

BARRY TOWN COUNCIL

MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY 10 JUNE 2021, AT 6PM

PRESENT: Councillor Perkes (Chairperson) together with, Councilors S Hodges and Payne (arrived at 6:46 pm); Along with, Amy Greenfield (Awesome Wales), Bob Armstrong (Dr Bob's Balloons), Cheryl Ockerby (Lloyds Bank), Dave Elliott (TL Computer Systems), Gemma Robertson (Crafted Arts), Natalie (Dimensional Arts), Elyn (Nub News) and Kelly Young (Wild Meadow Floral).

ALSO PRESENT: Robyn Walsh – Community Engagement Officer
Hannah Linton – Trainee Administrator

SL 170. APOLOGIES FOR ABSENCE

Apologies were received from Councillors Collins and Hawkins and, Anthony Hopkins (Vic Hopkins & Son Butchers), Hannah Isted (HI Communications) and Neil Chidzey (Lunch at 12).

SL 171. DECLARATIONS OF INTEREST

None were received.

SL 172. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

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

SL 173. TO NOTE THE TERMS OF REFERENCE

RESOLVED: That the Terms of Reference be received and noted.

SL 174. TO APPROVE THE MINUTES OF THE EXTRAORDINARY MEETING HELD ON 8 FEBRUARY 2021

RESOLVED: That the minutes of the Extraordinary Shop Local Barry Advisory meeting held on Monday 8 February 2021 be approved and signed as correct record.

SL 175. 2021/22 WORK PROGRAMME

The Community Engagement Officer provided members with a discussion paper to determine the groups priorities for the 2021/22 year. She advised that at a meeting of Shop Local held on 16 July 2020, members had requested that she contact Traders to gauge what their ideas for the high streets would be (Minute no. SL 148 (1) relates). Due to staff absence, the CEO was unable to present her findings sooner. As a result, the paper presented sought to present the ideas received, as well as providing a basis for a productive discussion surrounding the 2021/22 Shop Local Budget / Work Programme.

Members were also provided with the following update in terms of the budget which had been recorded inaccurately within the report;

Revenue Budget - £15,000
Accrued Budget from 2019/20 - £1,200

Total - £16,200
Already committed – £2,000 for social media

Available to spend - £14,200 (minus committed spend)

Shop Local Reserves - £6,477 (available to draw down if required)

Appendix 1 – Shop Local Website

Members were provided with a suggestion received from a local trader that the group explore producing a website which could host all local traders, providing a platform from which they could sell their products / services.

Appendix 2 – A Re-useable Barry Coffee Cup

Amy from Awesome Wales explained the concept behind this idea which would work on a deposit basis for people who had forgotten their re-useable cups. She advised that she had seen it working well in other areas and was keen for it to be introduced in Barry.

The Community Engagement Officer advised members that she was aware of a funding opportunity that this project may qualify for and with the groups permission, she would explore this further.

Gemma from Crafted Arts queried if this idea could be extended to a re-usable shopping bag.

Dave from TL Computer System also suggested hand sanitisers also be included.

Appendix 3 – Barry Shop Local Card

The Community Engagement Officer noted that this idea had been discussed at a previous Shop Local meeting, she noted her concerns with how to implement the card in Barry, as it is a large Town with multiple shopping areas.

Appendix 4 – High Street – Shopper Experience Enhancement

Members were provided with another Trader suggestion which was hoped to (if implemented) enhance the shopping experience at High Street, Barry.

The Community Engagement Officer provided an image of the 'Welcome to Carnaby Street' sign which had been suggested for the High Street

Shopping area. She asked the committee if they would like this idea explored further. Committee confirmed they would like more information at a later date.

The lack of signage in general around the shopping areas, in particular entry points into Barry and at Train Stations was also mentioned. The Community Engagement Officer advised that she was under the impression that the Vale of Glamorgan Council had already completed an exercise surrounding the signage, but she was happy to contact the Vale to enquire if there were any further plans.

Councillor S Hodges also suggested making contact with Mererid Velios (Sense of Place Officer at the Vale of Glamorgan Council) to enquire if she had any upcoming projects which would be addressing this issue under the Barry Making Waves Scheme.

The Community Engagement Officer also made members aware that bunting would be erected through-out High Street and Holton Road from Saturday 12 June.

Members brought to attention the recent influx in graffiti throughout the town and whether there was anything the group could do to tackle it.

Members discussed and agreed that the Chair of Shop Local should write a letter on behalf of the Group to the Vale of Glamorgan Council to enquire what efforts were being made to tackle the issue of graffiti and that a potential task force of volunteers could be established to re-paint the affected areas with the hope that the culprits would stop once they saw the effort that had gone into covering the graffiti. It was also noted that the Vale of Glamorgan Council may be in a position to provide graffiti paint and that the Community Police Officers should be involved.

Appendix 5 – Shop Local Logo

The Community Engagement Officer provided feedback from local traders regarding the current Shop Local logo which is primarily aimed around the 4 main shopping areas; Holton Road, High St, Vere St and Park Crescent. She noted the suggestion of amending the logo to remove the shopping area names, taking into account that Barry shopping areas are expanding and traders are not all based in these areas.

Councillor S Hodges suggested keeping the current silhouette of the logo the same as it is now recognisable across Barry and agreed to the removal of the street names.

RESOLVED:

- 1. That the Community Engagement Officer explore the idea of a Shop Local website further.**

2. That the Community Engagement Officer explore the “Barry Re-Useable Coffee Mug” project further, in particular whether it would be eligible for funding.
3. That the Barry Shop Local Card be put on hold for the time-being whilst the website and other projects are explored.
4. That the Community Engagement Officer explore the “Welcome sign” (at High Street) project and obtain costings.
5. That the Community Engagement Officer will locate and capture images of the shopping area direction signs erected by the Vale of Glamorgan Council and share with the committee.
6. That the Community Engagement Officer contacts Mererid Velios to enquire if there were any plans to look at signage throughout Barry as part of the Barry Making Waves scheme.
7. That the Chair writes to the Vale of Glamorgan Council on behalf of the Group regarding the graffiti issue, noting that the Council and traders will potentially form a task force to help with clean-up.
8. That the Community Engagement Officer update the Shop Local logo and take away the street names so the branding is more inclusive.

SL 176. DATE OF NEXT MEETING

RESOLVED: That the Community Engagement Officer organise a meeting after the Government announcement (beginning of July) to arrange Summer events and to allow the Community Engagement Officer time to explore the projects above.

The meeting closed at 6:56pm.

Signed (Chairperson) Dated