

BARRY TOWN COUNCIL

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