

BARRY TOWN COUNCIL

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 1st 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.....