TREF Y BARRI**

PURSUANT TO THE REQUIREMENTS OF THE ABOVE STATUTORY PROVISIONS, NOTICE IS HEREBY GIVEN THAT A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE TO BE HELD ON TUESDAY 16 NOVEMBER 2021 COMMENCING AT 6.00 PM VIRTUALLY ONLY FOR THE PURPOSE OF TRANSACTING THE BUSINESS SHOWN IN THE AGENDA SET OUT BELOW.

From 1 May 2021 The Local Government and Elections (Wales) Act 2021 makes provision for meetings to take place through a variety of arrangements, including multi-location meetings where all individuals are attending virtually and hybrid meetings where a number of individuals are attending in person at a designated location and others are attending virtually from a range of other locations. The Act makes permanent provision for remote meetings (multi-location) and electronic publication of documents

Yours faithfully

A handwritten signature in black ink that reads 'S. D. Perkes'.

Councillor Sandra Perkes
Chairperson

AGENDA

1. **To receive apologies for absence**
2. **To receive declarations of interest under the Council's Code of Conduct** (Note: Members seeking advice on this item are asked to contact the Monitoring Officer at least 72 hours before the meeting)
3. **Well-being of Future Generations (Wales) Act 2015**
(To note)

*Shop Local Barry Advisory Group members will note that this Act sets out the requirement for a public body to act in a manner which seeks to ensure **that the needs of the present are met without compromising the ability of future generations to meet their own needs.***

In order to act in that manner, a public body must take account of the following things:

(a) the importance of balancing short term needs with the need to safeguard the ability to meet long term needs, especially where things done to meet short term needs may have detrimental long term effect;

(b) the need to take an integrated approach, by considering how—

(i) the body's well-being objectives may impact upon each of the well-being goals;

(ii) the body's well-being objectives impact upon each other or upon other public bodies' objectives, in particular where steps taken by the body may contribute to meeting one objective but may be detrimental to meeting another;

(c) the importance of involving other persons with an interest in achieving the well-being goals and of ensuring those persons reflect the diversity of the population of the part of Wales in relation to which the body exercises functions;

(d) how acting in collaboration with any other person (or how different parts of the body acting together) could assist the body to meet its well-being objectives, or assist another body to meet its objectives;

(e) how deploying resources to prevent problems occurring or getting worse may contribute to meeting the body's well-being objectives, or another body's objectives.

4. To approve the minutes of the last meeting held on 7 October 2021 (Pages 205-212)

5. Budget Monitoring Report (Page 231-214)

6. To consider requests for Financial Assistance received from various Traders (Pages 215-236)

- i. The Good Sheds**
- ii. The Bees Knees**
- iii. Cocoa Therapy Retail Unit & Cafe**
- iv. Allen and Harris**
- v. Beauty Basics**
- vi. Beautiful Lilly**
- vii. Knights**
- viii. Holton Road Traders Association**

7. **Date of next meeting**

The date of the next meeting of the Shop Local Barry Advisory Committee is scheduled to be held on 3 February 2022.

Distribution – All Councillors and members of the public recorded as confirming they would like to retain membership.

BARRY TOWN COUNCIL

DRAFT MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY, 7 OCTOBER 2021 AT 6PM

PRESENT: Councillor Perkes (Chairperson) together with, Councillors S Hodges and Payne. Along with, Stuart Burnell (Awesome Wales), Christopher Edwards (Vale of Glamorgan Council), Amy Greenfield (Awesome Wales), Cheryl Ockerby (Lloyds Bank), Leon Robertson (Crafted Arts), Gemma Staubs (Crafted Arts) and Emma Thorne (TL Computer Systems).

ALSO PRESENT: Robyn Walsh – Community Engagement Officer
Hannah Linton – Trainee Administrator
Councillor Clarke – Observer
Councillor N Hodges – Observer

SL189. APOLOGIES FOR ABSENCE

Apologies were received from Councillors Collins and Hawkins and, Dave Elliot (TL Computer Systems).

SL190. DECLARATIONS OF INTEREST

None were received.

SL191. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

RESOLVED That the Well-Being of Future Generations (Wales) Act 2015 be received and noted.

SL192. TO APPROVE THE MINUTES OF THE EXTRAORDINARY MEETING HELD ON WEDNESDAY 21 JULY 2021

RESOLVED That the minutes of the Extraordinary Shop Local Barry Advisory Committee meeting held on Wednesday 21 July 2021 be approved and signed as correct record.

SL193. 2022/23 – BUDGET REQUEST

Members were provided with the Committee's expenditure of 2021/22 financial year as at the end of September 2021, and the Committee's requirements for inclusion in the draft budget for 2022/23.

The Community Engagement Officer noted that any request would be taken to the Policy and Finance Committee for approval, she noted that the previous year the committee requested and was granted £15,000.

Councillor S Hodges suggested a budget request of £20,000.

Councillor Payne agreed with the suggestion from Councillor S Hodges.

The Community Engagement Officer noted that the committee had £6,477 in the reserve.

RESOLVED:

1. That members receive and note the budget monitoring report to 30 September 2021.

RECOMMENDED:

To a meeting of the Finance, Policy and General Purposes Committee meeting to be held on 22 November 2021;

1. That a budget of £20,000 be included in the draft budget for 2022/23 for the Shop Local Advisory Committee and that the remaining budget of £6,477 remains in the Shop Local reserve.

SL194. PUMPKINS IN THE PARK

Members were provided an update in relation to the Pumpkins in the Park event to be held on Thursday, 28th October 2021.

The Community Engagement Officer noted that the budget would need approval for the event planning to continue.

The Chair, Councillor S Hodges and Councillor Payne were all in agreement with the £260.00 budget recommended for the event.

RESOLVED that a budget of £260.00 be approved for the Pumpkins in the Park event to be held on Thursday, 28th October 2021.

SL195. #SPOOKTACULARVTC – VALE OF GLAMORGAN COUNCIL EVENT UPDATE

Members were provided an update in relation to the Vale of Glamorgan Council's #SpooktacularVTC event and were provided with information in relation to how they can get involved.

RESOLVED that the report be received and noted.

SL196. TOTALLY LOCALLY – FIVER FEST

Members were provided with information regarding the Totally Locally Fiver Fest (9th – 23rd October 2021) for members to determine if they wish to support the campaign again.

The Community Engagement Officer noted that this event has already been promoted and the budget would be to help support the promotion further.

Amy Greenfield noted that Awesome Wales would like more of the Totally Locally Fiver Fest posters to promote the offers they have in store.

The Chair queries whether the £100 budget suggested would be enough to help promote the event further.

The Community Engagement Officer stated that the budget suggested was obtained from HI Communications who worked with a local printing company and noted that the £100 budget would be enough to promote the event further.

RESOLVED:

- 1. That Shop Local Barry promotes the Totally Locally Fiver Fest Campaign.**
- 2. That a budget of £100 for the purpose of printing promotional material in support of the campaign to be distributed to local Traders across Barry be approved.**

SL197. FESTIVAL OF LIGHT – UPDATE

Members were provided with an update in relation to the Festival of Light (a joint event between Barry Town Council and the Vale of Glamorgan Council).

RESOLVED that the update be received and noted.

SL198. SANTA'S POST OFFICE

Members were provided with an update in relation to the Santa's Post Office in Barry.

The Community Engagement Officer noted that any recommendations would need to be agreed via urgent action and highlighted that if the Committee wish to charge participants at the event the income from this is noted in the report.

The Chair queried why there is a venue hire charge when it is an event in partnership with the Vale of Glamorgan Council, and also why there was a charge to Jam Jar.

The Community Engagement Officer noted that the venue hire charge is what the Vale of Glamorgan Council's fee is for 'in-house' hires, she added that Jam Jar designed all the material for the event.

The Chair noted she was happy for the event to go ahead but would prefer not to charge the public for it.

Councillor S Hodges agreed with the Chair and stated she would not like there to be a charge for the event, she also noted that recognition was always an issue when working with the Vale of Glamorgan Council.

The Community Engagement Officer stated that in past meetings with the Vale of Glamorgan Council it was confirmed that the Barry Town

Council crest and Shop Local Barry logo will be on all promotional material, and Barry Town Council would promote and have staff involved at the event.

Councillor S Hodges expressed her support for the event to go ahead.

Councillor Payne concurred that there should be no charge for the event as Barry Town Council is an inclusive Council.

RECOMMENDED via Urgent Action;

That an amount of £5,586 be approved via urgent action to organise and deliver a Santa's Post Office in Barry in partnership with the Vale of Glamorgan Council.

SL199. SHOP LOCAL – CHRISTMAS CAMPAIGN

Members were provided with an update in relation to the Shop Local Christmas Campaign, the Community Engagement Officer noted that HI Communications would make the promotional material for the event and could use the previous hashtag of #VeryBarryChristmas throughout Christmas and events.

Councillor S Hodges agreed with the £250.00 budget for the campaign.

The Chair questioned whether Shop Local canvas bags could be made, similar to previous years.

Councillor S Hodges agreed with the suggestion from the Chair and noted any additional budget for the campaign can be urgent actioned if needed.

RESOLVED:

- 1. That a budget of £250 be approved to promote the #VeryBarryChristmas campaign**
- 2. That the Community Engagement Officer research the cost implications associated with purchasing reusable shopping bags to promote the campaign and that the Chair be given delegated authority to authorise this expenditure.**

SL200. BARRY TOWN COUNCIL – SANTA FUN RUN

Members were provided with information regarding Barry Town Council's Santa Fun Run so that traders can consider whether they wish to get involved.

The Community Engagement Officer stated that the Barry Town Council – Santa Fun Run will be going ahead for Sunday, 5th December 2021 and noted that the report is guided towards traders who may wish to provide items for the goodie bags.

RESOLVED that the report be received and noted.

SL201. HOLTON ROAD CHRISTMAS MARKET

Members were provided with an update in relation to the Holton Road Christmas Market.

Emma Thorne explained that the preliminary dates for the event would be the 11th and 12th December 2021, with stalls starting on King Square leading into Central Park and she created a draft layout map and poster idea. She noted that the stalls can help traders with more custom from this event, and was happy to receive any input from trader who had ideas for the events name or ideas. Emma stated she was working with Transforming Towns and will be receiving a grant from them to help with this event, and that also the Vale of Glamorgan Council will be supporting the event with a £4,000 grant and asked whether Shop Local Barry Advisory Committee could help with a £2,000 grant.

Councillor S Hodges noted that this funding would need to go to urgent action and the Council would need to be provided with documents of costings and where the grant money would be going.

Councillor Payne agreed with Councillor S Hodges statement.

The Chair stated that the Committee would need figures to have a proper discussion and noted that the Vale of Glamorgan Council would need to help and put additional funding in.

The Community Engagement Officer suggested creating an application form for Traders to apply for funding grants, and noted that application can provide all the information required before a formal meeting takes place.

The Chair agreed with the Community Engagement Officer's suggestion of an application form for Traders requesting funding grants.

RESOLVED:

- 1. That Emma Thorne submit a more detailed proposal (on behalf of the Holton Road Traders Association), detailing the expected income of the Christmas Market, as well as a detailed breakdown of the expenditure and that the Chair of Shop Local alongside Councillors be presented and determine a way forward and if the grant is approved that this is recommended for authorisation via Urgent Action.**
- 2. That the Community Engagement Officer compiles an application process for Traders to utilise when submitting event proposals to Shop Local for consideration.**

SL202. FESTIVAL OF FLOWERS – SHOP LOCAL GRANT UPDATE

The Community Engagement Officer provided members with a report regarding the Festival of Flowers Shop Local Grant Scheme, noting that the scheme was able to provide many traders across Barry.

RESOLVED that the report be received and noted.

SL203. 'REFILL' SCHEME

Members were provided with information pertaining to the 'Refill' initiative, the businesses in Barry currently registered and a plan to promote current refill stations and to encourage the development of more within Barry Town.

The Community Engagement Officer suggested that this would be for the next financial year and noted that Cheryl Ockerby would talk through the 'Refill' Scheme.

Cheryl Ockerby provided an overview of the project which started in 2019, and noted a relaunch due to the halt from Covid-19. Cheryl noted that free water refills/drinking water fountains were scheduled for the Knap Gardens, Upper Gladstone Park and Central Park for 2022.

Councillor S Hodges noted it would need to go to Policy and Finance to agree that grant and was happy with the information provided.

The Chair suggested this project may be better suited for the Sustainable Barry Working Party Committee and noted that the water fountains would need to be put in place in all areas of Barry.

Cheryl Ockerby added that she had been speaking with John Greatrex (VOGC) regarding installing water fountains across Barry and suggested Jenner Park and Buttrills Park.

The Chair thanked Cheryl Ockerby for the information provided and noted she was glad the project was returning.

RESOLVED

- 1. That members support the report and recommendations contained there in principle.**
- 2. That the report be submitted to a meeting of the Sustainable Barry Working Group for their consideration.**
- 3. That a final report be submitted to either a meeting of the Finance, Policy & General Purposes Committee or Full Council for their consideration.**

SL204. DATE OF NEXT MEETING

RESOLVED that the date of the next Shop Local Barry Advisory meeting will be held on Thursday 3 February 2022, at 6pm.

Meeting closed at 18:47pm.

Signed (Chairperson) Dated

FOR INFORMATION ONLY

ACTION SHEET - SHOP LOCAL BARRY ADVISORY COMMITTEE - 7 OCTOBER 2021

MINUTE NO.	ACTION TO BE TAKEN	ACTION TO BE TAKEN BY	DATE ACTION TO BE CARRIED OUT	PROGRESS
SL 193 (Rec)	That a budget of £20,000 be included in the draft budget for 2022/23 for the Shop Local Advisory Committee and that the remaining budget of £6,477 remains in the Shop Local reserve.	CEO	22/11/2021	In Progress
SL 196 (1)	That the Shop Local Barry promotes the Totally Locally Fiver Fest Campaign.	Hi Communications	07/10/2021	completed.
SL 196 (2)	That a budget of £100 for the purpose of printing promotional material in support of the campaign to be distributed to local traders across Barry be approved.	Hi Communications	07/10/2021	completed.
SL 198	Urgent Action ; That an amount of £5,586 be approved via urgent action to organise and deliver a Santa's Post Office in Barry in partnership with the Vale of Glamorgan Council.	CEO	08/10/2021	completed.
SL 199 (1)	That a budget of £250 be approved to promote the #VeryBarryChristmas campaign.	CEO	Christmas 2021	In progress
SL 199 (2)	That the Community Engagement Officer research the cost implications associated with purchasing reuseable shopping bags to promote the campiagn and that the Chair be given delegated authority to authorise this expenditure.	CEO	Complete	SL Bags at old basement
SL 201	That Emma Thorne submit a more detailed proposal (on behalf of the Holton Road Traders Association), detailing the expected income of the Christmas Market, as well as a detailed breakdown of the expenditure and that the Chair of Shop Local alongside Councillors be presented and determine a way forward and if the grant is approved that this is recommended for authorisation via Urgent Action.	E.Thorne	16/11/2021	Item on agenda
SL 201	That the Community Engagement Officer compiles an application process for Traders to utilise when submitting event proposals to Shop Local for consideration.	CEO	03/02/2022	completed.
SL 203 (2)	That the report be submitted to a meeting of the Sustainable Barry Working Group for their consideration.	CEO	17/11/2021	completed.
SL 203 (3)	That a final report be submitted to either a meeting of the Finance, Policy & General Purposes Committee or Full Council for their consideration.	CEO / SBPO		

EXTRA-ORDINARY SHOP LOCAL	16 NOVEMBER 2021	AGENDA ITEM: 5
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BUDGET MONITORING REPORT

Report Authors

Mark Sims, Deputy Chief Officer and Robyn Walsh, Community Engagement Officer

Purpose of Report

To provide members with the Committee's expenditure in the 2021/22 financial year as at the end of September 2021.

Background Information

Shop Local Expenditure Breakdown 2021/22 as at 30 September 2021

Description	Amount	Meeting Date	Minute No.
Social Media July-September 2021	£1,200	SL 16.07.2020	SL 147
Festival of Flowers Grants (August 2021)	£1,682	SL 21.07.2021	SL 183
Total Spend to Date	£2,882		
Committed to Date			
Social Media October 2021 – March 2022	£2,400	SL 02.08.2021 Approved by Group Leaders Urgent Action	SL 193
Pumpkins in the Park event	£260	SL 07.10.2021	SL 194
Totally Local Fiver Fest	£100	SL 07.10.2021	SL 196 (2)
Santa's Post Office	£5,586	SL 07.10.2021 Approved by Group Leaders Urgent Action	SL 198
Shop Local Christmas Campaign	£250	SL 07.10.2021	SL 199 (1)
High Street Christmas Switch-On (Urgent Action Pending)	£3,660	Pending via Urgent Action – 11.11.2021	
Budget for Year		£15,000	
Total Spend and Committed to Date		£15,138	
Balance Available (including Shop Local Reserve of £6,477)		£ 6,339	

Proposed Expenditure to consider at this meeting;

The following table will show members the final committed expenditure should all the financial proposals included within this agenda be accepted;

Description	Amount
6 (i) The Good Sheds – Christmas Trees for various shops	£174.93
6 (ii) The Bees Knees – Christmas Window Decorations	£100
6 (iii) Cocoa Therapy (2 shops) – Christmas Window Decorations	£200
6 (iv) Allen and Harris – Christmas Window Decorations	£100
6 (v) Beauty Basics – Christmas Window Decorations	£100
6 (vi) Beautiful Lilly – Christmas Window Decorations	£100
6 (vii) Knights – Christmas Window Decorations	£100
6 (viii) Holton Road Traders – Christmas Market	£2000
Total Expenditure Proposed	£2,874.93
Leaving a total balance for the remainder of the 2021/22 financial year of:	£3,464.07

Recommendation

1. Members are requested to receive and note the budget monitoring report to 30 September 2021.

TO CONSIDER REQUESTS FOR FINANCIAL ASSISTANCE RECEIVED FROM VARIOUS TRADERS

Report Authors

Robyn Walsh, Community Engagement Officer

Purpose of Report

To provide members with requests received from Traders for financial assistance over the Christmas Period.

Background Information

6 (i) – The Good Sheds

An application has been received from **The Good Sheds** (on behalf of 7 individual shops) for an amount of **£174.93** to purchase seven Christmas trees which will be placed at the entrance to each shop over the festive period.

6 (ii) – The Bees Knees

6 (iii) – Cocoa Therapy (2 shops)

6 (iv) – Allen and Harris

6 (v) – Beauty Basics

6 (vi) – Beautiful Lilly

6 (vii) – Knights

Applications have been received from the above named businesses requesting **£100 each (Total - £700)** for the purpose of purchasing Christmas window decorations to complement the Christmas light Switch-On and improve the High Street shopping experience over Christmas.

6 (viii) – Holton Road Traders Association – Christmas Market

An application has been received from the **Holton Road Traders Association** for an amount of **£2,000** to support the Holton Road Christmas Market. They have supplied BTC with artwork which would display the Shop Local logo, a map of the event and a breakdown of costs.

Recommendation

1. Members are requested to consider the attached requests for financial assistance.