



**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 REMOTELY ON THURSDAY 9 JUNE 2022 COMMENCING AT 6.00 PM 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 'Emily Forbes'.

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)
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. **Election of Chairperson for 2022/23 municipal year**
5. **To note the Shop Local Barry Advisory Committee Terms of Reference (Page 1)**
6. **Election of Vice-Chairperson for 2022/23 municipal year**
7. **To approve the minutes of the Shop Local Barry Advisory Committee held on Thursday 3 February 2022 (Pages 2-8)**
8. **Twitchy Curtains Project – Mererid Velios (Verbal Update)**
9. **Shop Local Budget 2022/23 (Page 9)**
10. **Shop Local Work Plan (June – October) (Pages 10-11)**
11. **Shop Local – Christmas Events (Page 12)**

12. **Date of next meeting**

The date of the next meeting of the Shop Local Barry Advisory Committee will be held on 6 October 2022 at 6pm

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

**SHOP LOCAL TERMS OF REFERENCE**

**Report Authors**

Robyn Walsh, Community Engagement Officer

**Purpose of Report**

To provide members with the Shop Local Barry Advisory Committee's Terms of Reference.

**Background Information**

**F) SHOP LOCAL BARRY ADVISORY GROUP**

**UNDER DELEGATED POWERS**

1. To promote the Shop Local campaign within Barry.
2. To provide support to local traders by encouraging local residents and visitors to Barry to buy from local independent traders.
3. To encourage Shop Local to help create employment for local people in the local areas.
4. To authorise expenditure of items within Shop Local's annual budget up to 25% of the allocated budget at any one time

**BY WAY OF RECOMMENDATION TO EITHER FULL COUNCIL OR FINANCE,  
POLICY & GENERAL PURPOSES COMMITTEE**

1. To make recommendations regarding the expenditure of the Shop Local Budget on items above 25% of the allocated budget.

**Recommendation**

1. Members are requested to receive and note the Shop Local Barry Advisory Committee's Terms of Reference.

## **BARRY TOWN COUNCIL**

### **DRAFT MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY 3 FEBRUARY 2022, AT 6PM**

**PRESENT:** Councillor Perkes (Chairperson) together with, Councillor S Hodges and Payne; along with R Armstrong (Dr Bob's Balloons), N Bolan (Dimensional Art), S Burnell (Awesome Wales), C Edwards (Vale of Glamorgan Council – Town Centre Manager), A Greenfield (Awesome Wales), Karry (Karry's Deli), C Ockerby (Lloyds Bank) and D Piper (The Borough).

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

#### **SL212. APOLOGIES FOR ABSENCE**

Apologies were received from Councillors Collins and Hawkins and G Stauber of Crafted Arts and H Isted of HI Communications.

#### **SL213. DECLARATIONS OF INTEREST**

None were received.

#### **SL214. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015**

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

#### **SL215. TO APPROVE THE MINUTES OF THE EXTRAORDINARY MEETING HELD ON 16 NOVEMBER 2021**

**RESOLVED** that the minutes of the Extraordinary meeting held on 16 November 2021 be approved and signed as correct record.

#### **SL216. SHOP LOCAL BUDGET UPDATE**

The purpose of the Shop Local Budget Update was to provide members an update in relation to the 2021/22 Shop Local budget and the Shop Local 2022/23 budget request.

The Community Engagement Officer stated that the Shop Local recommendation of £20,000 for the 2022/23 budget for the Shop Local Advisory Committee was not supported by the Finance, Policy & General Purposes Committee for inclusion in the 2022/23 Draft Budget, and instead a proposed budget of £10,000 had been recommended with the balance that remained in the Shop Local Reserves of £4,275 continuing to be 'ring-fenced' for the Shop Local Advisory Committee to use in the future.

**RESOLVED that the Shop Local Budget Update be received and noted.**

**SL217. SHOP LOCAL – EVENTS REPORT**

Members were provided with a report providing details of events that Shop Local Barry had financially contributed towards in the 2021/22 financial year and the details of potential events for 2022/23 that Shop Local could be approached to fund.

The Community Engagement Officer noted that a large proportion of the Shop Local Barry's budget (£13,076.80) had been used to support Shop Local events across Barry. She stated that the Shop Local Advisory Committee may need to be more considerate going forward with the new potential budget of £10,000.

B Armstrong stated that High Street Traders were hoping to host three events, namely an Easter Bonnet Parade, Summer/Jubilee event and a Winter event. He noted they are looking into working with Community groups around the area and for local funding.

A Greenfield stated that local groups had contacted Awesome Wales in the past for information regarding the use of the Town Square and funding for events and would like to know the process so she could relay this information.

The Chair noted that Agenda item 10 would expand on the question regarding processes for applying to the Shop Local Advisory Committee for financial assistance and noted that to reserve a space on King Square they would need to contact the Vale of Glamorgan Council. The Chair also stated that she wanted to be mindful agreeing Shop Local 2022/23 expenditure ahead of the new administration being elected in May 2022 due to the impact that this may have on the new budget.

C Edwards noted that the Vale of Glamorgan Council had waived fees for Town Centre events in the past and that traders, groups and organisations can contact him at the Vale of Glamorgan Council.

The Chair highlighted the positive feedback received from events such as the Santa's Post Office, Festival of Lights and the Holton Road Market and that they had helped bring customers to the Town Centre and increased the footfall for local traders.

Councillor S Hodges noted that the Santa's Post Office had been an expensive event to host for the Shop Local Advisory Committee and this was largely down to the cost of hiring actors. She noted that if this event were to be repeated for Christmas 2022 that Committee may wish to suggest to Council that an alternative budget is sourced to fund the event as supporting it again would have a significant impact upon Shop Local's budget.

B Armstrong informed members that the High Street Santa' Grotto (at Dr Bob's Balloons) had been well received and increased the footfall for High Street traders.

The Chair suggested that there may be a possibility for early conversations with the Vale of Glamorgan Council regarding the location of Santa's Post Office, as last year the Vale of Glamorgan Council's funded Post Office was located in Cowbridge (NB. The Vale of Glamorgan Council part-funded the Barry Santa's Post Office. However, the event was primarily funded through Shop Local Barry).

The Community Engagement Officer noted that the Vale of Glamorgan Council had charged for the Santa's Post Office in Cowbridge and how would members feel if this were the case for the 2022 Santa's Post Office in Barry and would the Committee still wish to support the event if this were the case?

The Chair responded that this would be a decision for the next administration to make. However, she hoped that Shop Local events would remain free of charge.

Councillor S Hodges noted that she wouldn't want to charge for events and would prefer that Shop Local Barry events continued to be free for local residents.

The Chair concurred with Councillor S Hodges statement and wanted to include everyone across Barry.

The Community Engagement Officer highlighted that free events usually meant there were a high rate of no-shows compared to events that attendees pay a fee, as tickets would just be reserved (free of charge) and not be used. However, this was a matter for the new administration to discuss.

**RESOLVED that members received and noted the report, noting the potential events Shop Local Barry may be asked to support financially in the 2022/23 financial year.**

**SL218. VALENTINE'S DAY**

Members were provided with a report detailing potential ways in which Shop Local could celebrate Valentine's Day this year with local traders.

The Community Engagement Officer highlighted from the report the four posters she had designed for social media, which HI Communications could share across Shop Local's Instagram and Facebook. She also suggested that members may wish to consider a budget of £150 to create posters for local traders to display in their shops.

S Burnell queried why the Committee had to wait until the new administration had been appointed to make any financial decisions, as the new Administration wouldn't be in place until May 2022.

The Community Engagement Officer clarified that the new financial year (2022/23) begins 1<sup>st</sup> April 2022 and that the Chair had been referring to financial decisions being made that could affect the Shop Local Advisory Committee's 2022/23 budget. There was also the issue of the pre-election period, where controversial decisions or decisions that could be seen to promote an individual party could not be made.

The Chair noted that Shop Local's budget for 2021/22 had been completely spent and they were now dipping into the Shop Local Reserve which could potentially impact Shop Local's 2022/23 budget, as the Shop Local Reserve would be carried forward into the 2022/23 financial year.

The Chair emphasised that applications could be made for funding at this time and that traders shouldn't be discouraged to do so.

S Burnell noted that Awesome Wales do not advertise Valentine's Day as it went against the shops ethical meaning as a lot of single use products were used / bought at this time.

B Armstrong noted that he used his own materials to create a window display for his shop on High Street.

Karry noted she would be happy to be included in the social media campaign.

A Greenfield noted that there were some new traders across Barry that were still unaware of the Shop Local Advisory Committee and the presence they have in the Town, noting that the uptake of local Traders was slow and suggested Barry Town Council embark on another awareness campaign.

C Edwards notified the Shop Local Advisory Committee that the Community Shop run by Business in Focus had been extended until March to optimise February sales.

The Community Engagement Officer noted that an email had been sent to Traders regarding the opportunity.

**RESOLVED:**

- 1) That members agree to proceed with the Officers suggestion for the Valentine's Day social media campaign.**
- 2) That the Community Engagement Officer embark on a Shop Local Awareness Campaign.**

**SL219. ST DAVID'S DAY – KING SQUARE**

Members were provided with a report providing information regarding St. David's Day Celebrations planned for Holton Road / King Square on 1 March 2022.

The Community Engagement Officer noted that the event was being arranged by the Vale of Glamorgan Council with the Holton Road Traders Association supporting and that stalls were still available for local Traders to hire.

**RESOLVED that members received and noted the report.**

**SL220. SHOP LOCAL – LIGHT FIXTURE**

Members were provided a report regarding a potential light fixture which could be installed with permission from the Vale of Glamorgan Council at either Holton Road or High Street.

The community Engagement Officer noted she was approached by a company who provided a design and cost for a light fixture, noting that the costing would have a significant impact on the Shop Local Advisory Committees budget, and that the quote did not include costs for the erection of the light(s).

Councillor S Hodges stated the design was good but included issues such as; who was to pay for the electricity and where would it be placed, as there are many shopping areas across Barry.

Councillor Payne stated that she did not find it visually pleasing and that the font was not easy to understand.

Councillor S Hodges queried whether the Shop Local Advisory Committee could apply for a grant from Barry Town Council for enhancement funding to help with the costings of projects like this.

The Community Engagement Officer stated she would query this with the Responsible Finance Officer / Deputy Chief Officer.

The Community Engagement Officer confirmed she would look into other options in the new financial year and collect ideas and costings to present a report in the future.

**RESOLVED:**

- 1) That members do not move forward with the proposal at this time.**
- 2) That the Community Engagement Officer query whether Shop Local can apply to Barry Town Council through the usual grant programme.**
- 3) That the Community Engagement Officer explores ideas and costings for potential projects in 2022/23 and report these to a future Committee.**

**SL221. SHOP LOCAL BARRY GRANT APPLICATION**

Members were provided with an application form to consider for Traders and organisation to complete when applying to Shop Local Barry for financial assistance.

The Community Engagement Officer noted that in previous meetings a suggestion had been made to create an application form which would ensure the Committee received all the necessary supporting information they require to make a decision. It was hoped that this would also make the process easier for Traders, more transparent and would reduce delays in reaching decisions, as well as the need for extraordinary meetings being called.

Councillor Payne suggested added the Traders / organisations social media handles, this could provide Committee even more information.

Councillor Perkes thanked all who had been involved with the Shop Local Advisory Committee whilst she had been Chair and the good achievements made so far, and hoped they would continue with the new Administration.

**RESOLVED that members agreed the use of the application form provided for Traders and organisations when requesting financial assistance from Shop Local Barry, providing the amendment of social media handles be added to the application form.**

**SL222. DATE OF NEXT MEETING**

**RESOLVED that the date of the next meeting will be approved following the Annual Meeting scheduled to be held on Tuesday, 17 May 2022.**

Meeting closed at 18:43pm.

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

**FOR INFORMATION ONLY**

**ACTION SHEET - SHOP LOCAL BARRY ADVISORY COMMITTEE - 3 FEBRUARY 2022**

<b>MINUTE NO.</b>	<b>ACTION TO BE TAKEN</b>	<b>ACTION TO BE TAKEN BY</b>	<b>DATE ACTION TO BE CARRIED OUT</b>	<b>PROGRESS</b>
SL 218 (1)	That members agree to proceed with the Officers suggestions for the Valentine's Day social media campaign.	CEO	14.02.2022	Complete
SL 218 (2)	That the Community Engagement Officer embark on a Shop Local Awareness Campaign.	CEO	On-going	Complete
SL 220 (2)	That the Community Engagement Officer query whether Shop Local can apply to Barry Town Council through the usual grant programme.	CEO	2022/23	Complete - not able to
SL 220 (3)	That the Community Engagement Officer explores ideas and costings for potential projects in 2022/23 and report these to a future Committee	CEO	2022/23	In progress

## **BUDGET MONITORING REPORT**

### **Report Authors**

Robyn Walsh, Community Engagement Officer

### **Purpose of Report**

To provide members with an update of the Committee's budget in the 2022/23 financial year.

### **Background Information**

At a meeting of Full Council held on 7 February 2022, Councillors considered the Draft Budget for the 2022/23 financial year.

At this meeting, it was resolved that the Shop Local Barry Advisory Committee would receive a budget of £10,000, with the remaining amount of £4,763 currently held in the Shop Local Reserve still being ring-fenced for committee's use, if required.

### **Recommendation**

1. Members are requested to receive and note the budget update for the 2022/23 financial year.

SHOP LOCAL BARRY ADVISORY COMMITTEE	9 JUNE 2022	AGENDA ITEM: 10
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## **SHOP LOCAL WORK PLAN (JUNE – OCTOBER)**

### **Report Author**

Robyn Walsh – Community Engagement Officer

### **Purpose of Report**

To provide members with possible Shop Local campaigns to consider from June to October and to consider any financial implications, noting that the next meeting of Shop Local is scheduled for 6 October 2022.

Members should note that the following are suggestions only and members may have their own suggestions to share.

### **Detailed Information**

#### **June**

Father's Day and the beginning of Wimbledon

***Suggestion – social media campaign to highlight shopping locally for these occasions.***

#### **July**

Scout's Fete

***Suggestion – promote Shop Local at Council stand.***

#### **August**

Festival of Flowers

Last year, Shop Local supported this festival through the distribution of grants to local traders who wished to get involve, as well as promoting the festival across our social medias. ***Members are asked to consider whether they wish to offer financial support again and if so, how much of the Shop Local budget would they like to ring-fence for this?***

#### **September**

Back to School

***Suggestion – social media campaign to highlight shopping locally for back to school uniform / equipment.***

**October**

Fiver Fest

***Suggestion – Shop Local has supported Fiver Fest in previous years. Officer would suggest continuing this.***

Halloween

***Suggestion – The Mayor has indicated that she would like to host a Pumpkin Carving event in library grounds.***

**Recommendation**

1. That members receive and note the update and report.
2. That members consider the above suggestions and agree a schedule of events / campaigns from June to October.

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>9 JUNE 2022</b>	<b>AGENDA ITEM: 11</b>
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## **SHOP LOCAL – CHRISTMAS EVENTS**

### **Report Author**

Robyn Walsh – Community Engagement Officer

### **Purpose of Report**

To provide members with a report to consider Christmas events so they can be considered early to ensure proper budgetary provision can be included.

### **Detailed Information**

Historically, Shop Local has provided financial support to a variety of shopping areas to ensure there is a robust Christmas programme for the town to enjoy. However, applications are generally received late in the year and so this paper aims to ensure the group are provided with details of proposed events in a timely manner.

The Community Engagement Officer would suggest that she makes contact with members of the noted shopping areas (ie High Street, Holton Road, Park Crescent and Vere Street) to ascertain if they have any event proposals for Christmas that they would like Shop Local to consider. If so, they will be requested to submit a grant application to the next meeting of Shop Local to be held on 6 October 2022 for member's consideration.

Members will also note that Shop Local supported the Santa's Post Office event in 2021. However, the cost of this event was a large proportion of the Shop Local budget. Members have previously discussed that they may wish to make a recommendation to Council that this becomes a corporately supported event. The Community Engagement Officer has already been in discussions with the Vale of Glamorgan Council and has suggested that if they were to repeat the Santa's Post Office that the Council would be supportive of it being held in Barry this year. However, members may wish to recommend Council to consider this should the Vale not hold the Santa's Post Office in Barry in 2022.

### **Recommendation**

1. That members receive and note the update and report.
2. That members agree to receiving grants for Christmas events at the next meeting of the Shop Local Advisory Committee to be held on 6 October 2022.
3. That members consider recommending to either a meeting of Full Council or the Finance, Policy & General Purposes Committee that Council consider covering the cost of the Santa's Post Office event as a Corporate Event, noting that the Vale of Glamorgan Council may host it in Barry for 2022.