

## **BARRY TOWN COUNCIL**

### **MINUTES OF AN EXTRAORDINARY MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON WEDNESDAY, 21 JULY 2021 AT 6 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with, Councillors Collins, Hawkins, S Hodges and Payne. Along with, Natalie Bolan (Dimensional Art), Chris Edwards (Vale of Glamorgan Council), Amy Greenfield (Awesome Wales), Cheryl Ockerby (Lloyds Bank), Gemma Robertson (Crafted Arts), Emma Thorne (TL Computer Systems) and Kelly Young (Wild Meadow Floral).

**ALSO PRESENT:** Robyn Walsh - Community Engagement Officer  
Hannah Linton - Trainee Administrator  
Sarah Jones – Vale of Glamorgan Council  
Nathan Spackman – Bro Radio

#### **SL 177. APOLOGIES FOR ABSENCE**

None were received.

#### **SL 178. DECLARATIONS OF INTEREST**

The Community Engagement Officer noted that if Amy Greenfield from Awesome Wales was in attendance, she would need to declare an interest in Agenda Item 10 – Social Media Review as Hannah of IT Communications sits on the board of Directors at Awesome Wales.

#### **SL 179. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015**

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

#### **SL 180. TO APPROVE THE MINUTES OF THE MEETING HELD ON THURSDAY 10 JUNE 2021**

**RESOLVED:** That the minutes of the Shop Local Barry Advisory Committee meeting held on Thursday 10 June 2021 be approved and signed as correct record.

#### **SL 181. VALE OF GLAMORGAN COUNCIL TOWN CENTRE EVENTS PROGRAMME 2021/22**

Members were provided with information relating to the Vale of Glamorgan Council's Town Centre events Programme 2021/22, in particular the Festival of Flowers scheduled to take place throughout August.

Sarah Jones (Events Officer at the Vale of Glamorgan Council) provided members with an overview of the summer events plans included in the

report, she noted the first event was to start next week in collaboration with PUKKA Productions which included day and night entertainment.

Sarah also highlighted the month long event for August 'Festival of Flowers', which included a flower trail across the various Town Centres across the Vale. She encouraged traders to get involved however they could and noted some inspiration provided in the report.

**RESOLVED:** That the report be received and noted.

**SL 182. RECOMMENDATIONS FROM A MEETING OF THE INNOVATION WORKING PARTY HELD ON TUESDAY 6 JULY 2021**

Members were provided with recommendations from a meeting of the Innovation Working Party held on Tuesday, 6 July 2021 for their consideration.

Members were informed that at the recent meeting of the Innovation Working Party, the Community Engagement Officer had provided Council with a report outlining the Vale of Glamorgan Council's Town Centre Event Programme., also providing suggestions as to how the Town Council could complement it to the benefit of the Barry Community. As a result, the group had made the following recommendations for Shop Local to consider;

1. The consideration to make a budgetary provision for the concept of Pumpkin Carving in Central Park to complement the Vale of Glamorgan Council's Halloween Trail be taken to the Shop Local Advisory Committee for discussed and;
2. That consideration to make a budgetary provision for the potential Santa's Post Office, noting that if the Vale of Glamorgan Council does not have the budget this may not go ahead as part of the proposal be taken to the Shop Local Advisory Committee for discussion.

Emma Thorne noted that the Pumpkin Carving event she had previously organised as part of the Pumpkins in the Park event had been extremely popular and a booking system would be easy to create for the event and noted she is happy to provide support if needed.

Councillor Collins stated that if the Shop Local budget allows, the committee should go ahead with both recommendations of Pumpkin Carving in Central and the Santa's Post Office as they would benefit the whole community and support the Shop Local ethos.

The Community Engagement Officer noted that the report stated that the concept of Santa's Post Office was budget dependent and that Shop Local may wish to consider ring fencing part of their own budget to ensure that even if the Vale of Glamorgan Council cannot finance it, that the Town Council could help support.

Members agreed that they would like the Community Engagement Officer to engage with the Vale of Glamorgan Council Events Team to track this event and determine at a later date if Town Council support will be required.

**RESOLVED:**

1. That the members support the Pumpkin Carving in Central Park event.
2. That the Community Engagement Officer explore the potential of Santa's Post Office across Barry and the costings for the Shop Local Advisory Committee to hold the event, in the event that the Vale of Glamorgan Council Events Team are unable to finance it.

**SL 183. PROPOSALS FROM SHOPPING AREAS (NOT INCLUDED IN THE VALE TOWN CENTRE EVENTS PROGRAMME)**

The Community Engagement Officer informed members that she had been in contact with trader areas not included in the Vale Town Centre Event Programme (i.e. Goodsheds, Park Crescent and Vere Street) to encourage them to forward proposals to Shop Local for different ways that these shopping areas could get involved in the Festival and request financial support if required.

Gemma Robertson advised members that Goodsheds were looking to decorate communal areas with flower garlands in keeping with the Festival theme, noting that individual Traders at Goodsheds were keen to get involved wherever they could.

Councillor S Hodges suggested providing a budget of £2000 to support traders with funding for ideas / decorations to help support the Festival of Flowers that all Traders across Barry could apply to.

Members agreed to this proposal, noting that all traders should be encouraged to utilise it with support from the Community Engagement Officer.

**RESOLVED:** That a budget of £2000 is allocated for the purpose of providing financial support to all traders across Barry to be able to involve themselves in the Festival of Flowers and that the Community Engagement Officer, in consultation with the Responsible Finance Officer approve the requests (noting that the Chair of Shop Local will be kept informed) and a future report will be submitted detailing the outcome of the grants.

**SL 184. SHOP LOCAL BARRY EVENTS / CAMPAIGNS PROGRAMME 2021/22**

Members were provided with a discussion paper for Barry Town Council Shop Local led events for 2021/22.

Members were informed that the Vale of Glamorgan Council had provided the group with an exciting event programme that the Town Council are looking forward to supporting in partnership with Shop Local Barry.

However, this should not deter the group from considering organising their own events / campaigns and that this paper was an opportunity for this discussion to take place.

The Community Engagement Officer started the discussion with the suggestions of updating the Shop Local maps as new shopping areas had been created since their production and creating a Christmas shopping guide to promote Shop Local gifts.

Amy Greenfield suggested a sculpture trail across Barry, to include area's that may be missed by residents and visitors. She noted Cardiff created a snow dog trail with sculptures and suggested Barry Town Council could provide a similar experience.

Councillor S Hodges advised members that Council had discussed a potential Festival of Light at a previous meeting of the Innovation Working Party, and requested that the Community Engagement Officer provide members with more information relating to this.

The Community Engagement Officer shared the report for the Festival of Light with members noting that there is potential for Barry Town Council to work in partnership with the Vale of Glamorgan Council to deliver this. She noted that the event would be through-out winter (end of October / throughout November) in the lead up to Christmas and that Shop Local could get involved by lighting up the various shopping areas.

Emma Thorne also made members aware that herself and Dave of TL Computer Systems were currently working on a Shop Local Advisory Committee may want to consider looking at when it is completed.

**RESOLVED:**

- 1. That the Community Engagement Officer look into updating the Shop Local maps providing members with an update at the net meeting of Shop Local.**
- 2. That the Community Engagement Officer look into a Christmas Shopping Guide to promote shopping locally**

**throughout the festive period and provide members with an update at the next meeting of Shop Local.**

- 3. That the Community Engagement Officer explore the suggestion of a sculpture trail, noting that this could potentially be delivered in the new year.**
- 4. That the Community Engagement Officer note that the Shop Local Advisory Committee may wish to work with the Town Council to deliver the Festival of Light event and that further information be provided to members at a later date.**

**SL185. LOVE THE VALE WEBSITE**

The Chair welcomed Nathan Spackman of Bro Radio to the meeting who was present to show members the “Love the Vale” website.

Nathan Spackman noted that the website had been launched as a business directory last year, and had since been updated with over 170 businesses across the Vale of Glamorgan.

Nathan stated that it was in the businesses / traders hands to update their page on the directory, which is completely free to register and complete.

**RESOLVED:** That the Love the Vale website been forwarded to Shop Local traders across Barry to register.

**SL 186. SOCIAL MEDIA REVIEW**

Amy Greenfield was placed in the virtual waiting room throughout this discussion.

Members were provided with the annual social media review from HI Communications.

The Community Engagement Officer explained that the Town Council’s Shop Local’s social media is currently outsourced to HI Communications on a one-year contract which was awarded in August 2020 after a tender exercise. Noting that this contract was due to end on 27 August 2021.

Members were asked to review the report and information provided to make a decision regarding whether this provision should be continued. The Community Engagement Officer also made members aware that the Town Council’s was currently reviewing its Marketing & Communications Strategy. She also stated that the engagement data suggested that Twitter wasn’t providing the engagement expected and that members may wish to consider focusing on Facebook and Instagram.

A discussion was had over the suggestions made from the Community Engagement Officer with members agreeing that Twitter was not needed for the promotion of Shop Local and the traders.

Gemma Robertson suggested involving young people as a work experience programme to help create content and run the Shop Local Barry social media's platforms.

The Community Engagement Officer noted that minimal specifications were given to HI Communications, aside from the original proposal provided by the company and that this should be updated with the requirements needed from Shop Local Barry members to provide the company with a clearer brief of expectations.

Councillor S Hodges suggested that a meeting is scheduled between Shop Local Councillors (and extended to all Councillors) to discuss the social media requirements, as she was mindful that this provision should continue as the Town Council do not have the relevant skills or experience to manage this account.

Members agree that the Shop Local Instagram account was performing better than the Facebook account and considered that this could be due to less organic posts being created on Facebook and noted that a large proportion of posts were re-shares and not original content.

Wild Meadow Floral also noted that the same traders seemed to be re-shared or posted amount and requested that this should be monitored to ensure fairness.

Councillor Payne suggested that Shop Local should review the social media at its meeting more often to be able to provide feedback and suggestions relating to what the group want in terms of its social media provision throughout the year.

**RESOLVED:**

- 1. That the Community Engagement Officer arrange a date for a meeting to be held for Councillors to discuss the requirements of the contract with HI Communications and the Shop Local Barry social media.**
- 2. That HI Communications be provided with an additional one-year contract providing specification on the requirements needed for the social media role have been documented in a new contract.**
- 3. That social media is discussed at all future Shop Local Advisory Committee meetings to ensure that the Community Engagement Officer is able to provide HI Communications**

with feedback and suggestions relating to what the group requires from its social media provision throughout the year.

4. That the future social media provision does not include Twitter.

Amy Greenfield returned to the meeting.

**SL 187. HIGH STREET – SHOPPER EXPERIENCE ENHANCEMENT**

Members were provided with an update in relation to the High Street – Shopper Experience Enhancement project which was agreed for further investigation at the last meeting of Shop Local.

Members were informed that since this meeting, the Community Engagement Officer had been in contact with three companies to enquire regarding approximate costs for the project and had so far received one response being that the project could cost anywhere in the region between £6000 and £8000.

Members were asked to confirm whether they wish the Community Engagement Officer to conduct further investigations at this time.

Members agreed that the full amount of the project was not feasible to fund entirely from the Shop Local budget.

Councillor S Hodges suggested that it may be worth considering different funding streams and that the Shop Local Group could make a smaller financial contribution should funding be sourced elsewhere.

Chris Edwards noted that this was a strategic project and that he would be happy to discuss the projects potential with Mererid Velios (Sense of Place Officer), noting that this could be a potential partnership project suitable for grant funding.

**RESOLVED: That the Community Engagement Officer works with Chris Edwards to continue investigating this project.**

**SL 188. DATE OF NEXT MEETING**

**RESOLVED: That the next Shop Local Barry Advisory Group meeting will be held on Thursday 7 October 2021 at 6pm.**

The meeting closed at 19:31pm.

Signed ..... (Chairperson) Dated .....