



# BARRY TOWN COUNCIL

## CYNGOR TREF Y BARRI

Our Ref: RW/cdo

Your Ref:

Please reply to: Town Clerk

When calling please ask for:

15 October 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** on **Thursday 22 October 2020 commencing at 6.00 pm virtually** 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. 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)

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

TOWN HALL, KING SQUARE,  
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3. **Well-being of Future Generations (Wales) Act 2015** (To note)

*Sustainable Barry Committee 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 16 July 2020**  
**(Pages 307-311)**

5. **Draft Budget 2021/22 (including budget monitoring report to 30 September 2020)**  
**(Pages 313-314)**

6. **Feedback from Sustainable Barry Working Group (Verbal)**

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7. **Christmas 2020**
- i. **Christmas Lights** (Page 315)
  - ii. **Request from Barry Community Choir** (Page 316)
  - iii. **Traders ideas for the festive period** (Open Discussion)
8. **Vale Town Centres Marketing Campaign** (Pages 317-330)
9. **Date of next meeting**

The next meeting of the **Shop Local Barry Advisory Committee** is scheduled for 21 January 2020

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

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**BARRY TOWN COUNCIL**

**DRAFT MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY 16 JULY, 2020, AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Collins, Hawkins, S Hodges and Payne;  
Along with S Burnell (Awesome Wales – joined at 7.06pm), Amy Greenfield (Awesome Wales – joined at 7.06pm), H Isted (HI Communications)

**ALSO PRESENT:** Robyn Walsh – Community Engagement Officer  
Rhian Burns – Administrator  
Hannah Linton - Administrator  
Councillor Clarke - Observer

SL144. **APOLIGIES FOR ABSENCE**

No apologies were received.

SL145. **DECLARATIONS OF INTEREST**

None were received.

SL146. **MINUTES OF A MEETING HELD ON 6 FEBRUARY 2020**

**RESOLVED** that the minutes of the Shop Local Barry Advisory Committee held on 6 February 2020 be approved and signed as a correct record.

SL147. **SOCIAL MEDIA UPDATE AND DISCUSSION**

Members received an update on the Shop Local social media.

Hannah Isted advised that the response to the Shop Local social media had been good and that it had been covered on the ITV News. She noted that whether the social media continued to be maintained by HI Communications or was taken over in-house she felt it was an important tool to support local businesses that was well received by the traders.

Councillor Payne noted that she felt the videos explaining how traders had put social distancing measures in place in their businesses were very useful.

Councillor Clarke noted that he was unaware of the Shop Local social media output and queried whether there was another way to communicate with people who did not access social media.

Stuart Burnell and Amy Greenfield joined the meeting.

The Community Engagement Officer advised that she was working on a Marketing and Communications Strategy which would identify different ways to communicate with the community. She added that social media was a powerful communication tool with a relatively low cost to reach comparison.

Councillor Perkes noted that the Shop Local social media pages were the most successful of all the Barry Town Council social media streams.

Councillor S Hodges noted that she felt social media was very important at the moment. She added that many people were unsure of how safe it is to return to the high street and that businesses with a digital presence were better placed to survive the situation. She further noted that she felt natural growth on social media could not be relied upon and that a larger budget should be procured in order to advertise the town both through social media and through the press.

The Community Engagement Officer advised that she had received feedback from traders that the Shop Local social media pages were appreciated by them and were found to be beneficial.

Hannah Isted noted that there was a lot of support for older people to assist them in becoming more digital. She added that she had worked with a trader to make sure the businesses website was suitable for the older demographic of customers who had been reliant on deliveries during the lockdown period and beyond.

Councillor Perkes noted that the Vale of Glamorgan Council ran projects to assist older people to use digital communication and suggested linking in with any of their projects where possible.

Councillor Payne advised that she would be interested in finding out which businesses in Barry had not survived this period.

Councillor S Hodges noted that she felt it was important for any information to be gathered as quickly as possible in order that action could be taken swiftly.

**RECOMMENDED:**

- 1. To a meeting of the Sustainable Barry Working Group on Monday 20 July 2020 that an increased budget be sought for promotion of the town both on social media and through the press.**
- 2. That any resolutions from this item are agreed through the Urgent Action process with Group Leaders in order to ensure a swift response.**

## **CHAIR UPDATE – DISCUSSION AT SUSTAINABLE BARRY WORKING GROUP**

The Chair advised that it had been very useful for Members of the Shop Local Barry Advisory Group to attend the Sustainable Barry Working Group. She felt that it was important for the Shop Local Group to feedback on how best budgets could be repurposed in order to support the traders in the recovery.

Councillor S Hodges noted that ideas from the traders were necessary in the decision making process and that budgets needed to be identified. She reiterated that this must be done swiftly with decisions agreed by Urgent Action if necessary.

Councillor Clarke advised that he had attended a Vale of Glamorgan Council Resilience Meeting and had felt there had been a lack of cohesion between the approaches of the Vale of Glamorgan Council, the wishes of the traders and the needs of the public.

Amy Greenfield noted that she felt communication from the Vale of Glamorgan Council regarding what measures would be put in place and when had been poor. She advised that the traders would be behind any measures that would help to create a safe shopping environment but felt they had been put in a situation where they were struggling to support measures they did not agree with.

Councillor S Hodges queried whether there was any way to quickly survey traders for ideas on what response they would favour. She also noted it would be helpful to have guidance from Welsh Government on what could feasibly be done in terms of outdoor events.

Councillor Payne suggested signage be placed in the shopping areas outlining the rules and restrictions in place.

Councillor Clarke advised that it may be possible to access funds through the Vale of Glamorgan Resilience Committee for any projects that were put forward.

The Community Engagement Officer noted that with regulations changing and updating so rapidly it was difficult to plan for future events.

### **RESOLVED:**

- 1. That the Community Engagement Officer contacts traders to survey their ideas and feedback on what response would be most beneficial.**

2. That the Shop Local Barry Advisory Group makes representation on behalf of traders to the Vale of Glamorgan Council requesting the most up to date information is provided to businesses.

SL149      **OPEN DISCUSSION**

Members agreed that all topics for discussion had already been covered and actions agreed.

SL150      **DATE OF NEXT MEETING**

**RESOLVED:** That the date of the next meeting of the Shop Local Barry Advisory Committee is to be confirmed.

The meeting ended at 6.42 pm.

Signed ..... (Chairperson)

Date .....

DRAFT

**FOR INFORMATION ONLY**

**ACTION SHEET - SHOP LOCAL - 16 JULY 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	Update required on Shop Wraps from Barry Making Waves project
SL 138(2)	That the White Ribbon campaign link be forwarded to members of Shop Local Barry Advisory Committee.	CEO	30.04.2020	complete
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	21.07.2020	Complete - purchased www.shoplocalbarry.com
SL 147 (1)	<b>RECOMMENDED</b> - To a meeting of the Sustainable Barry Working Group on Monday 20 July 2020 that an increased budget be sought for promotion of the town both on social media and through the press.	CEO	20.07.2020	agreed by FC
SL 147 (2)	<b>RECOMMENDED</b> - That any resolutions from this item are agreed through the Urgent Action process with Group Leaders in order to ensure a swift response.	CEO	29.07.2020	agreed by FC
SL 148 (1)	That the Community Engagement Officer contacts traders to survey their ideas and feedback on what response would be most beneficial.	CEO	17.07.2020	Complete
SL 148 (2)	That the Shop Local Barry Advisory Group makes representation on behalf of traders to the Vale of Glamorgan Council requesting the most up to date information is provided to businesses.	CEO	23.07.2020	complete

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>22 OCTOBER 2020</b>	<b>AGENDA ITEM: 5</b>
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## **DRAT BUDGET 2021/22**

### **Report Author**

Mark Sims – Deputy Chief Officer

### **Purpose of Report**

To provide members with the Committee's expenditure in the 2020/21 financial year as at the end of September 2020 and to determine the Committee's requirements for inclusion in the draft budget for 2021/22.

### **Background Information**

Financial Regulations 3 – Annual Estimates (Budget), states the following:

“Each committee shall review its three year forecast of revenue and capital receipts and payments. Having regard to the forecast, it shall thereafter formulate and submit proposals for the following financial year to the Finance, Policy and General Purposes Committee not later than the end of December each year including any proposals for revising the forecast.”

### **Shop Local Expenditure Breakdown 2020/21 as at 30 September 2020**

<b>Description</b>	<b>Amount</b>	<b>Meeting Date</b>	<b>Minute No.</b>
Social Media April 2020	£400.00	6 February 2020	SL140 (5)
Social Media September 2020	£400.00	Full Council 29 July 2020	755 (8)
Shop Local Domain Name Purchase	£100.00	6 February 2020	SL140 (3)
<b>Committed to Date</b>		£3,600 (Social Media Contract)	
<b>Total Spend to Date</b>		£ 900 (awaiting invoice for one payment)	
<b>Budget for Year</b>		£14,000 (Additional £4,000 repurposed from Corporate Advertising to COVID-19 Recovery Fund and allocated for Shop Local Social Media Contract – Full Council 29.07.20 minute no. 755 (8) refers	
<b>Total Spend and Committed to Date</b>		£ 4,500	
<b>Balance Available</b>		£ 9,500	

The original budget was set at £10,000 (expectation of same figure every year) with a further £4,000 allocated from the Covid-19 Recovery Fund at the meeting of Full Council held on 29 July 2020 specifically to allow for the appointment of an external social media management company to aid in the promotion of Shop Local and the town. The additional £4,000 has been 'earmarked' to cover the costs from September 2020 to June 2021 (10 months).

Members will need to consider whether the costs of an external social media management company for July 2021 – March 2022, being £3,600, can be met from within the existing £10,000 budget to be included for 2021/22 or whether to request additional funding.

### **Recommendation**

1. Members are requested to receive and note the budget monitoring report to 30 September 2020.
2. Members are requested to consider their requirements to be included in the draft estimates for 2021/22.
3. Recommend to the Finance, Policy and General Purposes Committee meeting being held on 16 November 2020 the Shop Local Barry Advisory Committee's requirements for 2021/22.

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>22 OCTOBER 2020</b>	<b>AGENDA ITEM: 7(i)</b>
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## **CHRISTMAS LIGHTS**

### **Report Author**

Emily Forbes - Chief Officer

### **Purpose of Report**

To provide members with an update on Christmas Lights for Christmas 2020

### **Detailed Information**

#### **Holton Road Lights**

Centregreat have undertaken the bolt checks for Holton Road; there are a couple of adjustments (previously discussed due to the way some lights were positioned last year) which will be addressed but the remaining bolts all tested fine.

This year the Vale of Glamorgan Council is putting up the lights on Town Hall and the Christmas Tree on King Square early (first week of November). I have enquired with Centregreat what the likelihood is of putting our lights up early to coincide with the VOG Council's lights for Holton Road and I am awaiting a response.

#### **High Street Lights**

There have been a few issues identified unfortunately with High Street lights which pose serious safety issues. The Centregreat team found that all the surrounding brickwork that supports the bolts is starting to crack and it would not be safe to install the cross road features onto these wires unfortunately due to what may happen with the wires failing. To install the cross road features safely in High Street we would need to re-locate the existing fixings and catenary wires due to these issues unfortunately. The weight and windage factors of the features themselves make it unsafe to use them on the existing wires. The wires would be suitable for Icicles due to their lack of weight and windage factors but nothing more than this would be safe at this point.

I am awaiting full report details and photographs and possible solutions from the Centregreat Team, but wanted to update traders as to the current Health and Safety position.

### **Recommendations**

That members receive and note the report and provide any feedback to the officer.

SHOP LOCAL BARRY ADVISORY COMMITTEE	22 OCTOBER 2020	AGENDA ITEM: 7 (ii)
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## **COMMUNITY CHOIR CHRISTMAS REQUEST**

### **Report Author**

Emily Forbes - Chief Officer

### **Purpose of Report**

To provide members with the detail of an email request received from Barry Community Choir on 15 October 2020

### **Detailed Information**

**Subject:** *Christmas*

*Hello! I'm contacting you on behalf of Barry Community Choir. As you can imagine we are having a tough time at the moment and have only been able to hold outdoor practices when the weather has been good.*

*We would love the chance to sing carols/festive songs – in the open, and socially distanced – in Kings Square sometime during the Christmas period. If you are agreeable in principle with the idea, we will provide a risk assessment. We envisage approximately 15 – 20 people singing for about half an hour, during the day-time.*

*We hope that we can come to some arrangement with the Council and welcome any comments and advice.*

*Many thanks.*

*Best wishes.*

### **Recommendations**

That members receive the request and discuss their views in principle

# Vale Town Centres Marketing Campaign

## Briefing

## Campaign aim

As a result of the COVID19 pandemic, local communications agency jamjar has been commissioned to implement a strategic marketing campaign to:

- Encourage residents of the Vale of Glamorgan to support their local high street businesses during the coronavirus pandemic by shopping locally.
- Reassure residents that it is safe to shop on their local high street.
- Add value to, and raise awareness of, existing shop local initiatives.

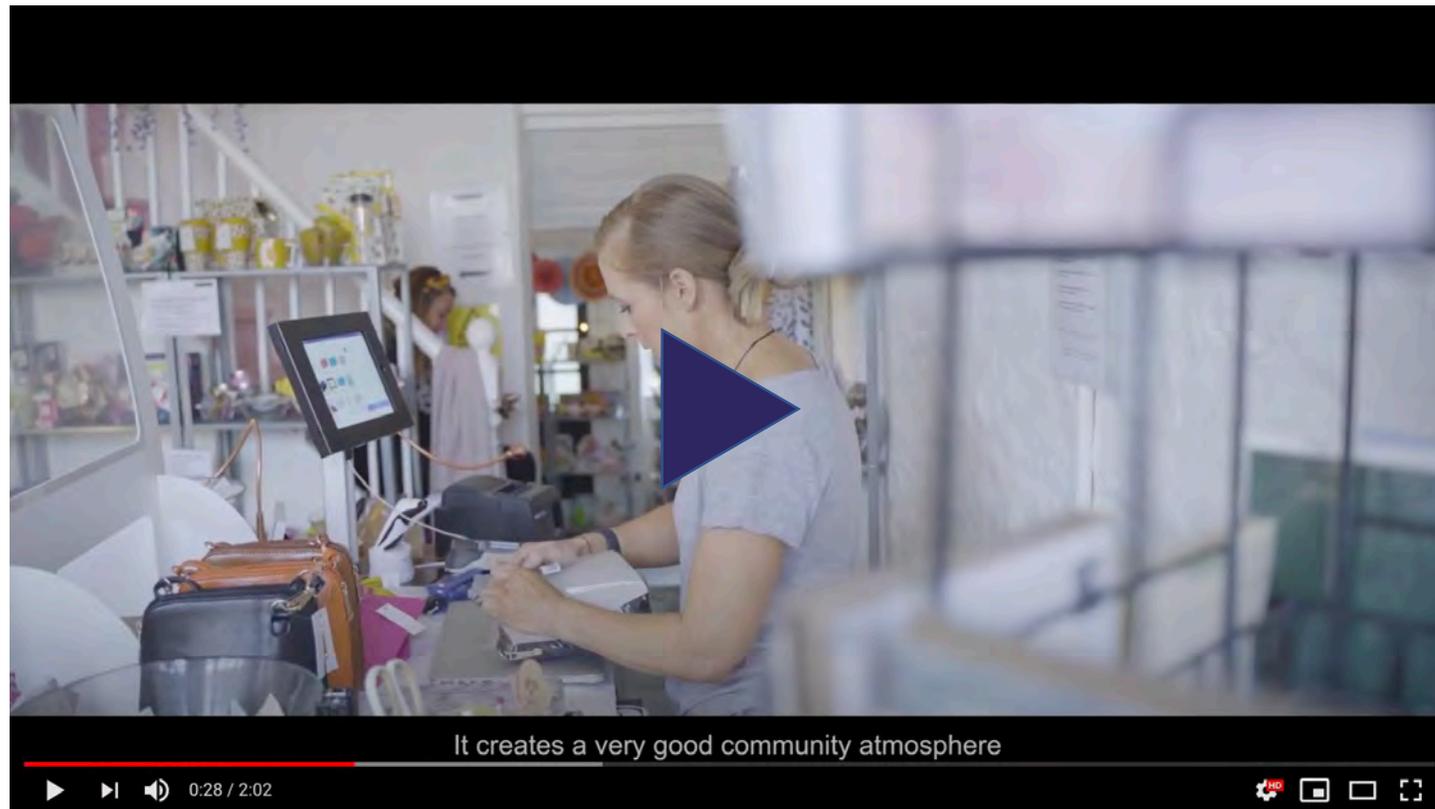
## Campaign identity

An overarching identity has been created for the campaign and there is a version for each town. Please use the version relevant to your town.



## Campaign video

An overarching video featuring traders from each of the four towns has been created to promote the campaign messages. An English and Welsh version of this video is available for you to use.



## Window stickers

Window stickers featuring your town's campaign identity have been produced for traders to display in their windows. Please do so to grab the attention of passing trade.



## Shopping bags & hand sanitisers

Branded shopping bags & mini hand sanitisers have been produced for you to give out to your customers to help raise awareness of the campaign messages. Hand sanitisers can be refilled in the following locations:

Barry - Awesome Wales

Cowbridge - Awesome Wales

Llantwit Major - Major Refill

Penarth - Foxy's Deli



# Posters

There are a series of campaign posters which have been created, which we would be grateful if you could display, to reinforce the campaign messages.



## Social media graphics

A set of bilingual social media graphics have been created to support the campaign's launch. These are sized ready for the different social media channels and available for you to download and share. We would be grateful if you could share these posts on your social media channels to raise awareness amongst your following. More graphics will be added to the file as the campaign progresses.



## Social media posts

Here are some posts that you could use with the graphics. If you are unsure what to post, please contact jamjar for assistance. When you're posting, please use #ShopVoGShopSafe and your town's local hashtag e.g #ShopBarryShopSafe

- People of [insert town] - your high street businesses need your support now more than ever. #Shop[insert town]ShopSafe
- Many high street traders struggled to survive the first lockdown, with a local lockdown now in force, we need your support now more than ever. #Shop[insert town]ShopSafe
- You can do your bit to help your local High Street, support your local economy, save local jobs and preserve the heart of the community. If you need to shop, think local first. #Shop[insert town]ShopSafe
- Need something? Rather than the big online traders or giant chain stores, think local first. #Shop[insert town]ShopSafe
- Your safety is our future. Our future is in your hands. #Shop[insert town]ShopSafe

# Social media competition

We want to encourage local residents and shoppers to get involved in the campaign so we will be running a social media competition. Details below. Please help raise awareness of these competition with your customers.

- We want to encourage shoppers to snap a pic of themselves on their local high street with their campaign shopping bag.
- We are going to run a social media competition to incentivise people to do this.
- To enter, people will need to share their pic and complete the sentence...I love shopping in [Barry, Cowbridge, Llantwit Major, Penarth] town centre because...and tag in the Vale Town Centre's Facebook or Instagram page.
- There will be a winning pic per town and the winner will receive a £100 shopping voucher to spend in the High Street retailer of their choice.



## Campaign launch

### What we will be doing...

- Issuing a news story to the local media
- Sharing campaign content to Vale Town Centres social media channels
- Sharing campaign content amongst local Facebook groups
- Gaining the support of local influencers and bloggers
- Boosting campaign content with paid advertising

### What you can be doing...

- Display window stickers and posters in store
- Give out shopping bags and hand sanitisers
- Talk about the campaign with shoppers and raise awareness of the social media competition
- Share the campaign video and social graphics on your social media channels
- Share the content on the Vale Town Centres social channels



## What happens following the launch

The campaign will continue to run until 2021. During this time we want to maintain momentum and reinforce the messages. We will be creating content to share with the media and on social media channels. This will include:

- Profiling local traders and their offering. Please complete the Q&A (on the next slide) and send it back to jamjar in order to be profiled
- Promoting the town and traders' offering to coincide with:
  - October - Halloween/Harvest
  - November - Bonfire Night
  - November/December - Christmas
  - December - Small Business Saturday
  - January - New Year, New You (diet/fitness/detox related)
  - February - Valentine's Day
  - March - Mother's Day
  - Existing local initiatives - such as Totally Local Fiver Fest in Penarth (Shop Penarth initiative)



Please touch base with jamjar to let them know of any special products, offers, events you are holding.

**jamjar**

## Trader profile Q&A

Please can you complete the Q&A below and email it back with either a pic of you or a pic of your shop to Rhian at jamjar [rhian@jamjar.agency](mailto:rhian@jamjar.agency)

- Name
- Business name?
- Location?
- Please give us a brief description of your business?
- How long has your business been on the high street?
- What's the best thing about your business?
- How has Covid 19 affected your business?
- What changes have you had to make since reopening to ensure the safety of your customers and staff?
- What's your biggest worry about the next couple of months?
- Why is it important for local residents to shop locally and how does it help your business?
- What would you say are the benefits of shopping locally?
- If local residents don't support their local high street, what do you think will be the impact?
- If you could say one thing to local residents at this time, what be?



# Thank you for your support.

If you have any queries, please contact Nia Hollins at Vale of Glamorgan Council on [nhollins@valeofglamorgan.gov.uk](mailto:nhollins@valeofglamorgan.gov.uk) or Lyndsey Jenkins at jamjar on [lyndsey@jamjar.agency](mailto:lyndsey@jamjar.agency)

