



# BARRY TOWN COUNCIL

## CYNGOR TREF Y BARRI

RW/slc

9 July 2020

To: Councillors Collins, Hampton, Hawkins, S Hodges, Payne, Perkes and Wright and B Armstrong, F Blakely, J Cheek, C Davies, V Dusko, D Elliott, M Evans, N Hollins, A Hopkins, S Howell, H Isted, C Ockenby and Rooftop Atelier

You are hereby summoned to attend a meeting of the **Shop Local Barry Advisory Committee** which will be held in the Council Chamber, Town Hall, King Square, Holton Road, Barry, on **Thursday, 16 July 2020 commencing at 6.00 pm** for the purpose of transacting the business specified below.

**The meeting will be held on a remote basis in accordance with the provisions of The Local Authorities (Coronavirus) (Meetings) (Wales) Regulations 2020 to ensure that all councillors can hear the meeting and be heard at the meeting.**

Yours faithfully

Emily Forbes

Chief Officer (Town Clerk)

### AGENDA

1. **Apologies**
2. **Declarations of Interest**
3. **Minutes of the meeting held on 6 February 2020 (Pages 296-301)**
4. **Social Media Update and discussion (Pages 302-304)**

*The Council welcomes correspondence in English or Welsh  
Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg neu'n Saesneg*

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TOWN HALL, KING SQUARE, HOLTON ROAD, BARRY, CF63 4RW Tel: (01446) 738663 Email: <a href="mailto:info@barrytowncouncil.gov.uk">info@barrytowncouncil.gov.uk</a>	NEUADD Y DREF, SGWÂR Y BRENIN, HEOL HOLTON, Y BARRI, CF63 4RW Ffôn: (01446) 738663 Ebost: <a href="mailto:info@barrytowncouncil.gov.uk">info@barrytowncouncil.gov.uk</a>
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5. **Chair Update – Discussion at Sustainable Barry Working Group**  
**(Page 305)**
6. **Open Discussion** **(Page 306)**
7. **Date of next meeting – To be confirmed**

**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 6 FEBRUARY, 2020, AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Collins, Hawkins, S Hodges and Payne;  
Along with D Elliot (TL Computer Systems), S Burnell (Awesome Wales), H Isted (HI Communications), C Edwards (Town Centre Manager), E Thorne (Holton Road Traders)

**ALSO PRESENT:** Emily Forbes – Chief Officer  
Lucy McAllister – Administrator  
Councillor N Hodges - Observer  
Julie Grady - Safer Vale Partnership  
Sharon Harris – Barry and District News

SL135. **APOLIGIES FOR ABSENCE**

No apologies were received.

SL136. **DECLARATIONS OF INTEREST**

None were received.

H Isted would leave the meeting when discussions regarding the Social Media budget took place.

SL137. **MINUTES OF A MEETING HELD ON 21 NOVEMBER 2019**

**RESOLVED:**

**That the minutes of the Shop Local Barry Advisory Committee held on 21 November 2019 be approved and signed as a correct record.**

SL138. **JULIE GRADY – SAFER VALE PARTNERSHIP**

Julia Grady (Safer Vale Partnership) provided members with a presentation regarding actions that local traders can take to become White Ribbon accredited or ambassadors for the campaign.

Members were in agreement that Shop Local Barry would be keen to be involved to help highlight the white Ribbon campaign.

Julie Grady advised that she was happy for her email to be forwarded to members in order for them to make contact.

Julie Grady further advised that a White Ribbon walk was hoped to take place in May in Barry and that once the date was conformed she would notify Shop Local in order to publicise the event.

**RESOLVED:**

1. That the presentation from Julie Grady of Safer Vale Partnership be received and noted.
2. That the White Ribbon campaign link be forwarded to members of Shop Local Barry Advisory Committee.
3. That Julie Grady confirm the date that the White Ribbon 'Walk a mile in her shoes' Barry event is to take place.

SL139

**FULL COUNCIL & BUDGET 2019/20 UPDATE**

The Chief Officer provided members with an update from a meeting of Full Council held on Monday 2 December, 2019 regarding the remaining Shop Local Barry Advisory Committee 2019/20 budget.

**RESOLVED:**

**That the Full Council & Shop Local Barry Advisory Committee budget 2019/20 update be received and noted.**

SL140

**SOCIAL MEDIA UPDATE**

The Chief Officer provided members with an update regarding Social media since it has been outsourced externally.

H Isted left the room.

A discussion was had regarding the external outsourcing of social media and its related benefits and costs. Members found the reach of the social media positive and encouraging.

Members were in agreement to recommend a further two months of social media outsourcing, at a cost of £800 from the Shop Local Barry budget 2019/20 to a meeting of Full council, to be held on Monday 10 February, 2020.

Members further agreed to recommend an additional one month of social media outsourcing, for the month of April, at a cost of £400 to be allocated from the new Shop Local Barry budget 2020/21 for consideration to a meeting of Full Council, to be held on Monday 10 February 2020. This was to ensure that a longer trial period was evaluated.

Members resolved that the outsourcing of social media be included as an agenda item for further discussion at the next meeting of Shop Local Barry, to be held on Thursday 30 April, 2020 and requested that H Isted

provide a similar report to update members at this time for consideration.

D Elliot advised that the Shop Local Barry domain name was still available and could be purchased.

Members were in agreement to purchase the domain names 'Shop Local Barry' and 'Barry Shop Local' and be allocated a budget of up to £100 from the Shop Local Barry budget 2019/20 to undertake this.

**RESOLVED:**

1. That the Social Media update be received and noted.
2. To discuss the outsourcing of social media and associated budget at the next meeting of Shop Local Barry, to be held on 30 April, 2020.
3. That Shop Local Barry Advisory committee purchase the domain names 'Shop Local Barry' and 'Barry Shop Local' and be allocated a budget of up to £100 from the Shop Local Barry budget 2019/20.

**RECOMMENDED:**

4. That a further two months of social media outsourcing, at a cost of £800 to be taken from the Shop Local Barry Advisory Committee budget 2019/20 to a meeting of Full Council, to take place on Monday 10 February, 2020.
5. That an additional one month of social media outsourcing, for the month of April 2020, at a cost of £400 to be allocated from the Shop Local Barry Advisory Committee budget 2020/21 be recommended for consideration to a meeting of Full Council, to be held on Monday 10 February 2020.

SL141

**EASTER PROPOSAL**

The Chief Officer provided members with a proposal from the Chair of Shop Local, Councillor Sandra Perkes suggesting that traders may wish to consider hosting Easter Egg trails around the shopping areas of Barry, with the support of the Town Council.

A discussion was had around the need to increase trader participation in Shop Local Barry; with particular focus being on the inclusion of traders from all shopping areas in Barry.

The Chair advised that she would visit traders and promote the proposal.

Members were in agreement for the proposal to involve participating traders displaying an egg in their window; with a view to members of the public visiting each shop to collect a stamp or raffle ticket or cardboard / paper egg. It was agreed that participants be entered into a prize draw offering a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> prize of Fairtrade chocolate. The event would culminate at the Town Council's Easter Event on 7<sup>th</sup> April 2020 in Central Park.

**RESOLVED:**

- 1. That the Chair visit local traders to promote the Easter Proposal and arrange the Easter trail.**
- 2. That a budget of £25 to purchase Fairtrade chocolate as prizes of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> and a budget of £5 for coloured card be allocated from the Shop Local Barry 2019/20 budget for the Eater proposal.**

SL142.

**EVENT FUNDING REQUEST**

The Chief Officer provided members with a request for funding received from Holton Road Traders in respect of their upcoming event; Dewi Sant Festival, to be held on Saturday 29 February and Sunday 1 March on King Square and in Central Park, Barry.

The Chief Officer further advised members that a remaining budget of £1725 was available from the Shop Local budget for the municipal year 2019/20 which could be recommended for expenditure.

E Thorne advised members that Holton Road Traders were keen to capitalise on the success of the Christmas lights switch on event by hosting an event to engage the public in February. E. Thorne further advised members of the plans for the event, a break-down of the associated costs and details of participants and activities.

Members were in agreement that the event incorporate a 'meet the Mayor' event in the Council Chamber, taking into account the anniversary of the Eisteddfod Chair.

Members agreed to recommend event funding of £1725 from the Shop Local Budget 2019/20 to the meeting of Full Council, to be held on Monday 10 February 2020, for consideration.

Members advised that should the funding request be accepted that both Barry Town Council and Shop Local Barry be promoted as co-hosts of the event in all publicity and receive a higher marketing profile.

**RESOLVED:**

1. That the Dewi Sant Festival Event Funding Request be received and noted.
2. That a 'meet the Mayor' event, to be held in the Council Chamber, be incorporated within the Dewi Sant Festival.

**RECOMMENDED:**

3. That Dewi Sant Festival event funding of £1725 from the Shop Local Budget 2019/20 be recommended to the meeting of Full Council, to be held on Monday 10 February 2020, for consideration.

SL143

**DATE OF NEXT MEETING**

**RESOLVED:** That the date of the next meeting of the Shop Local Barry Advisory Committee be held on Thursday 30 April 2020, at 6pm.

The meeting ended at 7.25 pm.

Signed ..... (Chairperson)

Date .....

**FOR INFORMATION ONLY**

**ACTION SHEET - SHOP LOCAL - 6 FEBRUARY 2020**

MINUTE NO.	ACTION TO BE TAKEN	ACTION TO BE TAKEN BY	DATE ACTION TO BE CARRIED OUT	PROGRESS
SL129(2)	That C Edwards contact M Velios regarding point 120(4) on the action sheet.	C. Edwards	30.04.2020	Not started
SL 138(2)	That the White Ribbon campaign link be forwarded to members of Shop Local Barry Advisory Committee.	CEO	30.04.2020	Not started
SL 138(3)	That Julie Grady confirm the date that the White Ribbon 'Walk a mile in her shoes' Barry event is to take place.	CEO/JG	30.04.2020	Unable to complete due to Covid-19 closures etc.
SL 140(2)	To discuss the outsourcing of social media and associated budget at the next meeting of Shop Local Barry, to be held on 30 April, 2020.	CEO	16.07.2020	On agenda for discussion
SL 140(3)	That Shop Local Barry Advisory committee purchase the domain names 'Shop Local Barry' and 'Barry Shop Local' and be allocated a budget of up to £100 from the Shop Local Barry budget 2019/20.	CEO	30.04.2020	Not started
SL 140(4)	RECOMMENDED That a further two months of social media outsourcing, at a cost of £800 to be taken from the Shop Local Barry Advisory Committee budget 2019/20 to a meeting of Full Council, to take place on Monday 10 February, 2020.	CEO	10.02.2020	Complete
SL 140(5)	RECOMMENDED That an additional one month of social media outsourcing, for the month of April 2020, at a cost of £400 to be allocated from the Shop Local Barry Advisory Committee budget 2020/21 be recommended for consideration to a meeting of Full Council, to be held on Monday 10 February 2020.	CEO	10.02.2020	Complete
SL 141(1)	That the Chair visit local traders to promote the Easter Proposal and arrange the Easter trail.	Chair	06.04.2020	Unable to complete due to Covid-19 closures etc.
SL 141(2)	That a budget of £25 to purchase Fairtrade chocolate as prizes of 1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> and a budget of £5 for coloured card be allocated from the Shop Local Barry 2019/20 budget for the Eater proposal.	CEO		Unable to complete due to Covid-19 closures etc.
SL 142(2)	That a 'meet the Mayor' event, to be held in the Council Chamber, be incorporated within the Dewi Sant Festival.	CEO	01.03.2020	Complete
SL 142(3)	That Dewi Sant Festival event funding of £1725 from the Shop Local Budget 2019/20 be recommended to the meeting of Full Council, to be held on Monday 10 February 2020, for consideration.	CEO	10.02.2020	Complete

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>16 JULY 2020</b>	<b>AGENDA ITEM: 4</b>
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**SOCIAL MEDIA UPDATE**

**Report Author**

Robyn Walsh – Community Engagement Officer

**Purpose of Report**

To provide members with an update and an opportunity to discuss the social media requirements for Shop Local.

**Detailed Information**

Members will note that at the meeting scheduled to be held on Thursday, 30 April 2020, members would have had the opportunity to discuss the future of the Shop Local social media external contract.

Due to Covid-19, this meeting was cancelled and Group Leaders were asked to consider an Urgent Action to extend this contract. However, Group Leaders did not want to make this decision on behalf of the group as they were mindful that the Group had plans to discuss this contract in April.

Since then, staff have been managing the Facebook and Twitter pages. However, the Instagram Shop Local page has not been updated during this time.

As a result, members are asked to discuss whether they wish to continue outsourcing the Shop Local social media and if so, when a review should take place.

For member’s information, the last Social Media update is attached to this report as an appendix. HI Communications will also compile an up to date report which will be forwarded to members prior to the meeting.

**Recommendations**

That members receive and note the report and discuss whether to continue outsourcing the Shop Local social media to an external provider.

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>6 FEBRUARY 2020</b>	<b>AGENDA ITEM: 6</b>
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## **SOCIAL MEDIA UPDATE**

### **Report Author**

Robyn Walsh – Community Engagement Officer

### **Purpose of Report**

To provide members with an update regarding Social Media since it has been outsourced externally.

### **Detailed Information**

At the last meeting of the Shop Local Advisory Committee held on 21 November 2019 members were provided with a report regarding the Shop Local social media pages (attached – appendix 1). The report indicated that the Shop Local Facebook and Twitter pages had not been as successful as Committee had hoped, with Committee being given the option to outsource social media communications with the view to improve the analytics/engagement of both Facebook and Twitter and introducing Instagram.

Appendix 2 is the report received from Hannah of HI Communications which shows that both Facebook and Twitter have benefitted from improved engagement which includes an increase in followers, post reach and post engagement, whilst the introduction of Instagram has also proved to be successful.

The “Meet the Trader” posts have proved particularly successful and is an element that we would not have the capacity to provide internally.

“Meet the Trader” interviews have included;

Wynter Isabelle	-	Park Crescent
On10	-	Holton Road
Rooftop Atelier	-	Vere Street
Evolve Salon	-	Holton Road
Quadrant	-	Park Crescent
Cake & a Cwtch	-	Park Crescent

Appendix 3 – further social media analytics (for information only)

### **Financial Implications**

The cost of social media management is £400 per month and this includes;

- Social media management for the Shop Local social media pages
- Daily posts on Facebook, Twitter and Instagram

- Regular Instagram Stories
- Engagement with other relevant accounts
- A combination of organic content such as events and promotions, shared trader content and user generated content from customers
- Creating of branded content including infographics, animations, graphics and photography
- Creating a Christmas Campaign for “A Very Barry Christmas”

Committee will need to consider whether they wish to continue outsourcing the management of the Shop Local social media pages and if they do, whether the current provision is sufficient or if they wish to negotiate a smaller packer (for example, a package that doesn't include daily posts), as well as the financial implications involved.

### **Recommendations**

1. That members receive and note the report and consider a way forward.

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>16 JULY 2020</b>	<b>AGENDA ITEM: 5</b>
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**CHAIR UPDATE – DISCUSSION AT SUSTAINABLE BARRY WORKING GROUP**

**Report Author**

Robyn Walsh – Community Engagement Officer

**Purpose of Report**

To provide members with an update regarding a recent meeting of the Sustainable Barry Working Group held on Monday, 13 July 2020.

**Detailed Information**

The Town Council’s Sustainable Barry Working Group has recently changed its remit to include collating a Town Council response to the Covid-19 pandemic. The remit of this group is wide and in the early stages at present. The groups focus primarily is to engage with the community in order to ascertain how the Town Council can support the community in its recovery from this pandemic.

Councillors from Shop Local were invited to attend the meeting to ensure there was a Shop Local presence. The Chair will provide an update of these discussions at this meeting for your information.

Members will note that the discussions held in agenda item 5 of this agenda will be forwarded to the Sustainable Barry Working Group to help them better understand the issues specifically effecting local traders at this time.

**Recommendations**

That members receive and note the update.

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>16 JULY 2020</b>	<b>AGENDA ITEM: 6</b>
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## **OPEN DISCUSSION**

### **Report Author**

Robyn Walsh – Community Engagement Officer

### **Purpose of Report**

To provide members with an open platform to discuss the issues surrounding the local economy as a result of the Covid-19 pandemic.

### **Detailed Information**

Members are asked to discuss the ways in which Covid-19 has effected the local shopping areas, businesses, trade and the economy.

#### Discussion Points

- The effects of Covid-19 on trade in Barry
- How social distancing and safety measures are being implemented – specifically are they effective? Are people following the guidelines?
- How do traders see the future of the economy in Barry?
- Do traders have any suggestions as to how the Shop Local Advisory Committee can help?
- What are Shop Local's top three priorities which it feels the wider Council can support and what would this entail?
- Do traders support the idea of launching a consumer survey to see how Covid-19 has effected shopping habits?

The above points are just to guide discussions.

The results of this discussion will be collated into a report and provided to the Sustainable Barry Working Group for their information also.

### **Recommendations**

That members take part in an open discussion, noting that a report will be compiled and forwarded to the Sustainable Barry Working Group.