

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL ADVISORY GROUP HELD ON MONDAY, 3 OCTOBER 2016 AT 6.00 PM**

**PRESENT:** Councillors Brooks, Drake, Egan, Hamilton, N Hodges (arrived at 7.30 pm), S Hodges, Kuhnell, Williams and Bob Armstrong, Chris Edwards, Rhian Lees and Karen Short.

**ALSO PRESENT:** Angie Norman – Deputy Town Clerk  
Mark Sims – Responsible Finance Officer  
Robyn Walsh – Administrator

#### SL1. **INTRODUCTIONS**

Introductions took place around the table.

#### SL2. **ELECTION OF CHAIRPERSON**

Councillor Hamilton was nominated for the position of Chair of the Shop Local Advisory Group by Councillor Kuhnell and seconded by Councillor Williams.

Bob Armstrong was nominated for the position of Chair of the Shop Local Advisory Group by Rhian Lees and seconded by Councillor S Hodges.

A vote was taken, the result of which was that Councillor Hamilton be elected as Chair of the Shop Local Advisory Group for the municipal year 2016/17 by a majority vote.

**RESOLVED** that Councillor Hamilton be elected as Chair of the Shop Local Advisory Group for the municipal year 2016/17 by a majority vote.

#### SL3. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillors Powell, Pritchard, Wilkinson and Gwawr Davies-Jones and Craig Edmunds.

#### SL4. **ELECTION OF VICE CHAIRPERSON**

Bob Armstrong was nominated for the position of Vice Chairperson of the Shop Local Advisory Group by Councillor Egan and seconded by Councillor S Hodges.

**RESOLVED** that Bob Armstrong be elected as Vice Chairperson of the Shop Local Advisory Group for the municipal year 2016/17.

SL5. **NOTES OF INFORMAL MEETING HELD ON 7 SEPTEMBER 2016**

**RESOLVED** that the notes of the informal meeting held on 7 September 2016 be approved and noted as a correct record of the meeting.

SL6. **AIMS AND OBJECTIVES OF GROUP**

Members agreed that the aims and objectives of the group would be similar to the Terms of Reference to be agreed in the next agenda item.

**RESOLVED** that the aims and objectives of the group are the same as the Terms of Reference.

SL7. **TERMS OF REFERENCE**

**RESOLVED** that the Terms of Reference be agreed as follows:-

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.

SL8. **TO DISCUSS WAYS IN WHICH THE SHOP LOCAL CAMPAIGN SHOULD BE LAUNCHED**

**SHOP LOCAL SATURDAY – DECEMBER 2016**

SL9. **TO DISCUSS WAYS IN WHICH THE SHOP LOCAL CAMPAIGN CAN BE PROMOTED**

SL10. **SIGNAGE**

A lengthy discussion took place combining agenda items 8 – 10, the *main* points of which were:-

- RL – Barry & District running same type of campaign – why are we not working together? DTC – B&D had been invited to meeting.

*DTC will write formal letter to B&D inviting them to join the Shop Local Advisory Group.*

*HH will compile a quote from the Shop Local Advisory Group and circulate to all members for their amendments/approval and forward to the B&D for inclusion in the next available edition.*

- CE – any initiative needs drive from the local traders. Has a small budget that could be applied to for the right initiative.
- RL – referenced the “Visit the Vale” website and noted there was no mention of the shopping areas on this site.

*DTC will contact Nia Hollins to enquire further regarding the inclusion of shopping areas on the “Visit the Vale” website.*

Signage – poor signage at Barry Dock Train Station

*DTC – letter sent to the Vale of Glamorgan Council regarding signage with no reply to report at present.*

CL referenced “The Great British High Street” Website and suggested creating a brand for Barry.

- SE – Agreed that branding would be a good idea and that the target audience of the group should be people who don’t usually visit their local shops.
- BA – Also agreed that branding would be a good idea and that it would be important to establish a spokesman from each of the shopping areas to attend these meetings and drive the branding forward. (Faye Blakely could help with branding).
- BB – Agreed that branding was important, but wanted to discuss how the group could get more traders involved in meetings.
- BA – Advised that he was hoping to reform the High Street Traders Association and gave suggested representatives for Holton Road and Park Crescent.
- DTC – suggested posters promoting Shop Local could be delivered to each of the traders to display.
- CW – suggested as well as hand delivering agenda, staff could note the details of the shop owners so follow up arrangements could be made.
- RL – queried if a Chamber of Commerce was still in existence. BA – responded that this is no longer in existence.
- RL – provided members with a retail analysis she had completed detailing the amount of lost revenue due to people not spending their money within Barry.
- *DTC – will look at other town’s Shop Local Campaigns to see what has worked for others.*
- CE – key issue is convenience for those that work full time. BA agreed but noted that in order for a late night shopping scheme

to work all traders would need to be involved. KL noted that some traders were not keen on longer opening hours and opening later to finish later would miss the morning footfall from parents taking their children to school. DTC noted it could be sold to traders as a pilot scheme in the beginning. *CW suggested a survey could be completed to show the traders the results which could persuade them to consider a day of longer opening hours.*

- DTC asked if there was an idea of footfall. *CE confirmed he could provide this information.*
- RL – “Good Practice Guide” Wifi, Social Media presence and shop front improvements
- BB – Dave Williams (Principal Regeneration Officer at VofGC) Renovation Grants
- CE – Noted there will be 36 new car parking spaces around High Street and it was important that these should not be taken up by traders.
- RL – Events at High Street – Christmas Light Switch on 25/11/2016 & Christmas Fayre 10/12/2016

*DTC – important to have shop local leaflets ready for these events to distribute*

- CE – Shop Local event is 3/12/2016
- BA – could the open top bus have a diversion incorporated into its route to take visitors to High Street – *place as an item on next agenda.*
- DTC – Register of Traders – Vale of Glamorgan Council unable to share this information – will need to produce our own
- *RL – Will work on this BA – help with High Street HH – help with Park Crescent (information required:- shop name, owners name, contact details, website, social media, are they interested in attending shop local meetings?)*
- *DTC will create email group so information can be fed to this to create a Register of Traders*
- *RL & HH will attend High Street Traders Meeting on Wednesday, 5 October at 5.15 pm in Habanas’s, High Street.*
- Branding – bishyroad.net for ideas.
- KL – new loyalty cards have been produced

**RESOLVED:**

1. That the DTC write a formal letter to the Barry & District Newspaper inviting them to join the Shop Local Advisory Group.
2. That Councillor Hamilton compile a quote from the Shop Local Advisory Group and circulate to all members for their amendments/approval and forward to the Barry & District Newspaper for inclusion in the next available edition.
3. That the Deputy Town Clerk contacts Nia Hollins to enquire further regarding the inclusion of shopping areas on the "Visit the Vale" website.
4. That the Deputy Town Clerk investigates other town's Shop Local Campaigns to see what has worked for others.
5. That Chris Edwards provides the Deputy Town Clerk with information collected regarding footfall of the various shopping districts.
6. That Shop Local leaflets are produced ready to be distributed at the various scheduled events to be held at High Street.
7. That Rhian Lees, Bob Armstrong and Councillor Hamilton work together with the Deputy Town Clerk forming an email group to produce a Register of Traders.

SL11.

**INTRODUCTION OF CHRISTMAS LIGHTS IN PARK CRESCENT SHOPS**

Members agreed that due to there not being a representative of Park Crescent present at the meeting that it would be beneficial if a meeting was arranged at the Park Hotel during October so progress could be made in terms of the Christmas lights.

Councillor Hamilton suggested that he would arrange this meeting and approach Sainsbury's and Brains Pub to enquire if they would contribute towards the cost of the lights.

Members also agreed that the theme of the lights would need to be uniform throughout Park Crescent and for it to be a success all traders would need to be involved.

The Deputy Town Clerk noted that in the future a representative from each shopping district should be in attendance.

**RESOLVED:**

1. That Councillor Hamilton arranges a meeting at the Park Hotel during October so progress can be made in terms of the Christmas lights.

2. That Councillor Hamilton approaches Sainsbury's and Brains Pub to enquire if they would contribute towards the cost of the lights.
3. That the Deputy Town Clerk seeks to invite a representative from each shopping district (Holton Road, Park Crescent, High Street, Main/Vere Street) to future Shop Local meetings.

SL12.

**CONSIDERATION OF POSSIBLE BUDGET**

Members discussed a possible budget and considered incorporating the lights at both High Street and Park Crescent into one budget to also be used for the promotion of Shop Local:-

Temporary Part Time Employee up to One Year	-	£30,000
Budget to promote Shop Local & Christmas Lights	-	£50,000

BA suggested that a bigger budget would be required. Members agreed that for a bigger budget to be considered, the need for this would need to be demonstrated and proposed by traders.

The Deputy Town Clerk suggested that members may wish to explore a partnership arrangement with the Vale of Glamorgan Council,

Members agreed the shopping districts to be incorporated into Shop Local would be:-

- Broad Street
- High Street/Island Road
- Vere/Main Street
- Holton Road (including the top end)
- Park Crescent

**RECOMMENDED:**

To a meeting of Finance, Policy & General Purposes Committee to be held on Monday, 17 October 2016 that a budget of £80,000 be agreed for the purpose of promoting Shop Local and employing someone on a part time basis for up to one year:-

Temporary Part Time Employee up to One Year	-	£30,000
Budget to promote Shop Local & Christmas Lights	-	£50,000

SL13.

**ITEMS FOR FUTURE DISCUSSIONS**

Bob Armstrong suggested Council may wish to consider an Enforcement Officer whose target area would be High Street to tackle the problem of traders parking on High Street all day.

Councillor Brooks noted that the Vale of Glamorgan Council had recently entered into a new enforcement agency contract and so traders should hopefully see a difference.

Councillor Hamilton suggested that this could be an item for discussion at a future meeting.

Bob Armstrong also suggested that Dave Williams and Nia Hollins could also be invited to a future meeting to discuss initiatives and a way forward.

**RESOLVED:**

1. That the issue of a dedicated enforcement officer at High Street be placed on the agenda of the next meeting of the Shop Local Advisory Group.
2. That Dave Williams and Nia Hollins are invited to a future meeting of the Shop Local Advisory Group.

S14. **DATE OF NEXT MEETING**

Members agreed that the Christmas lights at Park Crescent could be dealt with under an urgent action as they would need to be agreed prior to the next meeting of the group.

**RESOLVED:**

1. That the Christmas lights at Park Crescent be dealt with under an urgent action if required.
2. That the date of the next meeting of the Shop Local Advisory Group be agreed to take place on Monday, 7 November 2016 at 6 pm.

The meeting ended at 7.45 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY GROUP HELD ON MONDAY, 7 NOVEMBER 2016 AT 6.00 PM**

**PRESENT:** Councillors Egan, Drake, Hamilton, N Hodges, S Hodges, Johnson and William (arrived at 6.20 pm) and B Armstrong (Dr. Bob's Balloons), W Caswell (Café Cwtch), K Davies (Butterflies), C Edwards (Vale of Glamorgan Council Town Centre Development Manager), D Elliot (TL Computers), Jan Irving (Glamorgan Gem), V Dudro (Bredon Ltd), C Groves (Adventive Ltd), C Harris (High Street Pharmacy), S Harris (Barry & District News), S Howell (Representative of Holton Road Traders), Sarah Keeble (Food for Thought Deli), R Lees (Pride in Barry), Genine Neale (Park Crescent Resident), N Seilen (Adventive Ltd) Karen Short (Balance the Body), J Tague (Butterflies), Leanne Wood (Spoilt for Choice)

**ALSO PRESENT:** Emily Forbes – Town Clerk  
Angie Norman – Deputy Town Clerk  
Robyn Walsh – Administrator

Councillor Johnson noted before the meeting that the acronym of the group's name was quite unfortunate and suggested Officers may wish to reconsider its name, with member's suggestion "Shop Local Barry" as an alternative.

**RESOLVED** that Officers consider an alternative name to the current name: "Shop Local Advisory Group."

#### SL15. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillors C Curtis, Wilkinson and Williams, David Williams of the Vale of Glamorgan Council and Faye Blakely of Homemade Wales.

Members were made aware that Councillor William would be attending the meeting but that he would be arriving late.

#### SL16. **NOTES OF THE MEETING HELD ON 3 OCTOBER 2016**

Members were provided with the following update in respect of the Action Sheet:-

Minute No. SL8/9/10 (2) – That Councillor Hamilton compile a quote from the Shop Local Advisory Group and circulate to all members for their amendments/approval and forward to the Barry & District Newspaper for inclusion in the next edition – *Chair advised this action is still to be completed.*

Minute No. SL8/9/10 (4) – That the Deputy Town Clerk investigates other town's Shop Local campaigns to see what has worked for others

*– The Deputy Town Clerk advised that she had started this research and advised members to view the website; totallylocally.org which contained some fantastic ideas/ initiatives members may wish to explore.*

Minute No. SL8/9/10 (6) – That Shop Local leaflets are produced ready to be distributed at the various scheduled events to be held at High Street – *Deputy Town Clerk advised these would be ready to be distributed at the Victorian Fayre to be held on Saturday, 10 December 2016.*

Minute No. SL8/9/10 (7) – That Rhian Lees, Bob Armstrong and Councillor Hamilton work together with the Deputy Town Clerk to form an email group to produce a register of traders – *Deputy Town Clerk advised that she had found a list of Traders online that could be used to make the process easier and would forward it to Rhian Lees, Bob Armstrong and Councillor Hamilton.*

Minute No. SL11(2) – That Councillor Hamilton approaches Sainsbury's and Brains Brewery to enquire if they would contribute towards the cost of the lights – *the Chair advised that he had written a letter to both and was awaiting a reply.*

Minute No. SL8/9/10 (3) – That the Deputy Town Clerk seeks to invite a representative from each shopping district to future Shop Local meetings – *The Deputy Town Clerk advised that she had no central contact for either Park Crescent or Holton Road. David Elliot of TL Communications advised that he would contact Nic Frangoulis and advise him of the group and ask him to make contact.*

**RESOLVED:**

1. That Councillor Hamilton compile a quote for a Press Release from the Shop Local Advisory Group and circulate to all members for their amendments/approval and forward to the Barry & District Newspaper for inclusion in the next edition.
2. That the Shop Local leaflets are prepared in readiness for the various events being held within the town prior to Christmas 2016.
3. That the Deputy Town Clerk forward the information in respect of the Register of Traders to Rhian Lees, Bob Armstrong and Councillor Hamilton.
4. That David Elliot of TL Communications contacts Nic Frangoulis and advises him of the group and asks him to make contact.
5. That the notes of the meeting held on Monday, 3 October 2016 be approved and noted as a correct record of the meeting.

SL17.

**FEEDBACK FROM CHAIR, COUNCILLOR HAMILTON, FOLLOWING MEETING WITH PARK CRESCENT TRADERS HELD ON 26 OCTOBER 2016 – TO INCLUDE UPDATE OF CHRISTMAS LIGHTS FOR PARK CRESCENT SHOPS**

The Chair advised members that he had spoken to a number of traders prior to arranging the meeting and the response had been positive. However, unfortunately only 2 traders attended the meeting as a result.

6.20 pm – Councillor Wiliam arrived.

Rhian Lees informed members that following on from an action decided at the meeting she sought support from fellow Park Crescent Traders using Facebook. She advised that the support had been positive. However, she advised that a number of potential issues had been raised such as the lack of time, shops having shutters (voiding the suggestion to have window displays of lights) and shops needing to gain permission from their Landlords to apply brackets to their buildings.

Rhian Lees advised that with the above in mind, she felt that it may be too late to arrange Christmas Lights for 2016 and that Council may be able to arrange something better in the following year providing more time for preparation is allowed. She noted that she was mindful that the £5,000 was public money and she wanted to ensure the money was spent wisely and not a disappointment.

Councillor S Hodges queried if anybody had any suggestions regarding a way in which Council could progress with Christmas lights at Park Crescent this year, bearing in mind the tight deadlines Council are working towards.

Chris Edwards (Town Centre Development Manager) suggested that he is currently working with a company to install lighting columns on street lights and this could be an option that Council may wish to consider.

The Deputy Town Clerk advised that she would contact Festive Lighting (Council's current provider of Christmas Lights at High Street) and enquire what the turnaround for these types of lights would be.

Chris Edwards noted that Council would need permission from the Highways Department at the Vale of Glamorgan Council and they would also need to give reassurance that the company would not drill into the street light.

Rhian Lees advised that should the Christmas Lights go ahead, she would be more than happy to arrange an event to celebrate the switch on, but may struggle to source a Choir at this late notice. The Deputy

Town Clerk advised that she would forward Rhian a list of choirs if the lights are installed.

**RESOLVED:**

1. That Officers contact Festive Lighting and enquire what the turnaround would be if Council chose to install lighting columns at Park Crescent.
2. That Officers note that if Council are able to proceed and install lighting columns at Park Crescent permissions must be sought from the Highways Department at the Vale of Glamorgan Council and reassurances must be made that the company will not drill into the street light.
3. That should it be agreed that Christmas Lights will be installed at Park Crescent, Rhian Lees will organise a small event to mark the official switch on and the Deputy Town Clerk will forward her a list of choirs she could contact.

SL18.

**UPDATE ON BUDGET REQUEST**

Members were provided with an update regarding the request for a budget for Shop Local.

Members were advised that the budget request had been considered at a meeting of the Finance, Policy & General Purposes Committee held on Monday, 17 October 2016 and at that meeting the potential budget had been discussed at length and it was agreed that further information with regard to costings was required prior to an informed decision being made. Members of the Finance, Policy & General Purposes Committee also advised that they wished to consider quotes regarding the cost of branding and review information regarding initiatives that other areas had tried to promote Shop Local so they could match the budget appropriately the financial need.

The recommendation to members was to consider the information contained within the report and determine where to obtain quotations for branding and details of initiatives that other areas have tried to promote Shop Local that can then be forwarded to the Council's Finance, Policy & General Purposes Committee at their meeting to be held on Monday, 16 January 2017 to support the application to request a budget appropriate to the financial need.

Councillor S Hodges noted that she is a member of the Finance, Policy & General Purposes Committee and was aware that as a result of the meeting more information was requested in respect of the cost of branding and did the Town Clerk have an update for members?

The Town Clerk advised that she would need to establish what members are looking for to investigate what resources would be needed, for example costings for marketing.

Councillor Egan noted his disappointment that the Finance, Policy & General Purposes Committee did not agree the recommendation. He noted that the budget of £50,000 was put forward to show the commitment of Council to the Traders and did not necessarily need to be allocated to any project immediately, but rather a budget set aside to fund future potential projects as and when they arise.

Bob Armstrong advised that the recommended budget of £50,000 was not discussed as being utilised for solely branding purposes and other ideas had been suggested, such as incentives, website and leaflets.

Councillor Johnson noted that it was important to ring fence budget money for the Campaign and it would be beneficial if the Chair of Shop Local attended the future budget request meeting to put forward the views of the Shop Local Advisory Group effectively.

David Elliot of TL Computers queried if the potential budget was purely for High Street and Park Crescent and was advised by members that at present the budget had only been proposed, not allocated and the budget would be to cover the following areas:-

- Broad Street
- High Street/Island Road
- Vere/Main Street
- Holton Road (including the top end)
- Thompson Street
- Park Crescent

The Town Clerk clarified that £5,000 had been allocated to install Christmas Lights at Park Crescent.

Councillor Johnson suggested whether due to the urgent need to agree a Shop Local budget, would members agree that it would be beneficial if the recommendation was placed before Full Council in December, rather than Finance in January 2017.

Members agreed with Councillor Johnson's concerns and advised that the Shop Local budget request should be placed on the next agenda of Full Council to be held on Monday, 19 December.

The Town Clerk advised that in general the Finance, Policy & General Purposes Committee were supportive of the request, but required further information to ensure the budget was appropriate to the financial need.

Councillor S Hodges stated that she was also present at the Finance, Policy & General Purposes Committee meeting and she could not persuade other members to support the request.

Councillor N Hodges stated that he was concerned that there were now two forms of recommendations in relation to this proposal and wanted reassurances that the recommendation from this group would also be forwarded to the meeting of Full Council.

The Chair advised that he would ensure this happened and that the report would contain the original proposal with the amendment confirmed by Councillor Egan.

**RECOMMENDATION:**

That it be clarified to a meeting of Full Council to be held on Monday, 19 December 2016 by way of an amendment to the original recommendation made by the Finance, Policy & General Purposes Committee held on Monday, 17 October 2016 that this Council resolves to support the Shop Local Initiative by way of agreeing a budget of £50,000 (not including the £30,00 set aside for a potential new post to develop Shop Local and other projects) to show the local Traders the Council's commitment to this initiative with it also being noted that ways in which to spend the budget had not been agreed at present, and these ideas would follow once a budget had been agreed.

SL19.

**DEDICATED ENFORCEMENT OFFICER – HIGH STREET**

Members were provided with a report to discuss the possibility of a dedicated parking enforcement Officer for High Street.

Members were asked to consider what steps they would like to see introduced to reduce the amount of Trader parking in High Street so a letter may be sent to the Vale of Glamorgan Council.

Bob Armstrong advised that his concerns were that the current Enforcement Officer was responsible for too many areas to create any sort of feasible impact to the problem and ideally he would like to see a dedicated Enforcement Officer responsible for the West End of Barry.

Rhian Lees suggested rather than supporting the idea of a dedicated Enforcement Officer, she would like to educate people on the benefits of walking and encourage people to walk to the shops.

Sarah Howell (representative of Holton Road Traders) suggested that this initiative could be encouraged by the press with an article promoting health and the benefits of walking to your local shops.

Councillor Johnson advised members of his concerns, in particular that he felt there are not enough Enforcement Officers compared with the

obvious need. He advised that it was documented that fewer people are booked within Barry compared with other areas within the Vale of Glamorgan which cemented the fact that Barry need more Enforcement Officers to ensure areas are better patrolled.

Councillor Egan advised that in the past Council had considered the possibility of funding an additional Enforcement Officer dedicated to the area of Barry and this is something Council may wish to consider progressing with again. He also stated that should Council explore this avenue further, it should be noted that he would expect that any fines derived from this Enforcement Officer to be directed to the Town Council.

David Elliot highlighted that Holton Road had car parks, but these were utilised by traders making it impossible for potential customers to park which caused annoyance to other traders who ensure they park away from the main area to allow shoppers to park. He queried what the logistics of erecting a multi-storey car park within the High Street shopping area would be? Councillor Hamilton responded that realistically this would not be possible as Council do not have permissions/own any land which could be utilised for such a venture.

Other issues that were raised included:-

- Problem with work vans clogging up the main parking area on High Street.
- Access for disabled customer.
- Parking hours/times
- Potential of free parking ticket machine

**RESOLVED:**

1. That a letter be written to the Vale of Glamorgan Council detailing the various concerns raised by traders and Councillors.
2. That Officers explore the possibility of potentially employing an Enforcement Officer dedicated to the area of Barry, noting that any fines derived from this Officer would be directed back to this Council.

SL20.

**FUTURE PROGRESSION OF SHOP LOCAL CAMPAIGN**

Bob Armstrong advised that Saturday, 3 December would mark the third Shop Local Saturday and he felt it would be an ideal opportunity to launch the Shop Local Campaign at High Street, incorporating all the other shopping areas within Barry also.

Chris Edwards advised that from 26 November until 4 December 2016, there will be an ice rink situated at Holton Road and he may be able to arrange for the Shop Local campaign to have a stall at this event which could be manned by representatives of the various shopping areas.

Jan Irving suggested that shoppers should be encouraged to use train links, noting that Barry has excellent links from Cardiff and Bridgend and these should be promoted to bring shoppers into Barry.

Councillor S Hodges advised that members had previously discussed possibly placing promotional material on trains advising shoppers of the various shopping areas available to them.

David Elliot suggested that there are 6 main roundabouts within Barry and that these could be utilised to place signage upon, directing shoppers to the different areas also. He advised that he was aware that the Alps (Vale of Glamorgan Council) have a sign making facility and wondered if through both the Town and Unitary Authority working together these signs could be achieved at cost price.

Chris Edwards noted that the West End of Barry had been voted within the Top 5 independent shopping areas within the UK and this should be celebrated and hugely promoted as a fantastic achievement.

The Deputy Town Clerk noted that it was brilliant that both local newspapers were in attendance and this working relationship should be carried forward.

Councillor Hamilton suggested that a meeting should be arranged to include both the Barry & District Newspaper and Glamorgan Gem to investigate how we could work together towards the common aim of Shop Local.

Bob Armstrong expressed his concern that the first event (High Street Christmas Lights Switch On) was less than 3 weeks away and currently no budget had been set aside to support the Shop Local element of it.

Councillor Hamilton replied that he would ensure the Labour Group met to discuss this which would hopefully provide a clearer picture of potential expenditure that would be required.

Bob Armstrong requested that Council put their commitment to Shop Local in writing to the local trading areas and advised Chris Edwards that he would speak at the next High Street Traders meeting regarding potentially holding a stall at Kings Square to promote Shop Local.

Wendy Caswell of Café Cwtch suggested that members may wish to consider contacting the organisers of the Green Links Bus to enquire if various shopping areas could be incorporated in the buses route on

different days and suggested that a previously tried venture of creating leaflets for hotels and new residents to Barry be explored again.

Charlotte Groves and Nicholas Sellen of Adventive Ltd addressed members with regard to an online platform they are hoping to develop with the help of Traders. The online app could be used by Traders and is offered as a free or premium service. It would provide an online registry that would be location based, creating a user friendly shopping experience which would link shops together and could also notify users of the apps to the offers/shops that surround them. They advised that they were aiming for a Christmas Launch, but need local businesses to get involved and sign up for free.

Reminder of dates:-

Friday, 25 November 2016 – High Street Christmas Lights Switch On  
Saturday, 26 November 2016 – Ice rink in Town Centre (until 4/12/16)  
Saturday, 3 December 2016 – Small Business Day/Shop Local Launch  
Saturday, 10 December 2016 – Artisan Market at High Street

#### **RESOLVED:**

1. That a meeting is arranged to include both the Barry & District Newspaper and Glamorgan Gem to investigate how we could work together towards the common aim of Shop Local.
2. That Council put their commitment to Shop Local in writing to the local trading areas
3. That Bob Armstrong report to the High Street Traders Meeting and advise Chris Edwards if they would like a stall at Kings Square to promote Shop Local during the Ice Rink launch.
4. That the organisers of Green Links Bus are contacted to enquire if various shopping areas could be incorporated into the buses route on different days.
5. That the Vale of Glamorgan Alps Department is contacted to enquire if signs would be available at cost price to be installed at roundabouts, and if so what they would charge.

SL21.

#### **CORRESPONDENCE**

Members referred to the attached copies of correspondence sent and received on behalf of Shop Local. It was suggested that David Elliot of TL Computers be the link to Holton Road Traders, to which he agreed.

Councillor Johnson expressed concerns that due to various different levels of management at the Vale of Glamorgan Council being contacted with regard to Shop Local, items could be duplicated and so members agreed that any future correspondence to the Vale of

Glamorgan Council should be directed to Chris Edwards (Town Centre Development Manager) who would then forward the letter to the relevant person if required.

**RESOLVED:**

1. That David Elliot of TL Computers be noted as the primary contact for Holton Road Traders.
2. That all future correspondence from Shop Local to the Vale of Glamorgan Council be directed to Chris Edwards (Town Centre Development Manager) who will be responsible for forwarding the letter to the relevant person/department if required.
3. That the attached correspondence sent and received in relation to Shop Local be noted.

S22. **DATE OF NEXT MEETING**

**RESOLVED** that the date of the next meeting of the Shop Local Advisory Group be confirmed at a later date.

The meeting ended at 7.35 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY GROUP HELD ON THURSDAY, 12 JANUARY 2017 AT 6.00 PM**

**PRESENT:** Councillors Brooks (arrived at 6.20 pm), Egan, Hamilton (Chairperson), N Hodges and S Hodges and B Armstrong (Dr. Bob's Balloons), C Edwards (Vale of Glamorgan Council Town Centre Development Manager), D Elliott (TL Computers), C Groves (Adventive Ltd) and R Lees (Pride in Barry)

**ALSO PRESENT:** Emily Forbes – Town Clerk  
Robyn Walsh – Administrator

#### **SL23. APOLOGIES FOR ABSENCE**

Apologies were received from Councillors Drake, Johnson, Kuhnell, Wilkinson and Faye Blakley.

Members were also advised that Councillor Brooks would be late arriving.

#### **SL24. NOTES OF MEETING HELD ON 7 NOVEMBER 2016**

Corrections were noted to the following names of those present:-

D Elliott (TL Computers)  
N Sellen (Adventive Ltd)

Councillor S Hodges clarified that Councillor Johnson was specifically concerned regarding High Street's rate of penalty notices in comparison with the rest of Barry and not Barry as a whole compared with the Vale of Glamorgan as stated within the minutes (minute no. SL19)

Minute No. SL16 (1) - Councillor Hamilton advised members that an editorial regarding Shop Local in Barry was expected to be placed in the 19<sup>th</sup> January 2017 edition of the Barry & District Newspaper.

Minute No. SL16 (4) – David Elliott advised that he was due to meet Nic Frangoulis soon to advise him of the group and request him to make contact and will advise the Town Clerk once the meeting has taken place so the action can be updated.

Minute No. SL20 (3) – Bob Armstrong advised that there were intentions to have a stall at Kings Square to promote Shop Local during the Ice Rink Launch. However, this was unable to go ahead as the volunteer was unable to attend due to a family emergency.

## **RESOLVED**

1. That David Elliott informs the Town Clerk once minute no. SL16 (4) is complete in order for the action sheet to be updated.
2. That the notes of the meeting of the Shop Local Barry Advisory Group held on Monday, 7 November 2016 be approved and noted as a correct record of the meeting, subject to the amendments above.

SL25.

### **UPDATE ON BUDGET REQUEST**

Members were provided with information on the decision made at the Council's meeting held on Monday, 19 December 2016 in respect of a budget for the Shop Local Campaign.

The Town Clerk advised that it had been resolved that £50,000 was to be transferred from the general reserve and placed into a "ring fenced" reserve for Shop Local with any expenditure from the Shop Local reserve being agreed by either Full Council or the Finance, Policy & General Purposes Committee, subject to a recommendation from the Shop Local Barry Advisory Group.

Concerns were raised by Traders that they would have to put forward a case for funding if and when they wanted to utilise funds from the budget.

The Chair advised that this was usual procedure and noted that Traders may not be familiar with the workings of the Council and that as a Council they must always justify public expenditure.

Bob Armstrong requested clarity regarding the length of commitment and whether the funding was over 1 or 3 years.

The Town Clerk advised that the budget did not have to be entirely spent within the current financial year and it had been agreed that funds would remain into the next financial year.

The Chair advised it would be the decision of the next Administration whether or not to continue supporting Shop Local.

Traders were concerned that a new Administration may stop the commitment to Shop Local and requested assurances from Councillors as to the likelihood of this being the case.

Councillor S Hodges stated that she was disappointed Council had only committed to a one-off payment of £50,000 as she would have liked to have agreed to a budget heading. However, regarding the

Traders concerns, she explained that it would be highly unusual for a new administration to stop expenditure.

Councillor Egan noted that it was now the groups remit to put forward good ideas to promote Shop Local and the fact the budget did not have an end date was to encourage these ideas and not result in a rush to spend the funds unproductively. He also noted that he would expect the new administration to see the benefit of the initiative and continue the funding.

Rhian Lees requested an update regarding the potential post of Community Development Officer.

The Chair advised that this was a separate recommendation that would be discussed at a meeting of Full Council to be held on Tuesday, 17 January 2017 and an update would follow.

David Elliott requested that Councillors or Officers provide clarity in respect of the schedule of meetings.

The Town Clerk advised that a meeting of Full Council or Finance, Policy & General Purposes would take place every 6 weeks.

The Chair advised that there are also measures in place should there be an urgent request for funds, such as Urgent Actions in collaboration with the Leaders of both parties and the Town Clerk and the ability to call Special meetings of Council should the need arise.

6.20 pm – Councillor Brooks arrived.

Rhian Lees recommended that in order to secure further funding it may be necessary for the group to set certain aims and objectives that could be proved when reapplying for funds.

Councillor Egan noted that it was difficult to look at outcomes and the initial goal of the group should be to “Stop the Rot” and to stop shops closing locally. He advised that he did not think measurable outcomes would be achieved right now and the success story of High Street should be promoted and used as an example.

Rhian Lees reiterated that in order for further funding to be secured, it would be sensible to have outcomes in place that could be proved to help the groups case. She suggested that members may wish to look to increase footfall or turnover of the various shops.

Chris Edwards advised that it was difficult to monitor footfall and Claire Groves noted that the mobile app they were in the process of creating would help monitor footfall, but would only monitor those that have the app installed onto their phone.

Councillor S Hodges noted that moving forward it would be important to schedule future meetings of the Shop Local Barry Advisory Group so any recommendations deriving from the group could be placed on a meeting of either Full Council or Finance, Policy & General Purposes quickly and a decision made promptly in order to keep the momentum of the campaign going. She explained that the Town Council was not a private business and initiatives are sometimes funded with no evidence of the outcomes being provided other than simple statements that users enjoyed the event for example.

Councillor N Hodges noted that it was right to justify the expenditure, but a simple campaign leaflet with a 5% off offer could suffice in order to gauge how effective the campaign has been.

Councillor Brooks noted that Council do need to show success as they are answerable to the public. However, she felt it was more about building confidence within the traders and we shouldn't be too prescriptive.

Rhian Lees suggested that rather than outcomes, members may wish to consider conducting "Health Checks" on each area instead so that there was a baseline so the group can see what they are starting with and noted that Chris Edwards may be able to help the group with this as he had completed a similar exercise.

Chris Edwards responded that he did not think it would be necessary and the group should focus more on partnership building.

**RESOLVED:**

1. That future consideration be given to the Schedule of Council meetings when considering the next date of any Shop Local Barry Advisory Group meetings to ensure any recommendations can be put forward to the relevant Committee in a timely manner.
2. That members note the outcome of discussions held at the recent Council meeting.
3. That members note that any request for future expenditure in respect of the Campaign be submitted to either Full Council or the Finance, Policy & General Purposes Committee.
4. That the Chair of the Shop Local Barry Advisory Group be present at those meetings to put forward the Groups reasoning for any such requests.

SL26.

**CHRISTMAS LIGHTS AT PARK CRESCENT**

Members were provided with the progress made in respect of Christmas Lights at Park Crescent in 2016.

Members were reminded that at a meeting of the Shop Local Group held on 7 November 2016, it was agreed that Officers would look into the possibility of installing Christmas Lights at Park Crescent for 2016. However, due to the lateness of the decision on investigation by Officers, it was agreed that it was too late for Christmas lights to be installed at Park Crescent in 2016 and therefore, Officers suggested that consideration be given at an earlier stage in 2017.

Members agreed that Officers should research the possibility of installing lighting columns at Park Crescent which will attach to the lamp posts, taking into consideration earlier advice that permissions must be sought from the Highways Department at the Vale of Glamorgan Council and reassurances must be made that the company will not drill into the street light.

Councillor S Hodges also made members aware that she had recently attended the Barry Town Centre Forum where a considerable discussion regarding Christmas lights at Holton Road was held. She advised that Councillors may wish to note that following on from these discussions, members may wish to note that a future request for help from the Holton Road Traders may be submitted.

**RESOLVED** that Officers research the possibility of installing lighting columns at Park Crescent which will attach to the lamp posts, taking into consideration earlier advice that permission must be sought from the Highways Department at the Vale of Glamorgan Council and reassurances must be made that the company will not drill into the street light.

SL27.

**UPDATE ON PARKING CONCERNS AND DEDICATED ENFORCEMENT OFFICER – HIGH STREET**

Members were provided with a copy of an update report regarding Civil Parking Enforcement and Town Centre Parking which had been received at the Vale of Glamorgan Council Cabinet for Visible, Leisure and Regulatory Services held on 31 October 2016. The report contained detailed statistics regarding the number of Parking Penalty Notices that had been issued at each area within the Vale. Members were also provided with information regarding the number of patrols recorded at High Street, Barry.

The Town Clerk advised that the Vale of Glamorgan Council feel patrols are happening on a sufficient level at High Street and she was awaiting a response with regard to the group's request for a potential Town Council funded dedicated Enforcement Officer at High Street.

Councillor Egan referred to an earlier meeting of Council that Miles Punter of the Vale of Glamorgan Council had attended, where the proposal of a Town Council funded dedicated Enforcement Officer for Barry was discussed and agreed as a possibility. He suggested that Council should refer back to this meeting and contact Miles Punter further advising that if there is a shortfall in terms of patrols and resources, Council would look to alleviate this.

Rhian Lees advised that evidently there was no future scope for further parking at High Street and the Group should look to encourage people to walk to their shopping areas as part of the campaign, with initiatives such as 5% off if shoppers can prove they walked to their shopping area using a pedometer for example.

Bob Armstrong agreed with Rhian Lees, but added that a walking initiative would be as part of a longer term project.

Councillor S Hodges suggested that Rhian Lees of Pride in Barry should be invited to a future meeting of the Barry Town Centre Forum as parking is also a big issue discussed there.

**RESOLVED** that a letter be sent to Miles Punter of the Vale of Glamorgan Council referring to an earlier meeting of Council that he attended where the potential introduction of a Town Council funded dedicated Enforcement Officer for Barry was discussed and agreed as a possibility, noting that he be advised if there is a shortfall in terms of patrols and resources, this Council will look to commit to alleviating this.

SL28.

### **ROUNDABOUT SIGNAGE**

Members were reminded that at the previous meeting of the Shop Local Barry Advisory Group it was agreed that the Town Clerk would contact the Vale of Glamorgan Alps Department to enquire if signs would be available at cost price to be installed at roundabouts, and if so what they would charge (minute no. SL20 (5) refers).

The Town Clerk advised that she had made the necessary contacts and was able to report that there were between 5 and 7 roundabouts that could be made available for Shop Local signage at approximately £80 per roundabout (not inclusive of design costs).

Bob Armstrong clarified that when he had referred to signage at previous meetings he was specifically referring to the permanent road signs.

The Town Clerk advised that her investigations had been based on a suggestion made at the previous meeting of the Shop Local Group (minute no. SL20 (5) refers). However, further investigations could be made in relation to Bob's original suggestion.

Councillor S Hodges suggested that the Town Clerk write to the Highways Department on behalf of the group to request that consideration be given to the inclusion of specific shopping areas on permanent road signs within Barry.

Councillor Egan agreed that moving forward, the group could look to both options (roundabout signage and permanent sign fixtures), and also suggested that utilising signs with Bus stops would be another idea Council may wish to consider in the future.

Members also noted that prior to the installation of roundabout signs, the branding of the campaign would need to be agreed in order to ensure continuity throughout.

Councillor N Hodges queried if Council could reserve the following roundabout signage at £80, pending the completion of branding:-

Port Road/Walston Castle  
Port Road/Garden Centre  
Port Road/BAMC Airport Maintenance  
Romilly Schools/Jenner Road/Pontypridd Road  
Ffordd y Mileniwm (Dock Offices)  
Ffordd y Mileniwm/Clos Tiniad Glo

**RESOLVED:**

1. That the Town Clerk write to the Highways Department of the Vale of Glamorgan Council to request that consideration be given to the inclusion of specific shopping areas on permanent road signs within Barry.
2. That the Town Clerk make arrangements to reserve the following roundabout signage, pending the completion of the Shop Local branding and a decision from the Finance, Policy and General Purposes Committee regarding costs:-

Port Road/Walston Castle  
Port Road/Garden Centre  
Port Road/BAMC Airport Maintenance  
Romilly Schools/Jenner Road/Pontypridd Road  
Ffordd y Mileniwm (Dock Offices)  
Ffordd y Mileniwm/Clos Tiniad Glo

3. That the Town Clerk compile a report to be submitted to a meeting of the Finance, Policy and General Purposes Committee meeting to be held on Monday, 16 January 2017 that consideration be given to agreeing Shop Local Group expenditure of circa £560 to display signage on up to 7 roundabouts in Barry and agree to additional costs that may be

required to set up the design and branding of this signage, once agreed by the Shop Local Group.

SL29. **FUTURE PROGRESSION OF SHOP LOCAL CAMPAIGN**

**Totally Locally**

Members were provided with information on an award winning social enterprise and shop local movement, Totally Locally.

The Town Clerk advised that “Totally Locally” will provide free marketing and branding advice and provide free workshops that groups can arrange to set up their “Town Tool Kit”.

Members agreed that they would like to invite a representative from Totally Locally to provide a free workshop to the group at their next meeting, agreeing that they would pay their reasonable expenses.

**Marketing Options**

- To set up Marketing & Communications Task Group
- Events Programme
- Integration of Shop Local Logo on new car park construction signage

Bob Armstrong noted that in terms of setting up a Marketing & Communications Task Group, this is something he was going to suggest and proposed that this group should consist of a representative from each of the shopping areas:-

Broad Street  
High Street/Island Road  
Vere/Main Street  
Holton Road (including the top end)  
Thompson Street  
Park Crescent

Councillor Brooks noted that it was very important that the campaign linked in terms of branding even if each area agreed varying designs, the branding should be consistent throughout.

Claire Groves highlighted that the next generation of shoppers need to understand the benefits of shopping locally and engagement with the schools could be a future project.

Councillor S Hodges stated that she felt it was important that the Town Clerk was empowered to work with the Traders to create a logo/branding and to ensure progress was made and proposed that delegation should be granted to the Town Clerk and the task group to create the logo/branding of the campaign.

The following were suggested as representatives for each area:-

Broad Street - (no representative at present)  
High Street/Island Road - (Bob Armstrong)  
Vere/Main Street - (no representative at present)

Holton Road (including the top end) - (David Elliott)  
Thompson Street - (no representative at present)  
Park Crescent - (Rhian Lees)

Rhian Lees suggested that the organisers of GlastonBarry would be beginning their marketing soon and it would be a good idea to contact them to enquire if they would include a piece regarding the local shopping areas available to visitors when they do this.

Chris Edwards advised the group on the integration of the Shop Local Logo on the new car park construction signage; the Vale of Glamorgan Council Regeneration Officer was keen to attend the next High Street Traders meeting to discuss the location of the new car park signs and what should be included on them.

**RECOMMENDED** to a meeting of Full Council to be held on Monday, 20 February 2017 that reasonable expenses are agreed for the Shop Local Barry Advisory Group to host a free workshop from a representative of Totally Locally.

**RESOLVED:**

1. That a representative from each of the following areas is contacted to join the Marketing & Communications Task Group to discuss and agree a logo/branding for the Shop Local Campaign:-

Broad Street  
Vere/Main Street  
Thompson Street

2. That the following areas and their representatives are agreed to join the Marketing & Communications Task Group to discuss and agree a logo/branding for the Shop Local Campaign:-

High Street/Island Road – Bob Armstrong  
Holton Road (including the top end) – David Elliott  
Park Crescent – Rhian Lees

3. That the Town Clerk in conjunction with this Task Group has delegated responsibility for the production and approval of the Shop Local Campaigns logo and branding.

4. That Mack Events are contacted in the run up to GlastonBarry to enquire if they would include a piece regarding the local shopping areas in Barry available to visitors when they send their marketing emails.

SL30. **CORRESPONDENCE**

- Green Links

Members were provided with information in relation to Green Links detailing which areas they currently provide transportation to, which Members noted.

Councillor N Hodges advised members that the Vale Tourism signs were not vacant and talks could be had regarding the content. Chris Edwards responded that he was aware that the signs were currently in the process of being designed.

Bob Armstrong also queried minute no. SL16(2) of the previous minutes and if the production and delivery of Shop Local leaflets were actioned as he did not receive any.

The Town Clerk advised that this was actioned and leaflets were delivered to Spoilt for Choice in readiness for the Christmas Light Switch On and were delivered under the impression that they would be circulated around the various shops.

**RESOLVED** that the information provided by Green Links be received and noted.

S31. **DATE OF NEXT MEETING**

**RESOLVED** that the date of the next Shop Local Barry Advisory Group will be arranged once a representative from Totally Locally can be agreed.

The meeting ended at 7.30 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY GROUP HELD ON THURSDAY, 30 MARCH 2017 AT 6.00 PM**

**PRESENT:** Councillor Hamilton and B Armstrong (Dr. Bob's Balloons – arrived at 7.30 pm), F Blakely (Homemade Wales), C Edwards (Vale of Glamorgan Council Town Centre Development Manager), D Elliott (TL Computers), C Groves (Adventive Ltd) N Keeble (Food for Thought), S Keeble (Food for Thought), R Lees (Pride in Barry – arrived 7.10 pm), J Matthews (Giggles), R Williams (Holton Road Traders) and L Wood (Spoilt for Choice)

**ALSO PRESENT:** Emily Forbes – Town Clerk  
Robyn Walsh – Administrator

#### **SL32. APOLOGIES FOR ABSENCE**

An apology was received from Karen Short of Balance the Body (High Street).

Members were also advised that Bob Armstrong and Rhian Lees would be late arriving.

#### **SL33. NOTES OF MEETING HELD ON 12 JANUARY 2017**

Amendments were noted to the following names of those present:-

Charlotte Groves (Adventive Ltd) (Minute No.'s SL25 and SL29)

Minute No. SL24 (1) – David Elliott advised members that he was still in the process of trying to contact Nic Frangoulis to advise him of the group and request him to make contact. He advised members that he would update the Town Clerk once this action had been completed.

Minute No. SL26 – Members were advised that this action would be undertaken in the new financial year.

#### **RESOLVED**

1. That David Elliott informs the Town Clerk once minute no. SL24 (1) is complete in order for the action sheet to be updated.
2. That the notes of the meeting of the Shop Local Barry Advisory Group held on Thursday, 12 January 2017 be approved and noted as a correct record of the meeting, subject to the amendments above.

SL34.

### **CLARIFICATION OF PROCESS FOR BUDGET EXPENDITURE**

The Town Clerk explained to members the process for expenditure, explaining that Council had set aside a budget heading of £50,000 for Shop Local Expenditure. She advised that ideas would be discussed within the Shop Local Barry Advisory Group and if agreed, these ideas would then be presented to either a meeting of Finance, Policy & General Purposes or Full Council (whichever comes first in the Committee cycle) for Council authorisation for the monies to be spent.

The Town Clerk clarified that the budget was not a grant pot for individuals or businesses to “bid in to”, but rather a budget to provide a strategic impact throughout all the identified shopping areas within Barry.

Councillor Hamilton noted that the purpose of the Shop Local Barry Advisory Group is to work together and raise the profile of “Shop Local”.

**RESOLVED** that the Town Clerk’s verbal clarification of the process for budget expenditure be received and noted.

SL35.

### **TOTALLY LOCALLY COSTS FOR PRESENTATION**

The Town Clerk reminded members that at the last meeting it was agreed to recommend to a meeting of Full Council that reasonable expenses are agreed for the Shop Local Barry Advisory Group to host a free workshop from a representative of Totally Locally. The Town Clerk was now in receipt of costings from Totally Locally which were approximately £800. She recommended that in her opinion the cost would be worth the valuable information they could provide. However, it was for members to decide whether to proceed or not. She advised that should members agree to progress with the presentation then the request would be provided to a meeting of the Finance, Policy & General Purposes Committee to be held on Monday, 10 April 2017.

Faye Blakely advised that at the marketing sub-group meeting the initial response to costings was dubious. However, after discussion the group agreed that the money would be well spent and valuable ideas and information could be sourced, even if members decide not to “buy in to” the Totally Locally brand.

Charlotte Groves stated that the organisation was not-for-profit and they appeared to be very willing to help local groups.

Chris Edwards queried if the decision to proceed with the recommendation of £800 costings would be extended to the retailers that were not present at the meeting.

Councillor Hamilton responded that he was mindful that ideas and recommendations needed to be progressed taking in to consideration the May elections and the cycle of committee meetings.

David Elliott queried if the presentation from Totally Locally would be an open forum.

The Town Clerk advised that initially she would invite those who are members of the Shop Local Barry Advisory Group as this is approximately 30 members and could extend the invite, subject to room and capacity.

**RECOMMENDED:**

To a meeting of the Finance, Policy and General Purposes Committee that £800 is allocated from the Shop Local Budget Heading for the purpose of a Totally Locally representative to attend a meeting of the Shop Local Barry Advisory Group to provide a presentation.

SL36.

**FEEDBACK FROM MARKETING SUB-GROUP AND UPDATE ON ROUNDABOUT SIGNAGE**

The Town Clerk advised that to date the Marketing sub-group and Shop Local Barry Advisory Group did not have a representative from the Vere Street shopping district despite attempts to contact.

The Town Clerk advised members that at the Marketing sub-group meeting, an interim logo was discussed for use at the roundabout signage until official branding had been agreed. The draft logo was shown to members.

The Town Clerk advised that many ideas had been put forward. However, the group agreed upon a “skyline of Barry” to include various landmarks that represent each shopping district, such as the Town Hall (Holton Road), Barry Castle (Park Crescent) victorian houses (High Street) and a park (Vere Street). She made members aware that she had spoken with the signage department at the Vale of Glamorgan Council who had advised that the group’s idea to design the signage similar to that of a “heritage sign” in terms of colours may be difficult due to legalities surrounding this. However, they had advised of an alternative colour scheme which would create the same “heritage” effect. It was also noted that in future each shopping area could be colour coded whilst remaining in keeping with the Shop Local theme and logo.

The Town Clerk advised that in terms of timescales that the project should be designed and ready to be in place as signage at the allocated roundabouts by June, subject to the Vale of Glamorgan Council’s graphic designer’s workload. She also noted that the design would be provided in various formats such as jpeg and pdf so that it

could be utilised across a variety of electronic platforms. She commented that this was an excellent example of the Vale of Glamorgan Council working in partnership with Shop Local.

Charlotte Groves queried if Barry Island were included within the Shop Local initiative?

Faye Blakely responded that Barry Island was not considered a shopping area, with David Elliott agreeing that it was more of a destination rather than a shopping district.

The Town Clerk confirmed that the agreed shopping districts of Shop Local were:-

High Street/Island Road/Broad Street  
Vere Street/Main Street  
Holton Road/Thompson Street  
Park Crescent

Charlotte Groves noted the response, but suggested that the group may wish to consider promoting Shop Local at Barry Island due to its large footfall from residents and visitors alike.

Rachael Williams referring to the draft sign noted that it did not seem appropriate that Holton Road whilst being the largest shopping district in Barry was listed third.

The Town Clerk suggested in the issue of fairness the shopping districts could be listed in alphabetical order.

Rhian Lees advised that the graphic designer may have his own idea of the order in which the areas should be listed.

**RESOLVED:-**

1. That the verbal report provided by the Town Clerk in relation to feedback from the Marketing Sub-group and update on roundabout signage be received and noted.
2. That the shopping districts are listed in alphabetical order, noting that the Graphic Designer may have his own idea of the order in which the areas should be listed.

SL37.

**FEEDBACK ON CIVIL ENFORCEMENT OFFICER ENQUIRY**

The Town Clerk advised that at the previous meeting it was resolved that the Town Clerk sends a letter to Miles Punter of the Vale of Glamorgan Council referring to an earlier meeting of Council that he attended where the potential introduction of a Town Council funded dedicated Enforcement Officer for Barry was discussed and agreed as

a possibility, noting that he be advised if there is a shortfall in terms of patrols and resources, this Council will look to commit to alleviating this.

The Town Clerk advised that since this action she had received a response from Michael Clogg (Operational Manager Highways and Engineering) at the Vale of Glamorgan Council who advised that the salary to employ a full-time Civil Enforcement Officer is approximately £30,000 who would be employed through their partner agency Bridgend County Borough Council. He advised that there would need to be a minimum commitment of at least a year so that a reasonable contract could be offered to the Civil Enforcement Officer and that the operational management of the post on a day to day basis and therefore the location of the Officer's patrol on a daily basis would remain solely with the Parking Manager employed by Bridgend County Borough Council. It was also advised that in the next 12 – 18 months the Vale of Glamorgan Council would likely review its Civil Parking Enforcement arrangements and that there may be further opportunities to consider Civil Enforcement Officer opportunities at this time.

Faye Blakely clarified that if this was an avenue that the group were to investigate, would the £30,000 cost of employing a dedicated Civil Enforcement Officer be deducted from the Shop Local Budget of £50,000.

The Town Clerk confirmed that it would.

David Elliott queried the amount that the Civil Enforcement Officer's generate.

The Town Clerk responded that according to the Cabinet Report provided at the last meeting that the service was working to a deficit in year 1 and to a surplus in years 2, 3 and 4, but clarified to members that this was regarding the service as a whole.

Councillor Hamilton commented that he was apprehensive with regard to how the group will measure if the cost to employ a Civil Enforcement Officer has been effective or not.

Faye Blakely commented that when you consider the loss of business due to a lack of parking she would consider it money well spent. She noted that as a group they cannot guarantee recouping all costs through parking charges, but an overall loss of eg. £8,000 on the investment would be tolerable.

The Town Clerk queried if members wished for Michael Clogg to be invited to a future meeting of Shop Local so members can ask questions and decided how they wish to proceed based on the outcome of the presentation?

Councillor Hamilton agreed with the Town Clerk's suggestion, noting that it would be an ideal time to clarify what control Barry Town Council would have.

Rhian Lees reiterated a previous suggestion she had made that the group should consider a campaign encouraging residents in the immediate vicinity of their shopping district to walk to their local shopping area, rather than the larger superstores.

Faye Blakely responded that the issue was that a majority of their clientele need to drive for mobility reasons and that parking is their main reason for not frequenting their local shopping area.

**RESOLVED** that Michael Clogg (Operational Manager Highways and Engineering) of the Vale of Glamorgan Council be invited to attend the next meeting of the Shop Local Barry Advisory Group to be held on Thursday, 25 May 2017 to talk to members regarding the possibility of a dedicated Civil Enforcement Officer.

SL38. **SHOP LOCAL IN BLOOM PROJECT PROPOSAL**

The Town Clerk advised members of details regarding an initiative she had received that members may wish to consider as an idea across all the shopping districts. She advised that it was a neighbourhood approach and could be referred to as "Shop Local in Bloom".

Faye Blakely commented that although she liked the idea, she felt it was not a priority in terms of the budget and there could be issues with theft. She also noted that she had her own trough of which she brought in morning and evening which was an idea that could be encouraged.

The Town Clerk referenced to an initiative that Swansea Council were rolling out whereby businesses could contact the Council to purchase their own hanging baskets, flowers and troughs with a charge being applied to this and an ongoing watering charge.

Faye Blakely also noted that many of the businesses on High Street are privately rented and so permission would need to be sought from landlords in order to fix brackets for the purpose of hanging baskets.

The Town Clerk noted that much of the discussion taking place would be relevant to the next agenda item and so proposed that members move to the next agenda item.

SL39. **IDEAS FROM TRADERS**

The Town Clerk referenced to an email received from Rachael Williams (Vice-Chair – Holton Road Traders Association) which requested £5,000 to support an idea of floral displays at Holton Road, Barry.

Rachael Williams explained that the idea behind the proposal was to lift the appearance of Holton Road. She explained that upon further investigation the overall cost would amount to approximately £21,000 which was well outside of their budget.

Rhian Lees advised that she had spoken with a representative from “Barry in Bloom” who had explained that the project had not been successful due to the amount of work involved.

The Town Clerk suggested that she contact John Greatrix regarding the logistics and cost of taking the idea forward across all shopping areas.

Chris Edwards noted that it may be too late to implement the initiative this year due to contacting nurseries for plants and so members may wish to consider this as an idea for spring of next year.

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The Town Clerk suggested that members may wish to consider the following items to purchase to aid in marketing and promotion:-

Pop-up banner (indoor)	-	£120
Outdoor marketing pod	-	£400

She advised that the outdoor marketing pod would be perfect for promotional events such as GlastonBarry.

Faye Blakely queried who would man the pod?

The Town Clerk advised that it would most likely be on a rota basis and would include help from both Traders and Councillors.

Rhian Lees queried if the pod could be sourced locally and advised that she knew of a company located at Barry Docks who manufactured exhibition stands.

Faye Blakely suggested “eyeletted banners” which could be placed at strategic locations throughout Barry.

David Elliott queried if a banner could be placed at Barry Island indefinitely due to the footfall this area received.

The Town Clerk advised that prior to any decisions on placement she would need to contact the Vale of Glamorgan Council to gain permissions. They would also advise if the proposed location was suitable taking in to consideration the visibility and distraction of the sign.

David Elliott suggested car bumper stickers which would be low in cost but highly effective. He suggested “Integrated Graphics” may be able to help with this.

**RESOLVED** that the Town Clerk contact John Greatrix regarding the logistics and cost of supplying hanging baskets/troughs and water costs across all shopping areas.

**RECOMMENDED** to a meeting of Finance, Policy & General Purposes Committee to be held on Monday, 10 April 2017:-

1. That up to £400 is allocated for the purpose of purchasing an outdoor marketing pod and every effort is made to source this locally.
2. That up to £100 be allocated for the purpose of purchasing four banners for the promotion of “Shop Local” to be placed at strategic locations throughout Barry, subject to the relevant permissions being sought from the Vale of Glamorgan Council.
3. That up to £250 be allocated for the purpose of purchasing 1000 - 2000 car bumper stickers and every effort is made to source these locally.

SL40.

**PROGRESSING THESE IDEAS INTO AN ACTION PLAN FOR SUMMER/CHRISTMAS PERIOD**

The Town Clerk clarified the following expenditure which would be recommended to a meeting of the Finance, Policy & General Purposes Committee on Monday, 10 April 2017:-

- |                                     |   |      |
|-------------------------------------|---|------|
| • “Totally Locally” Presentation    | - | £800 |
| • Outdoor pod                       | - | £400 |
| • Banners x 4                       | - | £100 |
| • Car bumper stickers (1000 – 2000) | - | £250 |

The Town Clerk advised that the next meetings of Council were:-

- Monday, 10 April 2017 – Finance, Policy & General Purposes Committee
- Wednesday, 31 May 2017 – Full Council

David Elliott queried if a community advert on Bro Radio could be explored.

The Town Clerk advised that she had a meeting scheduled with Bro Radio and could bring this up at that meeting.

The discussion then led to the date that Shop Local would be officially launched. Members discussed this and agreed that the first week of July would be an ideal time to launch Shop Local officially.

Faye Blakely noted that Shop Local should also have a presence at the Cadstock Festival and asked if the idea of "Shop Local" wristbands could be explored for events such as this and GlastonBarry.

Dave Elliott suggested a "transport tour" working with the local bus depot to give visitors to Barry transportation to the various shopping areas from Barry Island. The Town Clerk advised that she would look into this as well as the wristbands suggested by Faye Blakely.

**RESOLVED:**

1. That the expenditure laid out above and as in minute numbers SL35 and SL39 be noted.
2. That the Town Clerk explores both the possibility of a "transport tour" working in conjunction with the local bus depot and wristbands to be distributed at events such as Cadstock and GlastonBarry and reports back to the next meeting of Shop Local.
3. That the Town Clerk at her meeting with Bro Radio explores the possibility of a "community advert".

SL41.

**PROPOSED SCHEDULE FOR MEETINGS 2017/18**

Members were provided with a schedule of meetings for Shop Local 2017/18:-

Thursday, 25 May 2017 at 6 pm  
Thursday, 20 July 2017 at 6 pm  
Thursday, 14 September 2017 at 6 pm  
Thursday, 9 November 2017 at 6 pm  
Thursday, 1 March 2018 at 6 pm

**RESOLVED** that the proposed schedule for meetings 2017/18 be approved noting that the next meeting of the Shop Local Barry Advisory Group will take place on Thursday, 25 May 2017 at 6 pm.

The meeting ended at 7.40 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY GROUP HELD ON THURSDAY, 25 MAY 2017 AT 6.00 PM**

**PRESENT:** Councillors Hampton, Hawkins, N Hodges, S Hodges, Hooper, Johnson, Richardson and Wiliam and Chris Edwards (Town Centre Manager – Vale of Glamorgan Council), David Elliott (Holton Road Traders/TL Computers), Leroy Keeble (Food for Thought), Nathan Keeble (Food for Thought), Sarah Keeble (Food for Thought), Rhian Lees (Pride in Barry), Nathan Spackman (Bro Radio) and Leanne Wood (Spoilt for Choice)

**ALSO PRESENT:** Emily Forbes – Town Clerk  
Robyn Walsh – Administrator

#### **SL1. ELECTION OF CHAIR**

Councillor Hooper was nominated as Chair of the Shop Local Barry Advisory Group.

**RESOLVED** that Councillor Hooper be nominated as Chair of the Shop Local Barry Advisory Group for the municipal year of 2017/18.

The Chair requested that before any of business was transacted that a minutes silence be held to remember those who were affected by recent tragedies in Manchester.

#### **SL2. ELECTION OF VICE-CHAIR**

Bob Armstrong of Dr Bob's Balloons was nominated as Vice-chair of the Shop Local Barry Advisory Group.

**RESOLVED** that Bob Armstrong be nominated as Vice-chair of the Shop Local Barry Advisory Group for the municipal year of 2017/18.

#### **SL3. APOLOGIES FOR ABSENCE**

Apologies were received from Councillor Collins, Bob Armstrong (Dr Bob's Balloons) and Karen Short (Balance the Body)

#### **SL4. NOTES OF MEETING HELD ON 30 MARCH 2017**

The Chief Officer advised that minute no. SL33 (1) had now been actioned and that no progress had been made in respect of minute no.'s SL39 and SL40 (2). She also advised that with regard to minute no. SL35 that although the budget allocation had been agreed to invite "Totally Locally" to a future meeting of Shop Local to provide a presentation that unfortunately they had not replied to her attempts to contact them.

**RESOLVED** that the notes of a meeting of the Shop Local Barry Advisory Group held on 30 March 2017 be approved and signed as a correct record.

SL5.

**PARKING ENFORCEMENT AND POTENTIAL RECRUITMENT OF DEDICATED ENFORCEMENT OFFICER WITH MIKE CLOGG, VISIBLE SERVICES & HOUSING VALE OF GLAMORGAN COUNCIL**

Mike Clogg began his presentation by providing members with a detailed outline of the service in its current format. He advised that the Vale of Glamorgan Council had been in partnership with Bridgend County Borough Council to provide Civil Parking Enforcement for 3 – 4 years, with the agreement being that Bridgend County Borough Council will manage the service, employ all the Civic Enforcement Officers (CEO) and create the schedule of patrols for the CEO to follow.

Mike Clogg explained that the two authorities enjoyed a close working relationship and the Vale of Glamorgan Council were able to request higher patrols if a need is identified and that quarterly project board meetings are held to monitor the service.

He advised that performance indicators and a comprehensive study had been conducted to determine the staffing levels of the service and that 5 CEO's are responsible for the Vale of Glamorgan area, whilst a study of Bridgend had indicated a higher need for enforcement reflected in the high number of CEO's employed to cover this area due to the higher number of responsibilities they have to undertake.

Mike Clogg explained that the agreement between the Council's is a "breakeven" arrangement.

At this point, the Chair queried if this statement included the fines that the CEO's enforce.

Mike Clogg responded that the Penalty Charge Notices (PCN) generate an income. However, any surplus income is "ring fenced" for highways and parking lines improvements and training.

Mike Clogg continued his presentation by stating that the impact of adding additional resources is complex and would not necessarily be a "break even" situation that the Council could enter into. He advised that there was a difference between a successful PCN and one that could be challenged and Council would need to consider the issue of appeals and the impact this would have on any budget. He advised that as well as a budget to employ CEO's there was a back office budget responsible for the administration of PCN's and any appeals. He advised members of the difficulties faced with enforcing street parking and observation times had to be adhered to by CEO's.

The Chair queried what the observation time was.

Mike Clogg declined to answer due to the public domain of the notes of the meeting.

David Elliott queried if the issue of parking on double yellow lines was a police or civil matter.

Mike Clogg responded that this issue would usually be referred to Civil Enforcement via the Police and that the Police would usually only deal with obstructions on highways.

Mike Clogg highlighted that the Civil Enforcement Service was not designed to generate an income, but rather to address parking issues that impact upon highways and parking.

Councillor Johnson noted that a review of the service/agreement was imminent and that previous reports submitted to Cabinet at the Vale of Glamorgan Council would indicate that Holton Road is fairly well served in terms of civil enforcement. However, there are still a number of complaints and queried why this was and what could be done.

Mike Clogg responded that there is always at least one CEO at any one time patrolling Barry (sometimes two) with a lot of their efforts being focussed on Holton Road due to it being the main shopping area in Barry. He advised that the service receives a high number of complaints from people being enforced in this area.

Councillor Johnson queried if there was the right number of CEO's to deal with the problem?

Mike Clogg responded that as a service they were keen to deal with the problem with the resources available to them. He advised that they were continually reviewing the operations with Bridgend County Borough Council and that there would be a future review as mentioned earlier.

David Elliott queried if there was a way as a group they could influence which areas are patrolled more often?

Mike Clogg responded that an individual could contact the Vale of Glamorgan Council to raise a concern. He also advised of a campaign the Council had been running for approximately 2 – 3 months titled "Park Tidy". The campaign was designed to encourage residents to report irresponsible parking so that a picture could be built and clusters of problem areas could be identified with further discussions potentially being held with Bridgend County Borough Council to increase patrols in identified problem areas.

Sarah Keeble queried the legalities of “2 hour no return parking” and if it were legal for an individual to park for 2 hours and then move their car within the same street so long as it is at least 5 car parking spaces away from their original parking spot. She also made Mike aware of an incident at High Street involving a CEO to which Mike responded that he would investigate.

Sarah Keeble queried if the “2 hour no return” signs could be updated with stricter parking rules.

Mike Clogg explained that they were very prescriptive in what they were able to state on the signs Sarah referred to. He advised there was a specific format and strict requirements that needed to be adhered to.

Rhian Lees noted that the group should look towards encouraging people to walk to their shopping areas and highlight that a lot of shops on High Street are open from 8 am.

Councillor William informed members that a number of years ago he had been involved in a campaign to rectify the parking time inconsistencies on High Street and he was disappointed that the issue was still occurring.

Councillor S Hodges advised that Mike Clogg had been invited to attend the meeting to discuss the possibility of the Town Council funding a dedicated Enforcement Officer for the area of Barry. She queried if this would be feasible if the Council were to enter into a financial agreement with the Vale of Glamorgan Council.

Mike Clogg responded that the proposal would depend upon whether the Council could fund the CEO in its entirety and not expect a return on their investment through PCN's for example. He also advised that other areas within the Vale may want to pursue a similar arrangement which might prove difficult for the service to administer. He stated that Council may wish to wait for the outcome of the review between the Vale of Glamorgan Council and Bridgend County Borough Council and that this might be the right time to discuss opportunities with all Town & Community Councils.

Councillor S Hodges responded that a model whereby Council would not be able to recoup any of their costs would not be feasible.

Mike Clogg responded that it would be more advantageous to keep discussions ongoing and look into them in more detail during the review.

Leanne Wood advised Mike that High Street had recently been in a situation whereby they had not seen a CEO for 6 weeks (between March and April). However, they had seen one 3 times that week and so could High Street be confident that this level of patrol would remain?

Mike Clogg responded that he would be extremely concerned if High Street had been unpatrolled for 6 weeks and that records of all patrols are kept so he would like to investigate this further.

Councillor Johnson queried if higher patrols would be placed on Barry Island during the summer months?

Mike Clogg responded that they had employed a CEO on a temporary basis for the summer period to cover the coastal areas.

The Chair thanked Mike Clogg for attending the meeting and welcomed him to stay if he wished.

7 pm – Mike Clogg left.

**RESOLVED** that the Chief Officer chase an update from Mike Clogg with regard to the various concerns/issues raised within the presentation.

SL6.

#### **NEW SHOP LOCAL LOGO**

Members were provided with a copy of the Shop Local logo that had been designed within the Shop Local Sub-committee.

Sarah Keeble advised that she did not like it, but understood the idea behind the design (brown for heritage).

Rhian Lees noted that although she too understood the concept (and felt the concept was great) behind the chosen colour she did not like it also.

Sarah Keeble advised members that Faye Blakely had told her that she was not keen on the use of the yellow within the logo.

The Chief Officer advised that the logo had already gone to print on the marketing banners and so this could not be changed but she would be happy to take on board members comments.

Councillor S Hodges noted that no one would ever completely agree on the design which was why authority had been granted to the Chief Officer and sub-committee to work together to create the design. She suggested that if Rhian had particular concerns surrounding the logo that she speak with the Chief Officer outside of the meeting.

#### **RESOLVED:**

1. That the Shop Local logo be received and noted.

2. That Rhian Lees meet with the Chief Officer outside of the meeting to discuss her concerns surrounding the logo.

SL7. **UPDATE ON MARKETING ITEMS**

The Chief Officer provided to members the following update with regard to marketing items for the purpose of Shop Local:-

- The designers of the roundabout signage had been sent the Shop Local Logo. However, they were experiencing a delay and confirmation of final placements due to signs being moved between various roundabouts.
- The Shop Local banners had been ordered.
- The marketing pod (not able to source locally) had been sourced from a company in Bridgend and would be ordered soon.
- A final cost for wristbands and stickers was also in progress and again these were not able to be sourced locally.
- The Chief Officer suggested to members that they may wish to consider re-suable shopping bags in the future to promote Shop Local and handed members a sample to view.

**RESOLVED** that the marketing items update be received and noted.

SL8. **BUDGET EXPENDITURE TO DATE**

The Chief Officer advised that no monies had been physically spent to date. However, £2,100 of the £50,000 budget had been ring-fenced for use as previously agreed.

David Elliott noted that he would suggest the following for future consideration:-

Large TV situated at King Square to advertise businesses.  
Glass/Perspex box located at King Square with a map of Barry, detailing all the shops that could be found along Holton Road.

Councillor N Hodges noted at this point a figure he had found in relation to the salary of a Civil Enforcement Officer.

A separate issue surrounding unsecured bins at High Street was mentioned with Councillor Johnson suggesting that the issue is raised to either himself or Chris Edwards (Town Centre Manger) so it could be passed onto Colin Smith of the Vale of Glamorgan Council for action.

**RESOLVED** that the budget expenditure to date be received and noted.

SL9.

**DISCUSSION RE: SUMMER EVENTS AND PROPOSAL FROM HIGH STREET TRADERS AND ANY ITEMS TO BE PUT FORWARD TO COUNCIL'S MEETING OF FULL COUNCIL TO BE HELD ON WEDNESDAY, 31 MAY 2017**

The Chief Officer began discussions by stating that the group had previously indicated that they wanted to take a strategic approach to spending the allocated budget and that expenditure should be universal across all shopping areas.

Leanne Wood informed members of a request from High Street Traders for match funding to help them in their proposed event to combine their Spring and Summer Market to create a Village Fete to be held on 8 July 2017 at High Street. She advised that Chris Edwards had agreed to fund part of the event, whilst Sarah Jones of the Vale of Glamorgan Council had committed to fund the road closures and so they were looking for match funding to the amount of £1,500.

The Chief Officer advised that the group had previously considered launching the Shop Local Campaign around the proposed time and this could be incorporated into the High Street Traders suggested event to justify the expenditure and not be seen to treating one shopping area more favourably.

Leanne Wood noted that the event would also mark 50 years of High Street trading.

Councillor S Hodges suggested that members may wish to make a recommendation that the Village Fete is supported up to the amount of £1,500 with an additional £500 being reserved for any expenditure relating to marketing for the purpose of launching the Shop Local campaign at this event.

The Chief Officer advised that the notes of this meeting would be forwarded to the meeting of Full Council to be held on 31 May 2017 and any recommendations contained within them would be considered at that meeting.

David Elliott noted that the Holton Road Traders had had a similar discussion at their meeting relating to an event that they would like to hold at Holton Road. He advised that the idea was very much in its infancy stage at present, but they were looking to hold a "Battle of the Bands"/food and drink festival type event on 9 September at King Square and would the Council consider part funding this also.

Councillor Johnson stated that the next meeting of Shop Local would be held on 20 July 2017 and if the event is something that the Holton Road Traders would like to pursue then they should seek to provide more information at this time so members could make an informed decision.

**RECOMMENDED** to a meeting of Full Council to be held on Wednesday, 31 May 2017 that expenditure of up to £1,500 is approved from the Shop Local budget for the purpose of High Street Traders providing a Village Fete on Saturday, 8 July 2017 (later amended to Saturday 12 August) at High Street due to the fact that the event will be used as the launch of Shop Local and an additional amount of £500 is approved for the purpose of purchasing marketing items for the launch of Shop Local at this event.

The meeting ended at 7.30 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY GROUP HELD ON THURSDAY, 20 JULY 2017 AT 6.00 PM**

**PRESENT:** Councillors Collins, Drake, Hawkins, N Hodges, S Hodges, Payne (arrived at 6.05 pm), Perkes, Richardson (arrived at 6.10 pm) and Wilkinson (arrived at 6.50 pm) and Chris Edwards (Town Centre Manager – Vale of Glamorgan Council), David Elliott (Holton Road Traders/TL Computers), Leroy Keeble (Food for Thought), Nathan Keeble (Food for Thought), Sarah Keeble (Food for Thought), Nathan Spackman (Bro Radio), Leanne Wood (Spoilt for Choice) and Rachel Williams (Marshalls Butchers)

**ALSO PRESENT:** Emily Forbes – Chief Officer (Town Clerk)  
Robyn Walsh – Administrator  
Rhian Burns - Administrator

#### SL10. **APOLOGIES**

Apologies were received from Councillors Brooks, Johnson and Lloyd-Selby and Bob Armstrong, Fay Blakely, Debbie Burton-Slocombe, Gwawr Davies-Jones, Sharon Harris, Helen Huggins, Rhian Lees and Karen Short.

#### SL11. **NOTES OF MEETING HELD ON 25 MAY 2017**

6.05 pm – Councillor Payne arrived.

The Chief Officer advised members that she had received an update from Mike Clogg of the Vale of Glamorgan Council in respect of issues raised at the last meeting. She explained the legalities relating to bay parking at High Street and noted that the assault that had been highlighted at the previous meeting was not deemed “sufficiently threatening” to involve the police. She advised members that between March and April there had been 22 patrols at High Street and 46 patrols completed at Broad Street of which 3 PCN’s were issued, noting that the low number was due to a recent upgrade of their handheld system and technical difficulties due to this upgrade.

Rachel Williams queried if there were any figures for Holton Road?

The Chief Officer responded that she did not have these figures, but would request them and report back to the next meeting.

#### **RESOLVED**

1. That the notes of a meeting of the Shop Local Barry Advisory Group held on 25 May 2017 be approved and signed as a correct record.

2. That the Chief Officer contacts Mike Clogg of the Vale of Glamorgan Council to obtain figures regarding patrols of Holton Road and report back to the next meeting of Shop Local to be held on Thursday, 14 September 2017.

6.10 pm – Councillor Richardson arrived.

SL12.

### **MARKETING ITEMS PURCHASED TO DATE**

The Chief Officer advised members of the following marketing items that had been purchased:-

- Shop Local Pod
- 2 Shop Local Banners (advising that these had been produced prior to the minor amendments made to the logo)
- Car Stickers
- Wristbands
- Balloons (Produced by Dr Bob Balloons)
- 2,000 leaflets (promoting the High Street Victorian Fete and launch of Shop Local)

The Chief Officer advised members that the pod and banners could be utilised by traders at various events.

The Chief Officer also advised that she was mindful that the marketing products stock would be depleted once the launch of Shop Local had taken place at the High Street Victorian Fete and members may wish to consider this. She showed members an example of a shopping bag they may wish to consider purchasing (£155.00 for 100 bags).

Councillor Hooper queried if the bags were locally made.

The Chief Officer responded that she had spoken to a number of local printers and in order to print the Shop Local logo onto a bag, a specific printer is required which they do not seem to have.

Councillor Payne drew members attention to a bag she had which had been produced by the Royal British Legion. She advised members that it had been locally made and was of excellent quality, passing it around so members could see it. She noted that the bag had been produced by a company named “T-shirt Printing 4 U” located at Station Street, Barry.

Councillor Perkes and N Hodges queried the amount of wristbands in each pack and what the turnaround was in receiving them.

The Chief Officer advised that there were 100 wristbands in each pack and were not locally printed and that the turnaround was longer due to this.

Rachel Williams queried if members had considered erecting the Shop Local pod at the Barry Island Weekenders event this coming Saturday, due to the anticipated larger footfall.

The Chief Officer responded that any trader is welcome to loan the pod for events such as these.

Councillor Perkes suggested that leaflets could be handed out at the event.

Sarah Keeble advised members that each High Street trader had chosen an area to deliver leaflets, primarily the area in which they live.

The Chief Officer suggested that members reassess marketing stock levels in September.

Councillor Hooper noted that consideration needed to be given to where marketing material is sourced.

Sarah Keeble noted that Holton Road Traders were hopeful to launch Shop Local at Holton Road in September and members may wish to consider marketing material for this event also.

David Elliot queried the specific turnaround time in respect of wristbands.

The Chief Officer responded that the turnaround time was between 5 and 6 weeks. However, she would investigate further to source them from a more local company.

**RESOLVED:**

1. That members reconsider marketing stock levels at the next meeting of Shop Local to be held on Thursday, 14 September 2017.
2. That the Chief Officer source a more local company for the production of Shop Local wristbands.
3. That the Chief Officer contact T-shirt Printing 4 U and enquire regarding Shop Local shopping bags.

SL13.

**PLANNING FOR SHOP LOCAL LAUNCH 12 AUGUST 2017**

**High Street Village Fete (Shop Local launch)**

The Chief Officer advised members that Robyn Walsh had recently been appointed as Community Development Officer and she would be involved in the launch at this event. She also advised that Councillors would be invited and queried if traders had any more planning to do.

Sarah Keeble advised that planning was going well. However, they were experiencing issues regarding the stewarding of the event.

Leanne Wood advised that she had met with the Police Sergeant who wanted to know what provision they had made in respect of stewarding. She advised that the police will have a stand and so there would be a police presence and that she had also spoken to Newydd Housing who may be able to provide support.

Councillor Hooper queried how many stewards they required, to which Leanne Wood responded 15 – 20.

Councillor Payne suggested that they may wish to contact Tina Simmons of the Vale Youth Service as they have a lot of experience in event stewarding.

The Chief Officer suggested the Mayor's Scout Group could also be utilised.

Sarah Keeble suggested that if members of these youth organisations could involve themselves with the running of the games at the event then this would allow traders to take on the role of stewarding.

Councillor Hooper queried who would manage the stewards to which Leanne Wood responded that she would.

The Chief Officer queried if they had enough hi-viz vests and if risk assessments had been completed to which Leanne Wood responded that both matters were being dealt with and that all the relevant paperwork had been forwarded to Sarah Jones of the Vale of Glamorgan Council.

Councillor Hooper queried the publicity surrounding the event and was advised that the event had been publicised online, in the local newspapers, at the Scout Fete and leaflets had been dropped to various households around Barry.

Nathan Spackman advised that Bro Radio will provide a presence and have begun advertising it and will push advertising closer to the event.

The Chief Officer queried if the Chair of Shop Local could take part in an interview on air to promote it?

Nathan Spackman responded that he could look into this.

Chris Edwards advised that the Isle of Fire event at Barry Island would be a perfect opportunity to promote the event also.

Nathan Spackman advised that Bro Radio would be at this event and they could hand out leaflets. Sarah Keeble advised that she would ensure Bro Radio are provided with leaflets.

Councillor Hooper suggested members may wish to consider promoting the event at the Friendship Festival (Sunday) and the Duck Race at the Knap (Saturday), to which Councillors N Hodges and S Hodges advised that they would be happy to do this.

**RESOLVED:**

1. That Sarah Keeble provide Bro Radio with leaflets promoting the High Street Village Fete (Shop Local launch) in order for them to distribute at the Isle of Fire event.
2. That Councillor N Hodges and S Hodges promote the event at both the Friendship Festival and Knap Duck Race.

SL14.

**INDEPENDENT SHOPS LEAFLET PROPOSAL, FAY BLAKELY**

Members were provided with a sample of a leaflet promoting independent shops in Cardiff.

The Chief Officer advised that the proposal had been submitted by Fay Blakely and members may wish to consider a similar idea and different shopping zones could be colour coded as previously discussed.

Councillor Collins noted that she had seen something similar and that it was a really handy tool for people new to an area.

Councillor Hawkins suggested a board within the town that marks each shop with a button that could be pushed to light up an individual shop.

Councillor Hooper responded that it was a good idea, but shops change ownership quickly and so the board could get out of date.

Councillor Payne noted that she also liked the idea, but due to shops changing ownership she suggested members may wish to consider a digital board which could be updated electronically.

Councillor Hooper referencing the maps suggested that Council could work with the Shop Local logo designer and that it could potentially be funded through advertising.

The Chief Officer highlighted that the Barry Town Guides were due to be renewed and Councillors may wish to consider joining the two maps together?

Councillor S Hodges advised that she would prefer to keep the two maps separate but that Council may be able to source a better deal if two maps are required.

Councillor Perkes noted that consideration would need to be given to the quality of the paper due to the unpredictable weather.

Councillor Hooper suggested that it needed to be considered if digital would be the way forward.

David Elliot suggested that Colleges and Universities may have a scheme whereby they donate time to digital projects and maybe this should be investigated.

Councillor Hooper responded that that was an excellent idea and suggested that the Chief Officer contact CEMAS (University of South Wales) to explore this option.

Councillor N Hodges highlighted that signposting at train stations was still an issue.

The Chief Officer advised that she had previously spoken to Bob Guy of the Vale of Glamorgan Council regarding signposting and had been advised that signage was due to be updated. However, she could contact him further and specifically note train station signage.

Members noted that they would like to receive an update regarding possible options at their next meeting to be held on Thursday, 14 September 2017.

**RESOLVED:**

1. That the Chief Officer contacts CEMAS (University of South Wales) to investigate a digital partnership for the production of a digital map or similar.
2. That the Chief Officer contacts Bob Guy of the Vale of Glamorgan Council to discuss the lack of signage at Barry train stations.
3. That an update regarding possible options is provided to the next meeting of Shop Local to be held on Thursday, 14 September 2017.

SL15.

**PROPOSALS FROM OTHER GROUP MEMBERS**

Members were advised that at previous meetings of the Holton Road Traders Group that the group had expressed their interest in holding an event to raise the profile of the town and increase much needed footfall to the town centre. However, in order for the event to take place The

Holton Road Traders Group require funding to stage a music event which will strengthen and build upon the ongoing partnership between the local retailers and the local councils.

Members were advised that the event would be an exciting programme of live music bands on Kings Square with other associated activities and would be held on Saturday, 23 September 2017.

David Elliott advised members that they were hopeful to raise funds of approximately £1,000 through sponsorship which would allow sponsors to advertise around the stage.

Members queried if they had considered the selling of alcohol and that the costs of stewards would rise considerably if alcohol was to be sold.

David Elliott responded that they had considered this and were still unsure if they would allow the sale of alcohol.

Rachel Williams queried how Cadstock steward their event with alcohol?

Nathan Spackman responded that the Vale Youth Service help with stewardship.

Sarah Keeble queried if the group were looking for full funding to which David Elliott responded that they were.

Councillor Hooper advised that if sponsorship was gained as previously mentioned then this would reduce the overall cost.

David Elliott also noted that he had not approached any independent or national shops for funding.

Councillor Hooper queried if there was a way to integrate the different shopping areas?

Rachel Williams suggested that the food festival element of the event could be supported by the High Street Traders.

Leanne Wood and Sarah Keeble advised Rachel Williams of a weekly raffle they manage in order to raise extra funds for the various events they hold and advised they would pass on this information to Rachel.

Councillor Hooper queried if Chris Edwards of the Vale of Glamorgan Council would be able to support the event in any way?

Chris Edwards advised that Sarah Jones had allowed the square to be hired free of charge and he was able to offer a contribution of £500.

Councillor Perkes suggested that David may wish to also contact the Vale of Glamorgan Council to enquire if they had any equipment they could loan to the event such as a stage or sound equipment.

Chris Edwards also advised that Llantwit Major have a stage they may lend to the event for free, but members would also need to consider the cost of transportation.

Councillor Payne advised members of a scheme she was aware of that Shop Local may wish to consider in the future which allows residents to build tokens that can be used in various shops.

Councillor S Hodges noted her support for the event and suggested a figure of £2,800.

Members agreed with the proposal, but noted it was important to ensure the event links the different shopping areas.

**RECOMMENDED:**

To a meeting of the Finance, Policy & General Purposes Committee to be held on Monday, 24 July 2017 that expenditure is approved from the Shop Local budget heading of up to £2,800 for the sponsorship of an event to be held at Kings Square, Holton Road, Barry on Saturday, 23 September 2017 to be organised by the Holton Road Traders Group, in order for Shop Local to be officially launched within the Town Centre.

SL16.

**BUDGET EXPENDITURE TO DATE**

Members were advised that £8,000 of the Shop Local budget was committed to initiatives including Christmas Lights at Park Crescent and that in total (including committed monies) £13,000 of the £50,000 budget had either been spent or was committed to be spent.

6.50 pm – Councillor Wilkinson arrived.

Councillor S Hodges queried if the Christmas lights at High Street were under a separate budget heading, to which the Chief Officer responded that she believed it was.

David Elliott also noted that the Holton Road Traders had applied to national shops that trade on Holton Road to enquire if they would be prepared to contribute to the cost of Christmas lights at Holton Road.

**RESOLVED** that the verbal report regarding budget expenditure to date be received and noted.

SL17.

**ANY ITEMS TO BE PUT FORWARD TO COUNCIL'S FINANCE, POLICY & GENERAL PURPOSES COMMITTEE (24 JULY 2017)**

Members were advised of a previous recommendation already made with regard to £2,800 for the event to be held at Kings Square, Barry.

Councillor S Hodges suggested that the previously discussed item of maps may be beneficial to be ready for September.

The Chief Officer advised that members may wish to commit a budget.

Councillor S Hodges noted that the maps may go out of date quickly and so she was mindful that she did not want to overcommit.

David Elliott suggested that they could be reviewed every couple of months.

Councillor Perkes queried a potential colour scheme, to which Councillor Hooper suggested that it may be beneficial that Officers work with the Graphic Design Team that produced the Shop Local logo.

The Chief Officer advised that a turnaround time of September would be unrealistic and that Christmas may be a more realistic date to work towards.

Councillor Perkes suggested that it would be beneficial if the group could see a sample by its next meeting.

Councillor S Hodges suggested a budget heading of £2,000 for the production of promotional maps.

Councillor Wilkinson suggested that if more money is required to fulfil this project then delegated powers be granted to Group Leaders and the Chief Officer under Urgent Actions (within reason).

**RESOLVED** that the Chief Officer aim to bring a sample promotional map to the next meeting of the Shop Local Barry Advisory Group to be held on Thursday, 14 September 2017 and that the promotional maps are ready for distribution over the Christmas period.

**RECOMMENDED:**

1. To a meeting of the Finance, Policy & General Purposes Committee to be held on Monday, 24 July 2017 that expenditure is approved from the Shop Local budget heading of up to £2,800 for the sponsorship of an event to be held at Kings Square, Holton Road, Barry on Saturday, 23 September 2017 to be organised by the Holton Road Traders Group, in order for Shop Local to be officially launched within the Town Centre and;

2. A budget heading of £2,000 is approved for the production of promotional maps with delegated powers being granted to Group Leaders and the Chief Officer under Urgent Action should the project required further funding, within reason.

SL18.        **DATE OF NEXT MEETING**

**RESOLVED** that the date of the next meeting is scheduled to be held on Thursday, 14 September 2017 at 6 pm.

The meeting ended at 6.55 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY GROUP HELD ON THURSDAY, 14 SEPTEMBER 2017 AT 6.00 PM**

**PRESENT:** Councillors Collins, N Hodges, S Hodges, Johnson, Payne and Perkes and Bob Armstrong (Dr Bob's Balloons), Debbie Burton-Slocombe Karen Davies (Blonde Ambition), Chris Edwards (Town Centre Manager – Vale of Glamorgan Council), David Elliott (Holton Road Traders/TL Computers), Leroy Keeble (Food for Thought), Nathan Keeble (Food for Thought), Sarah Keeble (Food for Thought), Sharon Harris (Barry & District News), David Latham, Rhian Lees (Pride in Barry), Kevin Moore (Photographer), Nathan Spackman (Bro Radio), Leanne Wood (Spoilt for Choice) and Rachel Williams (Marshalls Butchers)

**ALSO PRESENT:** Emily Forbes – Chief Officer (Town Clerk)  
Robyn Walsh – Community Development Officer  
Rhian Burns - Administrator

#### SL19. **APOLOGIES**

Apologies were received from Councillors Drake, Hooper and Richardson.

#### SL20. **NOTES OF MEETING HELD ON 25 MAY 2017**

The Chief Officer advised members that she had contacted Bob Guy of the Vale of Glamorgan Council to discuss the lack of signage at Barry train stations. Bob Guy advised that it was something the Vale of Glamorgan Council had looked at in conjunction with Arriva. He also advised that the Vale of Glamorgan Council would be interested in working in partnership with Barry Town Council to improve signage to shopping centres. Group members agreed with this as a new action.

**RESOLVED:** That the notes of a meeting of the Shop Local Barry Advisory Group held on 20 July 2017 be approved and signed as a correct record.

**RESOLVED:** That further exploration around improving signage is undertaken with Vale of Glamorgan Council

#### SL21. **PRESENTATION FROM KEVIN MOORE RE PHOTOGRAPHY PROJECT: A YEAR IN BARRY**

Members received a presentation from Kevin Moore outlining his plans for a 12 month project documenting the people of Barry.

Rachel Williams queried how it would be decided who was to be photographed for the project. Kevin Moore advised that anyone who wanted to could be included in the project as the intention was to take more than 1000 photos as a permanent archive which would be

presented to the Barry & District News, Barry Town Council and Barry Island Historical Association.

Councillor S Hodges noted that historical photographs of people with the businesses were very rare and added that she felt this project would capture the imagination of local people.

Sharon Harris advised members that there had been over thirty responses to the Facebook page and over 125 email requests for photographs to be taken so far, all of whom would be included in the project.

Rhian Lees queried where the final exhibition would be held. Kevin Moore advised that there would be an exhibition held at the Senedd as well as a larger exhibition in Barry in a venue such as the Memorial Hall or Masonic Hall.

Bob Armstrong questioned if Kevin Moore was requesting funding from the group. Kevin Moore confirmed that he would like to request funding and had identified costs of around £5000 to cover the cost of the exhibition and his own expenses.

Rhian Lees queried whether a more central location would be better for the exhibition and suggested the Art Space at Barry Library. Sharon Harris advised that this space would be too small. Councillor S Hodges suggested the Art Space could be suitable for a smaller 'pop up' exhibition specific to Holton Road. She further added that there could be a series of smaller exhibitions around the town documenting the area they are located in.

Councillor N Hodges noted that there were significant gaps in the town's historic photographic record. He also noted that going forward the archive created could be a useful tool in providing therapy sessions to people with dementia.

Councillor Brooks asked if any of the other funding sources outlined in the report had been explored yet. Kevin Moore responded that he would like to ask for guidance in how to best approach the other organisations for funding as this was the first time he had carried out such a project. He also added that he was open to any suggestions members might have about alternative sources of funding.

Sharon Harris noted that the project would also capture events in Barry as well as businesses.

Bob Armstrong thanked Kevin Moore for his presentation of the project plan.

Kevin Moore left the meeting.

Councillor Hodges noted that she felt the project was worthwhile and proposed that the Shop Local committee should support the project in principle until the finer details of financing were finalised.

Councillor S Hodges suggested the Community Development Officer might be able to assist Kevin Moore with the creation of a business plan.

Shop Local members discussed how much financial contribution the group should seek to make towards this project and £2,500 was proposed and seconded.

**RESOLVED:**

1. That the presentation from Kevin Moore be received and noted.
2. That the Community Development Officer assist Kevin Moore in the creation of a business plan.

**RECOMMENDED:**

To a meeting of the Finance, Policy & General Purposes Committee to be held on Monday, 16 October 2017 that expenditure is approved from the Shop Local budget heading of up to £2,500 for the sponsorship of a photography project titled 'A Year in Barry'.

SL22.

**PLANNING FOR SHOP LOCAL LAUNCH AT HOLTON ROAD - 23 SEPTEMBER 2017**

The Community Development Officer advised members that there were Shop Local branded wristbands and car stickers available to give out from the pod at the event.

David Elliot informed members that the sales of advertising space on the stage and speakers was going well with six of the available fourteen spaces sold. He advised that he would be approaching more businesses over the coming week.

Chris Edwards suggested any unused advertising space be taken up with the Shop Local banners.

David Elliot also advised members that five bands had now confirmed their attendance at the event. Rachel Williams added that there would be a further four acoustic sets taking place inside the library as well as performances by Razzle Dazzle Theatre School. Other activities to take place are face painting, balloons, bouncy castle in Central Park, BBQ provided by Marshall's butchers and reptile handling sessions provided by Bite Me reptile shop.

Bob Armstrong queried whether any other businesses on Holton Road would be doing anything on the day. Dave Elliot advised that he would be advertising the event to other businesses to find out if there was anything else that could be put on.

Councillor Brooks queried whether there was any involvement from the traders at the East End of Holton Road. Rachel Williams confirmed that the reptile handling sessions and the balloons were being provided by traders at the East End of Holton Road.

Rachel Williams advised members that any proceeds from the event would be put towards the Christmas lights funds.

**RESOLVED:** That the verbal update regarding Party on the Square to be held at King Square on 23 September 2017 be received and noted.

SL23. **FEEDBACK FROM SHOP LOCAL LAUNCH EVENT AT HIGH STREET – 12 AUGUST 2017**

Members received an update from the Community Development Officer regarding the Shop Local Launch held at High Street Village Fete on Saturday 12 August 2017.

Bob Armstrong added that there had been a great turnout of people at the event which had received positive feedback. He added that this could be built on to make it an annual event.

Councillor N Hodges noted that a huge amount of work had been put into the event by the High Street traders which had been important in the successful running of the event.

**RESOLVED:** That the report be received and noted.

SL24. **SHOP LOCAL ROUNDABOUT SIGNAGE**

The Chief Officer made members aware that the Shop Local roundabout signage had now been installed, noting that should the advertising space be bought the signs would need to be removed.

**RESOLVED:** That the report be received and noted.

SL25. **SHOP LOCAL PROMOTIONAL MAPS**

The Community Development Officer presented members with an update on the status of the promotional Shop Local maps. It was noted that as there were such a large number of independent businesses in Barry that it may be impractical to include them all on one map.

Councillor N Hodges commented that at least one of the shops on the report had since closed, noting that if the map was a hard copy of all the shops in Barry it would very quickly be out of date.

The Community Development Officer suggested the map could be produced electronically and suggested that CEG could carry out the design work.

The Chief Officer noted that the 'Get Lost in Cardiff' map which had been well received by members at the last meeting had only 24 shops included, all of whom had paid to be on the map making it very exclusive with a clean look.

Rhian Lees commented that she felt the Get Lost in Cardiff map looked better and that shops should make a contribution if they wanted to be involved.

Councillor Payne queried whether there would be any issue surrounding including businesses without the permission of the owners.

The Community Development noted that there could be an issue if any business were inadvertently missed from the map.

Councillor Payne added that she felt business owners should have to make a positive move to be included.

Councillor S Hodges noted that she felt the Get Lost in Cardiff map was more appealing and also felt that traders should make a positive move to be included. She added that a token amount of money such as £10 should be charged for inclusion which would not fund the maps but be put back into the Shop Local budget.

Mark suggested a higher amount of £50 for inclusion, as the vast majority of traders would be highly likely to pay a very low amount like £10 so there may still be too many to include and it would not feel very high spec.

Rachel Williams noted that she felt all businesses should be included on the map.

Councillor Perkes queried whether there would be a key for the map with a description of the shop. The Community Development Officer advised that this would only be possible with a smaller number of businesses included.

Dave Elliot suggested that an electronic version of the map could be better as this could be constantly updated.

The Community Development Officer suggested that the maps could be given out to Air BnB venues to inform visitors to the area about the

shopping centres in Barry. Councillor Brooks added that she felt this would be an interesting idea.

Rhian Lees queried if the map was being produced with tourists specifically in mind, would a number of the services need to be included?

The Chief Officer noted that with so many independent shops in Barry the main question was surrounding the format of the map – i.e. should all businesses be included and should there be just one map or three maps as suggested in the Community Development Officer's report.

Rachel Williams noted that she felt the map should mainly be about retail but that a link could be provided with information about other services.

Councillor Perkes stated that she felt the map should be targeted at local people to encourage them to shop locally.

The Community Development Officer noted that if three maps were to be produced the costs would increase significantly.

Councillor Payne suggested that a link for services could be to the Business Directory on the Barry Town Council website.

A representative from AA Dancewear queried where the maps would be made available and suggested the airport as a possibility. Bob Armstrong noted that all transport hotspots should have copies available as well as the tourist information centre.

**RESOLVED:**

1. That the Community Development Officer liaise with more design companies to find out options for the layout of the map.
2. That the map is discussed further at the next meeting of the Shop Local Group to be held on Thursday 9 November 2017.

SL26.

**PARK CRESCENT CHRISTMAS LIGHTS**

The Chief Officer advised members of the issues which needed to be addressed with regards putting up Christmas lighting at Park Crescent. These included permissions for the installation of brackets, electricity supply and the minimum spend required for the installation to go ahead.

The Chief Officer noted it would be beneficial to set up a Park Crescent specific group in order to address these issues.

Rhian Lees queried whether it would be possible to make the lights switch on an event similar to the one on High Street. Chris Edwards advised that as Park Crescent is a main thoroughfare it would be unlikely that permission would be given to close the road.

**RESOLVED:** That a Park Crescent specific group be set up to discuss plans for the Christmas lights urgently as deadlines for ordering are early October 2017.

SL27.

### **CHRISTMAS EVENTS/CAMPAIGN**

Members discussed ways to promote the Shop Local campaign in the run up to Christmas. Rhian Lees advised that it would be 100 days to Christmas at the coming weekend and suggested something could be done to count down to Christmas. The Community Development Officer suggested tweeting 100 reasons to Shop Local.

Leanne Wood gave members an update on the feedback they had received from the public regarding the Christmas light event. It was noted that a number of people dislike the stage set up as it created a bottle neck in the street and specifically did not bring their children to the event for this reason. It was suggested that a Christmas tree could be used to create a centre point for the evening rather than the stage.

It was noted that a Christmas market could prove popular but it was felt the community focus should be maintained by the stalls being run by the local traders.

Sarah Keeble suggested that as the music during the summer event had been well received that local choirs and music groups could be invited to attend. She also suggested contacting local churches to find out if it would be possible for a lantern parade to travel through the street.

Leanne Wood advised that the costs for the evening had been estimated to be around £5600. Of this figure £1000 would be the cost of closing the road which would be covered by the Vale of Glamorgan Council.

Rhian Lees left the meeting at 7.25pm.

Councillor N Hodges suggested that the event could be made into a longer evening by starting earlier and having more going on in a similar fashion to the summer fete. Councillor N Hodges also queried the overall cost of the summer fete. Leanne Wood advised that it was slightly less than the £5600 projection for the Christmas event but that there were added costs associated with the extra lighting required.

Chris Edwards advised that £500 could be allocated by the Vale of Glamorgan Council towards the Christmas event.

Councillor N Hodges proposed a figure of £2500 from the Shop Local budget to fund the event.

The Community Development Officer noted it would be useful to have a calendar of events in order to plan costs more effectively from next year. Bob Armstrong highlighted a copy of an events calendar from Shrewsbury and suggested this could be something useful to look at for 2018's events, with a specific budget associated for planning purposes.

**RECOMMENDED:**

To a meeting of the Finance, Policy & General Purposes Committee to be held on Monday, 16 October 2017 that expenditure is approved from the Shop Local budget of £2,500 for the sponsorship of the High Street Christmas event.

SL28. **MARKETING STOCK LEVELS**

The Community Development Officer provided members with an update of current stock levels in terms of marketing and provided suggestions for future items members may wish to consider purchasing.

The Community Development Officer suggested that the proposed Shop Local branded cloth bags could be distributed to local traders to sell to members of the public to raise funds for further marketing.

The Community Development asked Members to consider if they wished to include any marketing materials in the goody bags to be handed out after the Santa Fun Run on 3 December 2017.

**RECOMMENDED:**

To a meeting of Finance, Policy & General Purposes to be held on Monday, 16 October 2017 that £1,000 is allocated to purchase Shop Local cotton bags, wristbands and fridge magnets for promotional purposes.

SL29. **SMALL BUSINESS SATURDAY**

Members received a report from the Community Development Officer to make them aware that Small Business Saturday will take place on Saturday, 2 December 2017. A discussion took place on how the Shop Local campaign will link in with this.

The Community Development Officer also advised members that she had arranged for the Small Business Saturday UK Bus Tour to make a stop at Barry on Friday, 10<sup>th</sup> November at 9.30 am and encourage

members to attend for a photo opportunity which could be used as part of a wider campaign in the lead up to Small Business Saturday.

**RESOLVED**

1. That members receive and note the report.
2. That members note that the “Small Business Saturday” bus tour will visit the Council Offices on Friday, 10 November 2017 at 9.30 am and that they should advise the Community Development Officer if they will be available to attend.

SL30. **DATE OF NEXT MEETING**

**RESOLVED** that the date of the next meeting is scheduled to be held on Thursday, 9 November 2017 at 6 pm.

The meeting ended at 7.45 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY GROUP HELD ON THURSDAY, 9 NOVEMBER 2017 AT 6.00 PM**

**PRESENT:** Councillors Hawkins (arrived at 6.20), N Hodges, S Hodges, Hooper and Payne and Bob Armstrong (Dr Bob's Balloons), Fay Blakeley (Homemade Wales), David Elliott (Holton Road Traders/TL Computers), Leroy Keeble (Food for Thought), Sarah Keeble (Food for Thought), Kelvin Knight, Sharon Harris (Barry & District News), David Latham (Holistic and Sports Therapist), Matthew Lock, Nathan Spackman (Bro Radio), Leanne Wood (Spoilt for Choice) and Rachel Williams (Marshalls Butchers) and Karen (Balance the Body).

**ALSO PRESENT:** Emily Forbes – Chief Officer (Town Clerk)  
Rhian Burns – Administrator  
Aaron Jones - Administrator

#### SL31. **APOLOGIES**

Apologies were received from Councillors Bertin, Johnson and Wiliam and Chris Edwards, Helen Huggins and Debbie Slocombe.

#### SL32. **NOTES OF MEETING HELD ON 14 SEPTEMBER 2017**

Councillor Hooper noted that Small Business Saturday was taking place on 2 December 2017 and that the Small Business Saturday Bus was visiting the Town Council offices on Friday, 10 November 2017. Bob Armstrong raised a point re: marketing and advertising of Small Business Saturday and that traders needed to take ownership of finding innovative ways to attract customers.

#### **RESOLVED:**

1. That traders inform the Community Development Officer of any special offers / discounts / events they are planning for Small Business Saturday and that this is publicised through social media networks in the run up to the day.
2. That the notes of a meeting of the Shop Local Barry Advisory Group held on 14 September 2017 be approved and signed as a correct record.

#### SL33. **SHOP LOCAL BUDGET UPDATE**

Members were presented with a breakdown of the Shop Local expenditure to date.

Councillor S Hodges queried when a discussion would take place regarding the Shop Local budget noting that it is not set annually, but a single budget of £50,000 allocated across financial years. The Chief

Officer advised that at the budget setting meeting of Council in February, the five year forecast would be discussed in line with aspirations set out in the corporate plan. She advised that it was anticipated that the £50,000 in the Shop Local budget would be spent before this five year period was over and therefore believed an amount would need to be considered in the Council's longer term budget plans from 2020/2021

Bob Armstrong noted that he was concerned about the amount of money that had been spent on events and felt that the budget should be more sustainable and a limit put on event spending.

The Chief Officer advised that a strategic budgeting discussion was required and this could take place at the January meeting which would also consider setting parameters for an events budget and events programme for the calendar year, and not ad hoc as has been current practice.

**RESOLVED:** That an item be added to the agenda of the next Shop Local Barry Advisory Group meeting on Thursday 4 January 2018 to discuss strategic budgeting and sustainability.

SL34.

**FEEDBACK FROM SHOP LOCAL LAUNCH EVENT AT HOLTON ROAD – 23 SEPTEMBER**

Members were provided with an update regarding the Shop Local Launch held at the Party on the Square event on Saturday, 23 September 2017.

Dave Elliott and Rachel Williams gave a verbal update on the event and noted that it had been very well received by the public with calls made for it to become an annual event. It was highlighted that roughly £1,900 was spent on the event with £600 made back from advertising revenue and a percentage of the takings from stalls of non Holton Road traders. The underspend from the predicted £2,500 event budget was due to the cost of the stage being covered by the Vale of Glamorgan Council.

It was noted that the activities in the library had gone well but that Central Park could have been better utilised.

The Chief Officer gave members feedback from the Community Development Officer's engagement exercise.

**RESOLVED:** That the update regarding Party on the Square held at King Square on 23 September 2017 be received and noted.

SL35.

### **HIGH STREET CHRISTMAS LIGHT SWITCH ON**

Members received a verbal update regarding the High Street Christmas light switch on event. The High Street traders highlighted the challenges that have arisen over previous years due to not having a central area to congregate and bad weather.

They outlined plans for this year's event which would differ from previous years as the road would not be closed and the events would take place inside individual shops. The 'concertina style' doors at the Baruc Arms will be opened up to allow performances by Barry Community Choir which will be relayed along the street using a PA system. Entertainment acts have been booked to mingle with the crowd in the shops. A lantern parade will also take place along the street by the children from All Saints Sunday School.

It was noted that the summer event had been so successful due to the traders themselves hosting the event and it was hoped the Christmas event would be as well received.

Councillor Payne raised an idea for promoting the Shop Local #verybarrychristmas campaign by filming Councillor and traders singing a song she had written by adapting the lyrics of Have Yourself a Merry Little Christmas and how it could be filmed in different locations around Barry to tie in with each line.

A discussion took place around a budget for the event which would cover travel expenses, badges to hand out to the public, Christmas hats and a banner with the #verybarrychristmas slogan on.

**RESOLVED:** That the verbal report be received and noted.

**RECOMMENDED:** To a meeting of Full Council on Monday 11 December 2017 that a budget of £800 be agreed to cover costs involved with recording the #verybarrychristmas song. (This is likely to be taken forward via an urgent action due to time constraints).

SL36.

### **PARK CRESCENT CHRISTMAS LIGHTS**

The Chief Officer provided members with an update on progress of the Park Crescent Christmas Lights noting the issues that had arisen surrounding gaining landlords' permissions and electricity supplies.

The Chief Officer noted that the budget needed to be increased to cover the external electrical supplies but that this would be a one off expense for the first year of the lights being in place. She also informed members that the Community Development Officer was liaising with the traders and the electrician to finalise the quote to be taken to Council.

Sarah Keeble queried whether there would be any kind of event to mark the switch on. It was advised that there were limitations on what could be organised at Park Crescent due to the layout and thoroughfare nature of the street but that there were plans in place to have a choir singing in the Park Hotel on the evening of 9<sup>th</sup> December.

**RESOLVED:** That the verbal report be received and noted.

SL37.

### **CHRISTMAS FAYRE AT HOLTON ROAD – FUNDING REQUEST**

Rachel Williams provided members with a proposal for funding from the Holton Road traders to hold an event over the 25<sup>th</sup> and 26<sup>th</sup> November. She noted that this would be the first time for a number of years that there would be Christmas lighting on Holton Road with work starting to install the electrical supplies on Monday 13<sup>th</sup> December.

The event that was planned would include;

- A Christmas Market to be held on the pedestrianised area of Holton Road with around 20 stalls
- Lantern making in the library
- A steel drum band
- The Round Table Santa
- A Nativity scene 'living display'
- Donkey and Shetland pony rides
- A brass band playing carols

A discussion took place surrounding what the funding would cover and where adjustments would be made should the Vale of Glamorgan Council refuse funding causing a shortfall in the budget. It was confirmed that the funding was to cover the event and that the scale of the lighting would be reduced if the required budget was not met.

Councillor Hooper queried where the £1280 marked 'self-funded' on the budget breakdown was from. Rachel Williams advised that this was a combination of savings and £600 raised at the summer event.

Sarah Keeble raised the issue of insurance and noted that the Vale of Glamorgan Council had expected the High Street traders to provide their own insurance for any events held there. Rachel Williams noted that she would seek clarification from the Vale of Glamorgan Council on the issue of insurance.

Dave Elliot queried whether it would be possible to allocate the unused funds granted for the summer event for the Christmas event. The Chief Officer advised that this would need to be discussed further with officers.

The Chief Officer clarified expenditure on Christmas lights and Christmas events to date which came from different Council budgets:

High St., Park Crescent, Holton Road each allocated £6,000 from the Council's Corporate Events budget for Christmas lights.

High St. had already been allocated £2,500 for its Christmas event as discussed at minute SL35.

**RECOMMENDED:** To a meeting of Full Council on Monday 11 December 2017 that expenditure is approved from the Shop Local budget of £2,500 for the sponsorship of the Holton Road Christmas event with the proviso that Barry Town Council is given recognition for its sponsorship on all marketing and publicity, including Facebook and is given its own stand for Barry Town Council to promote its work on both days. (This is likely to be taken forward via an urgent action due to time constraints).

SL38. **SHOP LOCAL PROMOTIONAL MAPS**

Members were provided with a report updating them on the production of the Shop Local Promotional Maps and also mock ups of designs from two companies.

A discussion took place surrounding the designs of the two maps. It was noted that the layout of Option 2 was confusing, particularly for people not familiar with Barry.

Councillor S Hodges suggested a sub group to decide on the details and layout of the maps.

It was felt that neither design had met the brief that had been given for a quirky, contemporary design.

The Chief Officer noted that these were both very early mock ups and also raised the issue that design companies were reluctant to provide examples without receiving any payment so £500 of the budget had already been committed. It was also noted that is very difficult to design a map by committee and that this should be delegated to the Community Development Officer and a member of Shop Local to act on behalf of the traders.

**RESOLVED:** That Fay Blakeley liaise with the Community Development Officer to take the Promotional Map project forward.

SL39. **TRAIN STATION SIGNAGE**

Members received a report providing them with an update regarding train station signage at Barry Dock and Barry Train Station.

The Chief Officer asked members for their input on what should be displayed and which signage they were looking for – i.e. wayfinding

boards, static printed tourist information boards, digital columns, interactive maps etc.

Bob Armstrong stated that he would like to see a digital version of the Shop Local promotional maps on the signage.

Councillor Hooper noted that time should be taken over the decisions around the signage as it would constitute a significant part of the Shop Local budget. He also queried whether it would be better to design an app for mobile devices which could then be funded by targeting local advertising. Councillor Payne added that advertising on local social media could be beneficial.

Councillor S Hodges queried whether it was possible to purchase advertising space in train stations and on the trains themselves. The Chief Officer advised that this was not possible and had been checked by the CDO who discovered that this space was used solely for displaying Arriva information.

Dave Elliot suggested creating a digital version of the map that could be 'signposted' from advertising and maybe putting on the Council's website with a link advertising it.

**RESOLVED:**

1. That the Community Development Officer continues to have this conversation around possible options and meet with Chris Edwards and a representative from Arriva trains to discuss signage possibilities at Barry Dock and Barry Train Stations.
2. That an item be added to the agenda of the next Shop Local Barry Advisory Group meeting on Thursday 4 January to discuss the train station signage further.

SL40.

**OUT OF DATE SIGNAGE AT HIGH STREET**

Members were provided with a report providing details of a potential project they may wish to explore to replace out of date signage with a Shop Local promotional sign.

**RESOLVED:** That members support the project in principle, subject to the costings involved being explored up to a budget of £300 and the necessary permissions being sought with a further paper being submitted to a future meeting of Shop Local.

SL41.

**VACANT SHOP WINDOWS**

Members were provided with a report detailing a potential project they may wish to explore in future involving placing Shop Local advertisements in vacant shop windows.

A discussion took place regarding the signage. It was felt that whilst the initiative was a good idea, £335 was too expensive for a sign that could not be reused and would potentially only be in place for a short period. The option of producing reusable signage that could be moved was raised. It was also noted that many shop fronts would be covered with shutters whilst unoccupied.

Councillor Payne noted that a similar initiative was taking place in Newport Market where local artists were invited to display their work in vacant stall space. The option of using blow ups of local photographers work in shop windows was also raised as canvasses were cheaper than making bespoke signs.

Bob Armstrong raised the possibility of vacant shops being used on short term lets by local crafts people or charities e.g. WI. Rachel Williams noted that many landlords were reluctant to allow short term lets and queried whether it would be a possibility for Barry Town Council or the Vale of Glamorgan Council to take on a longer term let and allow sub-letting

**RESOLVED:** That the options for reusable signage for vacant shop windows be explored and that the Community Development Officer meets with landlords/estate agents to test initial appetite.

SL42. **DATE OF NEXT MEETING**

**RESOLVED** that the date of the next meeting is scheduled to be held on Thursday, 4 January 2018 at 6 pm.

The meeting ended at 7.25 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY GROUP HELD ON THURSDAY, 4 JANUARY 2018 AT 6.00 PM**

**PRESENT:** Councillors Hawkins, N Hodges, S Hodges, and Johnson and David Elliott (Holton Road Traders/TL Computers), Sharon Harris (Barry & District News), Rachel Williams (Marshalls Butchers), Chris Edwards (Vale of Glamorgan Council – Town Centre Manager) and Rhian Lees (Pride in Barry).

**ALSO PRESENT:** Robyn Walsh – Community Development Officer  
Aaron Jones – Administrator

Due to both the Chair and Vice-chairperson being unable to attend the meeting, members were requested to nominate a chair to preside over the meeting. Councillor N Hodges was nominated by Councillor S Hodges and seconded by Councillor Johnson.

**RESOLVED** that Councillor N Hodges chair the meeting of the Shop Local Barry Advisory Group in the absence of the Chair and Vice-Chairperson.

#### SL43. **APOLOGIES**

Apologies were received from Councillors Charles, Collins, Drake, Hooper, Richardson and William and Bob Armstrong and Fay Blakeley.

#### SL44. **NOTES OF MEETING HELD ON 9 NOVEMBER 2017**

The Community Development Officer provided members with a brief update referring to the action sheet. She advised members that (minute no. SL41) she had written to Estate Agents and had received only one positive response. She requested that if members agreed, she would not pursue this action further due to the lack of support.

#### **RESOLVED:**

1. That due to the lack of support in respect of minute no. SL41 that this initiative is no longer pursued by the Community Development Officer.
2. That the notes of a meeting of the Shop Local Barry Advisory Group held on 9 November 2017 be approved and signed as a correct record.

#### SL45. **TERMS OF REFERENCE**

Members were asked to consider the revised Terms of Reference for the Shop Local Barry Advisory Group.

Rhian Lees queried whether a starting point should be identified for events and promotions that have taken place to date, to accurately

determine the effectiveness of the Shop Local campaign to date, , before making further recommendations regarding future expenditure. In particular, trader thoughts on whether the campaign has had a positive impact on revenue figures since its implementation.

Chris Edwards informed the group that from conversations he has had with individual traders, the general feeling was that the Shop Local campaign had increased footfall.

Councillor Johnson suggested that any recommendations regarding the expenditure of the Shop Local budget be made after identifying the strategic vision for the group.

**RESOLVED** that the Terms of Reference for the Shop Local Barry Advisory Group be approved.

SL46.

**SHOP LOCAL STRATEGIC VISION 2018/19**

Members were provided with a discussion paper for Shop Local's strategic vision and associated budgeting (2018-2020) for their consideration.

Members were provided with an update regarding the Shop Local expenditure to date. The Community Development Officer provided amended figures based on events that had not been previously included within the totals included in the agenda. It was established that there is a remaining budget of £31,960, resulting in an annual budget of £15,980.

David Elliott felt that the Shop Local campaign needed to try to regenerate funds from events in order to reinvest monies in future incentives.

The Community Development Officer suggested that members may wish to consider the production of a survey (based on earlier comments made by Rhian Lees regarding identifying a starting point from which to base future goals/initiatives).

Rhian Lees agreed and suggested that surveys should be carried out on social media to gauge current consumer awareness of the Shop Local scheme.

Councillor Johnson stressed the importance of obtaining feedback from traders to ascertain their opinions on how previous events had impacted upon individual businesses. He continued that information and feedback from these events was necessary in order to prioritise budgeting and strategic visions effectively.

Sharon Harris felt that a social media survey alone would be unrepresentative and exclude potentially valuable opinions from consumers who do not utilise that platform.

The Community Development Officer proposed that a survey of both consumers and traders would be the most effective way to identify any differences and effects that the Shop Local campaign has made to local trade since its inception.

Rhian Lees suggested that the survey should simply ask if consumers are aware of the Shop Local campaign, and if the campaign has influenced them to use more local services.

David Elliott suggested that a leaflet drop outlining what the Shop Local campaign is trying to achieve would be a good way to advertise the scheme. Councillor S Hodges expressed concerns at the cost of production and distribution of the leaflets and whether the potential costs would generate a worthwhile response to justify the outlay.

Councillor Johnson commented that the changes made to the High St Christmas event had impacted positively on the traders due to the increased opening times and trade as a result of the street remaining open. He also stated that the Christmas events at Holton Rd had also had a positive impact resulting in increased footfall and revenue for a lot of the businesses in the area.

Councillor N Hodges asked whether traders were happy with the events that took place in the previous year and if they would rather maintain these events or if they would like to deploy new strategies for the coming year.

Members of the group felt that more data regarding the opinions of consumers and traders was needed to effectively plan for future budgeting. They recommended obtaining figures from traders where possible to judge the effect of the events that had already taken place to successfully plan for future events.

Rachel Williams queried whether floral displays would be beneficial in order to improve the appearance of the Town Centre. The Community Development Officer highlighted the strategic objective to improve the look of identified areas by spring 2019, Councillor S Hodges added that this was also a part of the Council's corporate plan.

Councillor N Hodges noted that King Square is owned by the Vale of Glamorgan Council and suggested that any floral displays involving the square would require cooperation and/or partnership with the Vale of Glamorgan Council.

Councillor Johnson added that while flower displays would brighten up the Holton Rd area, the justification for these must be to have a positive impact and increase footfall and revenue for the area.

David Elliott suggested that offering sponsorship of some or all of the flower displays could provide an effective way to subsidise the costs.

Members recommended that the Community Development Officer meet with Holton Rd Traders to establish a strategy on the best way to approach implementing floral displays in the Holton Rd area.

Councillors S Hodges suggested that members may wish to consider proposing to the next meeting of Full Council an increase to the Shop Local Budget, in order to fulfil the group's aims and objectives.

David Elliott stated that he would like to introduce quarterly markets to attract people to Holton Rd incorporating themes to coincide with the seasonal timings of each market – starting with a flower market in the first quarter of 2018. He suggested that this could be a suitable method to recoup money for the Shop Local budget and attract consumers to the area on a more regular basis.

Chris Edwards suggested that Shop Local events should be strategically planned to coincide with other public events, noting that St. David's Day is not capitalised upon enough.

Councillor Hawkins added that the War centenary would also be an event that could be incorporated to the Shop Local events planning schedule.

Rhian Lees suggested that the upcoming Royal Wedding could be capitalised on, encouraging people to mark the occasion with community events and street parties, with local businesses promoting these parties and offering the necessary materials and services.

Councillor S Hodges stated that the Council has historically supported community activities and street parties to mark prestigious occasions and landmarks and have not stipulated where the organisers should purchase the resources for their parties. However, organisers could be encouraged to shop locally.

Rachel Williams made the request to tidy-up the Holton Rd area as it is beginning to look run-down, in particular old Christmas decorations that are still in place should be removed along with older fixtures and fittings in the street.

Councillor Johnson asked that costs to undertake the work be identified, to which Chris Edwards said that he could action this with colleagues and contacts in the area. Councillor Johnson also recommended asking the Vale of Glamorgan Council and private landlords to facilitate and subsidise financially where necessary.

Chris Edwards made members aware of a newly introduced Vale of Glamorgan incentive called Stronger Communities Together. The incentive offers grants toward the cost of initiatives within the Vale of Glamorgan which help to support the vision of "strong communities with a bright future". Councillor S Hodges suggested that both incentives fell under the same remit and suggested that Holton Rd

Traders also look into the possibility of obtaining a grant under the Vale of Glamorgan scheme to support the works required.

Members discussed and agreed that a request should be made to the Full Council Committee for additional Shop Local funding. After discussion, it was decided that an additional £18,000 over two years (taking the yearly budget to £25,000) should be requested at the next Full Council Committee meeting.

Councillor N Hodges suggested that the group may wish to consider working towards a more environmentally friendly shopping experience, specifically concentrating on the elimination of plastic wherever possible.

Rhian Lees informed members that a “Ditch The Plastic” campaign had already begun at Barry Island and had garnered a lot of support from the community. She added that she was not in favour of the Shop Local wristbands, as they are plastic and that they appear to have had minimal impact on the success of the group.

David Elliott agreed and suggested that the group look at producing environmentally friendly merchandise – such as wristbands produced from recycled materials instead of plastic. He also suggested that recycling bins should be looked in to, using the penguins at Barry Island as a comparison and suggested using a similar mascot to promote a more environmentally friendly attitude in the town.

The Community Development Officer also informed the group that the Shop Local branded bags had been delivered and were ready for distribution. She made the point that merchandise is available (bags, wristbands, fridge magnets, car stickers) and needs to be better distributed among traders and therefore consumers, and distribution needs to be more carefully considered.

Rhian Lees advised members to be cautious not to let the campaign to eliminate plastic and become more environmentally friendly overshadow the general message of the Shop Local campaign. She added that merchandise needs to be carefully considered, using fridge magnets as an example stating that it does not have a wide enough reaching audience to effectively promote Shop Local.

Members then reflected on the Christmas period; Rhian Lees said that the Park Crescent Christmas lights had been very well received and gained a lot of positive feedback; she extended thanks to the Community Development Officer.

Rhian then suggested that this year’s Christmas events should be coordinated to take place over a single weekend, making it more of an occasion for the town. She suggested High St could take place on a Friday, with Holton Rd to follow on Saturday and Park Crescent on the Sunday, citing less traffic flow through Park Crescent on the Sunday.

Members were in agreement that the events should be coordinated to coincide, including an official turn on at Park Crescent, similar to High St with the road remaining open.

The Community Development Officer added that the organisation of Park Crescent lights will be easier this year as the infrastructure is now in place.

**RESOLVED:**

1. That more information is collected to establish the success and awareness of Shop Local campaign to date so that a viable strategic vision can be agreed upon and implemented.
2. That a Shop Local sub-group comprised of representatives from Holton Rd, Park Crescent, Vere St and High St and membership of this group is agreed on an “as and when” basis.
3. That the remaining Shop Local budget is allocated as suggested within the report (Events - £4,500, Promotional Material - £3,000, Special Projects - £8,000), noting that the budgets are flexible (if required) and budget amounts are subject to change should the request for an increase in budget be approved.
4. That the Shop Local Barry Advisory group work towards a more environmentally friendly shopping experience.
5. That “Shop Local in Bloom” be progressed by the Community Development Officer, with a primary focus being on the Town Centre.
6. That the Community Development Officer, Chris Edwards (Town Centre Manager) and Rachel Williams meet to discuss Shop Local in Bloom.

**RECOMMENDED:**

To a meeting of Full Council due to be held on Monday, 5 February 2018 that the Shop Local budget is increased by the amount of £18,000 over the next two years to ensure an annual budget of £25,000 per financial year.

SL47. **DATE OF NEXT MEETING**

**RESOLVED:** that the date of the next meeting is scheduled to be held on Thursday, 1 March 2018 at 6 pm.

The meeting ended at 7.15 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON WEDNESDAY, 14 MARCH 2018 AT 6.00 PM**

**PRESENT:** Councillor Hooper (Chairperson) together with Councillors Drake, Hawkins, N Hodges and Payne and Bob Armstrong (Dr Bob's Balloons – arrived at 6.10 pm), Chris Edwards (Vale of Glamorgan Council – Town Centre Manager), Debbie Burton-Slocombe (Aspirations UK), Gwawr Davies Jones (High St Pharmacy), Nathan & Sarah Keeble (Food for Thought Deli), Rachel Williams (Marshalls Butchers), Rhian Lees (Pride in Barry) and Vlad Dudko (Design @ 99)

**ALSO PRESENT:** Robyn Walsh – Community Development Officer  
Aaron Jones – Administrator  
Aoife Blight – Zero Waste Cardiff

SL48. **APOLOGIES**

Apologies were received from Councillors S Hodges and Wilkinson as well as David Elliott, Fay Blakeley and Anthony Hopkins.

SL49. **NOTES OF MEETING HELD ON 4 JANUARY 2018**

Rhian Lees clarified that her comments (minute no.SL46 relates), were that the surveys should be used as a basepoint to establish consumer awareness and impact on trader's revenue figures.

**RESOLVED:** That the notes of a meeting of the Shop Local Barry Advisory Committee held on 4, January 2018 be approved and signed as a correct record, subject to the above amendment.

SL50. **SHOP LOCAL – DITCH THE PLASTIC DISCUSSION**

Councillor Hooper brought forward agenda item 6 at the request of Aoife Blight.

The Community Development Officer advised members that at the last meeting of Shop Local, members resolved that the Committee would work towards a more environmentally friendly shopping experience and as a result had invited Aoife Blight of Zero Waste Cardiff to the meeting to discuss ways in which the group could work towards this goal.

Aoife provided members with information about the "Ditch the Plastic" campaign and that its primary aim is to promote the elimination of the use of plastic and single use items and any other materials that are not biodegradable.

She advised that since the airing of The Blue Planet on the BBC, many communities had become more conscious of the impact the use of plastic was having on the environment. She also mentioned other organisations that are campaigning for plastic free communities, citing

Surfers Against Sewage (SAS) as an example. She continued that SAS provide a toolkit for anyone looking to get involved, providing 5 objectives to obtain plastic free status

The 5 objectives of the scheme are:-

1. Local Governance – to engage Town and Community Councils and encourage them to set the example and provide a driving force to the campaign.
2. Resistance Hubs – a group of local businesses (target of at least 24) that have eliminated the use of at least 3 single use items.
3. Allies & Support – identify other community groups to align with and identify potential “plastic free” areas such as parks and beaches.
4. Rally – organise plastic free events to further promote the campaign and organise clean-up events to reverse the environmental impact of plastic waste.
5. Local Resistance – a strategic group who concentrate on moving forward the campaign in their community.

Sarah Keeble informed members that she had met with Aoife and had received a lot of useful information that had helped to change a lot of packaging and also raised awareness.

Gwawr Davies Jones asked what alternatives could be offered to plastic carrier bags, Aoife said that paper bags could be used, or reusable, branded bags could be used with incentives to return with the same bags. She added that the 5p carrier bag charge had resulted in an 85% reduction in their use and in a lot of cases more environmentally friendly bags could work out cheaper than the plastic alternatives.

Aoife used Marshalls grease proof paper and the Deli’s paper bags as good examples of small changes to packaging that can have a significant impact.

She continued that the use of plastic had been a convenient option for a long time but that many businesses were becoming more conscious of their environmental impact and were taking steps to make changes.

Rhian Lees advised members that she had spoken with the GlastonBarry organisers about introducing recycling options at future events and that the response had been positive. Aoife added that there was a healthy market in the UK for recycled waste management coupled with an already established events infrastructure in Barry and more could be done to make events more environmentally friendly.

Councillor Payne advised members that Barry and Vale youth groups were already keen to promote a plastic free Barry.

Rhian Lees felt that from a Shop Local perspective the campaign to make Barry “plastic free” would tie in well and would be good to adopt, making the public more aware of both schemes and encourage shopping locally to support the community while having less of an impact environmentally.

Councillor N Hodges also felt that Shop Local could be a good driving force for the campaign; Councillor Hooper added that it could also be a good way to encourage and promote Shop Local.

Councillor Hooper also felt that the cost of promoting the campaign would be minimal and that businesses needn't necessarily offer incentives or discounts. Councillor N Hodges stressed that from a council perspective a budget would need to be assigned if the campaign was to be effectively promoted.

Bob Armstrong said that he had been using biodegradable products for over 20 years and that in itself had proven to be a promotional tool.

Councillor Payne felt that the incentive would tie in well with the ♥Barry campaign.

Councillor Hooper suggested (referring to objective 1) that the Committee recommends a motion to Full Council that Barry Town Council work toward becoming plastic free and to also establish itself as the local Plastic Free Coastlines Steering group.

This suggestion was unanimously agreed.

**RECOMMENDED:**

**To a meeting of Full Council to be held on Tuesday, 15 May 2018;**

- 1. That Barry Town Council passes a motion to support Plastic Free Coastlines, committing to plastic free alternatives and supporting plastic free initiatives within the community, by passing this resolution Barry Town Council understands that the following must be completed to meet the criteria for objective 1 as set out in the Surfers Against Sewage Toolkit;**
  - Barry Town Council must lead by example to remove single-use plastic items from their premises.**
  - Barry Town Council will encourage plastic free initiatives, promote the campaign and support events.**

- **Barry Town Council will nominate at least one Councillor to sit on the Plastic Free Coastlines Steering Group.**
- 2. That Barry Town Council will lead the Plastic Free Campaign and will be responsible for the formation of the Plastic Free Coastlines Steering Group.**
  - 3. That the Plastic Free Campaign will be part of the ♥Barry Campaign.**
  - 4. That Barry Town Council will consider the resource implications associated with this decision and agree an appropriate budget.**

SL51. **BUDGET UPDATE**

The Community Development Officer reminded members that at the last meeting of Shop Local held on Thursday, 4 January, the Committee made a recommendation to Full Council that “the Shop Local budget is increased by the amount of £18,000 over the next two years to ensure an annual budget of £25,000 per financial year.”

Members were updated that at that meeting of Full Council held on Monday, 5 February, the recommendation was considered and the following was resolved;

“That £20,000 be allocated annually to the Shop Local budget”

**RESOLVED: That the budget update advising that at a meeting of Full Council held on Monday, 5 February 2018 that £20,000 was resolved to be allocated annually to the Shop Local Budget is received and noted.**

SL52. **RESULTS OF SHOP LOCAL SURVEY**

The Community Development Officer provided members with the results of the Shop Local Trader and Consumer surveys and put forward recommendations based on the feedback. Rhian Lees noted a correlation between the lack of responses from the Park Crescent area and the lack of representatives from Park Crescent attending Shop Local meetings.

Councillor Payne felt that Vere St had more of a night trade which could explain the lack of response from the area.

Debbie Burton-Slocombe said that having worked in the area she felt that the once thriving area was still a good area for local business and recommended a considered effort to promote both the businesses and Shop Local in that area. She added that while the businesses in the area could use some help with drawing in more custom, the traders could be more proactive in seeking to promote the area.

Councillor Hooper felt that it was important for Vere St to remain involved and suggested that local traders also support the Community Development Officer in recruiting new Shop Local members. The Community Development Officer noted that despite a number of visits to both areas, results and feedback had been very limited.

Councillor N Hodges said that the surveys had successfully provided a baseline to work from which was generally positive and that Shop Local could now raise the awareness of the scheme using the figures obtained from the surveys as a baseline or guide.

Bob Armstrong asked how the survey responses were gathered. The Community Development Officer confirmed that the results were collated using an online survey which was promoted through the Council's social media outlets as well as posting surveys to local businesses. She suggested that the survey could be repeated and suggested future council/community events as a good venue to garner opinion and raise awareness. Bob agreed that repeating the surveys at future events was a good idea.

Debbie Burton-Slocombe advised members of a Shop Local Wales initiative that she had become aware of through Instagram. She advised members that it involved a paid membership fee, but that the site would promote your business and any special offers as requested. She noted that she had seen an increase in the number of customers/visitors to her shop.

Rhian Lees noted that each business will have different needs, suggesting that specialist businesses may benefit more from paid advertisements. Chris Edwards informed the group that he shares posts on his 'Vale Town Centre' Facebook page.

Bob Armstrong suggested that the Barry based Shop Local Advisory Committee was working well and members should concentrate on building that brand over Shop Local Wales.

Councillor Hooper suggested the Community Development Officer investigate further and compile a report.

**RESOLVED:**

- 1. That the results of the Shop Local Surveys be received and noted.**
- 2. That a membership drive be implemented by the Community Development Officer and local traders to target new Shop Local members.**
- 3. That an annual document detailing how Shop Local funds have been used is created and circulated amongst Traders.**

4. **That the Shop Local Surveys be repeated, focusing on future community events to continue to monitor awareness and effectiveness of the scheme.**
5. **That a further report is submitted to the next meeting of Shop Local regarding Shop Local Wales and alternative options that Shop Local may wish to consider going forward.**

SL53.

#### **SHOP LOCAL STRATEGIC VISION AND BUDGETING 2018/19**

The Community Development Officer provided members with an example of how the 2018/19 budget could be allocated and the updated Strategic Vision, based on the results of the Shop Local survey.

Bob Armstrong felt that the budget needed discussing further and suggested that more funds be allocated to special projects than to events. The Community Development Officer responded that the figures provided were an example and welcomed member input into how the budget should be utilised.

Members then discussed the proposal of a Shop Local loyalty card to attract more customers. It was considered that loyalty card schemes had been tried before and had proved largely unsuccessful, in part due to the administrative side of dealing with them.

Members agreed that the previously discussed “Ditch the Plastic” campaign would be a more effective and ethical way of promoting the Shop Local brand without placing strain on trader margins. They felt that it would also promote a good community spirit and appeal to the public’s conscience.

Rhian Lees mentioned that the recent snow had brought the community together and produced a good feeling of community spirit. Based on this she suggested that a “walk to the shops” campaign could be considered to capture that feeling of community togetherness. Councillor Hooper agreed that this should be explored further and, along with the plastic campaign, could capture the imagination of the community.

#### **RESOLVED:**

1. **That the Shop Local Strategic vision be approved subject to the following amendments;**
  - **That the proposed loyalty card scheme is removed.**
  - **That achieving “Plastic free Status” is included as a Shop Local special project.**

- 2. That the Community Development Officer produces a report regarding a potential campaign to encourage people to walk to their local shops.**

SL54.

### **SHOP LOCAL PROMOTIONAL MAPS**

The Community Development Officer provided members with an update regarding the Shop Local promotional maps and circulated a draft of the map.

She advised that the allocated budget would need to increase by £40 to cover the cost of the map and if agreed, the additional expenditure and cost of printing would need to be approved at the next meeting of Finance, Policy & General Purposes Committee to be held on Monday, 26 March 2018.

Members discussed the draft map, feeling that the map did not make it immediately clear that local shops were available. They also discussed the colour of the map; the Community Development Officer said that all elements of the map could be changed to make the shopping areas more distinct.

Bob Armstrong asked if the maps for each area would be composed of a single booklet/leaflet. The Community Development Officer confirmed that the maps will be on a single A3 sheet with the Town Centre on the back.

#### **RESOLVED:**

- 1. That the Shop Local Promotional Maps report be received and noted.**

#### **RECOMMENDED:**

- 2. To a meeting of Finance, Policy & General Purposes to be held on Monday, 26 March 2018 that additional expenditure of £40 (design costs) plus £337 printing costs is approved for the purpose of producing Shop Local promotional maps.**

SL55.

### **SHOP LOCAL IN BLOOM**

The Community Development Officer informed members that she had met with Chris Edwards and Rachel Williams to discuss plans for floral displays along Holton Road and had selected options for the Committee to consider.

Bob Armstrong asked if the options were for Holton Road only as he was not at the last meeting. He added that floral displays are a good idea and would be good to have in High Street as well as the town centre.

The Community Development Officer advised that she had queried if floral displays could be considered at High Street and the response she had received had been positive.

Councillor Payne felt that the options quoted in the report seemed a lot of money. Rhian Lees suggested that while it did look like a lot of money, the impact to the area would be very beneficial and make the town centre a more attractive destination to potential shoppers.

Councillor N Hodges asked if specific locations for the displays had been identified and the Community Development Officer confirmed that they had. Councillor N Hodges continued that while there should be a strategy for floral displays in all areas, that at present Holton Road is a large enough area to accommodate displays. However, High Street's narrower pavements meant that options like hanging baskets would need to be more carefully considered and thought out.

Chris Edwards agreed, stating that hanging basket displays would also require additional insurance considerations. Members were in agreement that the idea was a good one and that the long term aim should be to have floral displays at both Holton Road and High Street.

Councillor Hooper informed members that the funding for the project would come from the remaining 2017/18 budget.

Sarah Keeble queried when a deadline for a decision to be made about whether High Street could be included in the budget would be, informing the group that High Street traders were due to meet the following week.

Councillor Hooper and the Community Development Officer said that a deadline would have to be this meeting because any decision would need to be approved at the next meeting of the Finance, Policy and General Purposes Committee on Monday, 26 March 2018.

The Community Development Officer informed members that floral displays are a part of the strategic vision for both the Shop Local Advisory Committee and included in the Town Council's Corporate Plan.

Councillor Hooper suggested that members choose option 1, utilising the remainder of the budget and recommended exploring options for how to install and maintain the displays.

After further discussions members agreed to put forward option 1 to the next meeting of Finance, Policy and General Purposes Committee on Monday, 26 March 2018.

**RESOLVED:**

1. That members receive and note the Shop Local in Bloom report.

**RECOMMENDED:**

2. To a meeting of Finance, Policy & General Purposes to be held on Monday, 26 March 2018 that a budget of £13,004.47 is approved for the purpose of installing floral displays at Holton Road, Barry, also taking into consideration that the budget of which may vary.

SL56. **DATE OF NEXT MEETING**

**RESOLVED:** that the date of the next meeting is scheduled to be held on Thursday, 24, May 2018 at 6 pm.

The meeting ended at 7.20 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **NOTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY, 24 MAY 2018 AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors S Hodges, and Payne and David Elliott (Holton Road Traders/TL Computers), Tony Hopkins (Vic Hopkins Butchers), Chris Edwards (Vale of Glamorgan Council – Town Centre Manager), Rhian Lees (Pride in Barry) and Sharon Harris (Barry & District News).

**ALSO PRESENT:** Mark Sims – Responsible Finance Officer  
Robyn Walsh – Community Development Officer  
Aaron Jones – Administrator  
Councillor N Hodges – Observer

#### **SL57. ELECTION OF CHAIRPERSON**

Members were asked to nominate a Chairperson for the 2018-19 municipal year. Councillor Payne nominated Councillor Perkes and this was seconded by Councillor S Hodges.

**RESOLVED that Councillor Perkes be elected as Chairperson of the Shop Local Barry Advisory Committee for the 2018-19 municipal year.**

#### **SL58. ELECTION OF VICE-CHAIRPERSON**

Members were asked to nominate a Vice-Chairperson for the 2018-19 municipal year. Councillor Payne nominated David Elliott and this was seconded by Councillor S Hodges.

**RESOLVED that David Elliott be elected as vice-chairperson of the Shop Local Barry Advisory Committee for the 2018-19 municipal year.**

#### **SL59. APOLOGIES**

Apologies were received from Councillors Hampton, Hooper, Richardson and Wright and Bob Armstrong, Nathan Keeble and Rachel Williams.

#### **SL60. TERMS OF REFERENCE – REVISED AT COUNCIL'S ANNUAL MEETING**

Members received updated Terms of Reference for the Shop Local Barry Advisory Committee. Councillor Perkes confirmed that the decision to allow the committee to allocate up to 25% of the budget without the need to make a request to Council would allow the committee more flexibility and freedom of decision making.

**RESOLVED that the Terms of Reference for the Shop Local Barry Advisory Committee be received and noted.**

SL61. **TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE'S MEETING HELD ON 14 MARCH 2018**

**RESOLVED that the notes of the Shop Local Barry Advisory Committee held on 14 March 2018 be approved and signed as a correct record.**

SL62. **BUDGET UPDATE**

The Responsible Finance Officer provided members with an update of the Shop Local budget and how recent Council decisions had impacted on the budget previously reported to members.

He explained that the previously agreed decision to allocate £20,000 annually to the Shop Local budget had been reversed at a Meeting of Full Council and that the budget would revert to the original £50,000 – minus expenditure to date – resulting in a remaining budget of £20,089.

He continued that any funding required after the 2018-19 municipal year would need to be requested by the committee.

Rhian Lees asked if the funding for the Shop Local in Bloom project would be taken from the remaining £20,000 budget, the Responsible Finance Officer confirmed that the cost of the floral displays had already been accounted for in the budget expenditure.

Councillor Perkes stressed that any future spending would need to be carefully considered as well as any future funding requests.

Councillor S Hodges felt that as the Shop Local in Bloom project was in the Council's Corporate Plan the funds should not have necessarily been allocated from the Shop Local budget. She felt it was worthwhile clarifying with Council if the funds for this project should be accounted from an alternative budget heading.

Rhian Lees stated that while she was in support of funding this year's project (Shop Local in Bloom), the committee should gain feedback on the impact and success of it before committing to such expenditure again. The Community Development Officer confirmed that the reception of the project could be gauged by including questions within the next set of trader and customer surveys.

Councillor S Hodges highlighted the Vale of Glamorgan Council's Stronger Communities Grants and noted that the Group may wish to consider applying to it to part-fund future projects.

Councillor Perkes suggested placing the Stronger Communities Grants scheme on the agenda of the next Shop Local meeting to discuss in greater detail. Councillor Payne requested that a representative from the Vale also be invited to discuss the grants.

Rhian Lees raised the money spent on Shop Local promotional materials such as wristbands and pens and requested that the committee not repeat this in light of the new budget.

**RESOLVED:**

- 1. That the budget update be received and noted.**
- 2. That the Vale of Glamorgan Council's Strong Communities Grant be placed as an agenda item at the next Shop Local Barry Advisory Committee meeting to be held on 19 July 2018.**
- 3. That a Vale of Glamorgan representative be invited to the next Shop Local Barry Advisory Committee meeting to be held on 19 July 2018 to discuss the Strong Communities Grants.**

**RECOMMENDED:**

- 1. That a request be made to the next meeting of the Finance, Policy & General Purposes Committee to clarify which budget the Shop Local in Bloom Project should be allocated from.**

SL63.

**SHOP LOCAL WALKING CAMPAIGN**

The Community Development Officer gave the committee a report outlining different options for a Shop Local Walking campaign.

Rhian Lees thanked the Community Development Officer for her efforts putting together the report and felt that there were good options available to make a successful campaign.

Councillor S Hodges felt that any walking initiative needed to remain focused on encouraging people to visit their local shops and not concentrating on walking alone, staying loyal to the committee's mission statement.

David Elliott considered appendix 3 to be the best option and suggested using colour coded signs for each shopping area and incorporating apps such as Google Maps for use with the QR codes.

Tony Hopkins added that the QR codes should direct people to the local shopping areas.

Councillor Payne informed the committee that Facebook could be an alternative to using QR codes.

The Community Development Officer asked if members wished to consider applying to the Stronger Communities Grant Fund to part fund the project detailed in appendix 3. Members agreed that this would be a good project to submit.

Councillor Payne requested that any signage produced have easy to read symbols to aid people with certain impairments.

Members were in agreement that appendix 3 would be the most suitable option and requested the Community Development Officer compile a more detailed report for this option for the next committee meeting.

**RESOLVED that the Community Development Officer look explore appendix 3 of the report further and compile a report into the costings and requirements of the campaign for the next meeting of the Shop Local Barry Advisory Committee to be held on 19 July 2018.**

SL64.

#### **SHOP LOCAL – PROGRESS REPORT**

The Community Development Officer provided the committee with a draft progress report and asked members for feedback. Members were in agreement that the document was well presented and gave a good summary of the Shop Local campaign to date.

Councillor Payne recommended that the progress report include quotes from traders on the impact of the Shop Local campaign on local businesses. David Elliott informed the group that there were more people interested in shopping locally. He asked if the Council had a webpage and if there could be a dedicated Shop Local page with links to individual traders' websites.

The Community Development Officer said that the Council website was due for an update and the Responsible Finance Officer advised that it had been put forward for the website to be updated this year.

Councillor Perkes queried when the anniversary for Shop Local's inception was, suggesting it would be good to mark the occasion with pictures and an article in the press, feeling it would be a good way to promote the Shop Local message.

#### **RESOLVED:**

- 1. That the Progress Report is circulated amongst local traders throughout Barry as part of a wider recruitment exercise and to promote the work of the group to date – subject to amendments.**

**2. That a news article regarding the Shop Local Campaign's anniversary be progressed.**

SL65.

**SHOP LOCAL WALES**

The Community Development Officer provided members with a report regarding the Shop Local Wales website and the services they offer.

She continued that traders were free to sign up to Shop Local Wales and use the hashtag #ShopLocalWales if they wished but this would not be facilitated or subsidised by the Council.

Councillor Payne felt that traders should be using #ShopLocalBarry for any social media posts to give the committee a clear identity.

**RESOLVED that the details of the report be received and noted.**

SL66.

**SHOP LOCAL – MOVING FORWARD**

The Community Development Officer provided the committee with events that could be implemented in the future, the options included a coordinated "Shop Local Competition", a spring sale event and a possible rebrand.

Rhian Lees raised the point that the group should be referred to as Shop Local Barry and not Barry Shop Local as illustrated in the rebranding examples provided in the report.

Councillor S Hodges queried why the current branding was not working. The Community Development Officer felt that the current branding was working but that a possible rebrand would tie in more effectively with the Council's recently implemented ♥Barry (LoveBarry) engagement branding.

Councillor Perkes asked how much stock was left containing the current branding. The Community Development Officer confirmed that there was still a considerable amount of stock with the current branding. Members were in agreement that whilst there was still stock with the current branding that this should be looked at again at a later date.

Councillor S Hodges suggested the remaining stock be circulated among traders as they could more effectively distribute the merchandise to their customer base.

Rhian Lees thought the "Shop Local Competition" would be a good option but felt that all traders needed to be involved for it to be effective. Councillor S Hodges warned against asking too much from traders, feeling the Council should take a lead in any campaigns. Rhian then

suggested that the competition be a Council run event, with the winner receiving a voucher to spend in one of the local traders' shops.

Councillor Perkes suggested consulting with traders to see if it was something that all traders would be interested in. She continued that traders should also be consulted on the "Spring Sale Event" suggestion to get their opinions on how best to undertake such an event.

The Community Development Officer explained that the vision for a spring sale event would involve local traders could come together at a single location and encourage customers to come to them. She added that a regularly scheduled sale event would help customers prepare for the event to maximise participation.

Rhian Lees suggested combining the event with food, drink and music stalls to make the event more attractive to customers.

Chris Edwards raised the possibility of using venues such as the Library or asking if the stalls used for the Tuesday market on King Square could be utilised.

Members agreed that these options should be explored and findings provided to traders so that each option could be considered in detail.

**RESOLVED:**

- 1. That the costs for undertaking the Shop Local Competitions are assessed and provided to traders so that the event can be considered in more detail.**
- 2. That the costs and Trader interest to host a "Spring Sale event" be explored and a report be submitted to a future meeting of Shop Local.**

SL67.

**HIGH STREET PROPOSAL**

Councillor S Hodges proposed that as the fete is considered a regular event, that the funding for the event (£1,500) should be agreed. She continued that funding for the bands for the Party on the Square event (£1,600) should also be agreed. Members were in agreement that the figured should be allocated for the respective events.

David Elliott said that last year's Party on the Square was completed at a cost of roughly £2,000. Rhian Lees felt that the cost of hiring bands for the event was justifiable but that the event itself should be otherwise self-sufficient.

Rhian then suggested that the Christmas events should be on the agenda for the next Shop Local Committee meeting.

**RESOLVED:**

- 1. That a grant of £1,500 be awarded to the High Street Traders to support the High Street Summer Fayre.**
- 2. That a figure of £1,600 be awarded to Holton Road Traders for the hiring of bands at the Party on the Square event.**
- 3. That the Christmas events be included as an agenda item at the next Shop Local Advisory Committee meeting to be held on 19 July 2018**

SL68.

**DATE OF NEXT MEETING**

**RESOLVED that the date of the next meeting is scheduled to be held on Thursday, 19, July 2018 at 6 pm.**

The meeting ended at 7.20 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY, 13 SEPTEMBER 2018 AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Collins, Hawkins, N Hodges, S Hodges, and Payne and, Tony Hopkins (Vic Hopkins Butchers), Chris Edwards (Vale of Glamorgan Council – Town Centre Manager), David Latham (Holistic & Sports Therapist), Bob Armstrong (Dr Bob’s Balloons) (arrived at 7.05pm), Rachel Williams (Marshalls Butchers) (arrived at 7.10pm) and David Elliott (Holton Road Traders/TL Computers) (arrived at 7.35pm).

**ALSO PRESENT:** Robyn Walsh – Community Development Officer  
Rhian Burns – Administrator  
Jane Weldon – Dementia Friendly Vale

SL69. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillors Hampton, Richardson and Wright and Rhian Lees (Pride in Barry).

SL70. **TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE’S MEETING HELD ON 24 MAY 2018**

Councillor Hawkins advised that he had submitted his apologies for the meeting

**RESOLVED:** That the minutes of the Shop Local Barry Advisory Committee held on 24 May 2018 be approved and signed as a correct record subject to the above amendment.

SL71. **DEMENTIA FRIENDLY PRESENTATION – JANE WELDON**

Jane Weldon presented a certificate to Barry Town Council from Dementia Friendly Barry in recognition of the work they have done to improve the lives of people affected by dementia and support the Dementia Friendly Community.

Members then received a presentation from JW explaining the vision for the Vale to become Dementia Friendly through the engagement of businesses, charities and groups. The presentation included a video produced by the Alzheimer’s Society entitled “Small Changes Can Make a Difference”. JW outlined the training and accreditation process for businesses to become Dementia Friendly.

Members agreed that holding an initial one-hour training session at the Council Offices for traders to attend would be beneficial. The Community Development Officer advised that she would liaise with JW to arrange this.

Councillor Perkes queried whether there was a Barry Steering Group set up and if it would be possible for Councillors and Traders to attend. JW advised that a group had been set up for those who had achieved Dementia Friendly accredited status and noted that Councillors and traders would be welcome to attend if they were interested in being accredited.

The Community Development Officer noted that she was the Dementia Friendly Champion for Barry Town Council and was able to attend the Steering Group Meetings.

**RESOLVED:**

- 1. That the presentation be received and noted.**
- 2. That the Community Development Officer liaises with Jane Weldon to set up the initial one-hour Dementia Friendly training session for Traders and Councillors to attend.**

SL72.

**SHOP LOCAL IN BLOOM**

Members received a report outlining options for the Shop Local in Bloom planters. The Community Development Officer provided Members with a further update, received after the report had been sent out. She advised that professional winter planting would be available at a cost of £2,210.

Members noted that the planters had received such a positive response that it would be preferable to keep them through the winter months rather than putting them into storage.

DE queried whether it would be possible to incorporate Christmas lights into the planters. CE suggested asking Wilko to supply lighting.

Councillor Perkes queried whether it would be possible for the Vale of Glamorgan Council to contribute to the costs of the planting. CE advised that the Vale of Glamorgan Council's contribution was through the watering and maintenance of the planters which the Town Council are invoiced for.

Members agreed that due to the positive affect the planters have had on the area the winter planting should go ahead.

**RESOLVED: That the Community Development Officer instructs the company to carry out the winter planting at a cost of £2,210.**

SL73.

**WALKING CAMPAIGN**

Members were provided with information in relation to the walking campaign that members resolved to explore at their last meeting held

on Thursday, 24 May 2018. The Community Development Officer noted that the costs outlined in the report were based on production of the signs only and that she would design the signs herself.

Councillor S Hodges queried whether permission would be required from the Vale of Glamorgan Council to put the signs up. CE advised that permission would be required if the signs were to be attached to lighting columns. He noted that if the Community Development Officer forwarded plans on to him he would liaise with the relevant department to request permission to install the signs.

Councillor S Hodges noted that the signs would be useful to direct visitors from Barry Island to Barry's shopping centres that they may not be aware of and would not usually visit on a day trip.

### **RESOLVED**

- 1. That a working group be set up with delegated responsibility to make decisions in terms of the design and locations of the signs consisting of David Latham, David Elliott, Councillor Perkes and the Community Development Officer.**
- 2. That a budget of £95 for the project is approved.**

#### **SL74. SHOP LOCL MERCHANDISE**

Members were updated on the stock levels of Shop Local merchandise.

### **RESOLVED:**

- 1. That the Community Development Officer find out the total cost of purchasing 500 each of the cotton bags, car stickers and pens.**
- 2. That the Community Development Officer liaise with The Chair of the Shop Local Barry Advisory Committee to agree to the purchase of merchandise.**

#### **SL75. HIGH STREET FETE CONSULTATION FEEDBACK**

Members received the data collated from the recent consultation exercise at the High Street Fete held on Saturday, 11 August 2018.

The Community Development Officer noted that the comments on the "tops" section had remained consistent from last year's exercise.

Councillor Perkes advised Members that there would be a meeting held between the Town Council and Vale of Glamorgan Council to discuss strategies for shopping areas in Barry. She noted that the Community

Development Officer would advise members when the meeting would be held and who would be attending.

**RESOLVED: That Members receive and note the report.**

SL76.

### **CHRISTMAS EVENTS**

DE advised Members that the planned Holton Road event would be held later in the year than last year and would be a Halloween themed family event called Pumpkin in the Park.

CE noted that the planned date for the event was Saturday, 27<sup>th</sup> October from 12.00 – 5.30pm with the objective of increasing footfall on Holton Road.

Councillor N Hodges queried whether there was any financial assistance required for this event. DE advised that it was hoped that the budget agreed for the originally intended Party on the Square event could be allocated to this event instead. Members agreed that the budget could be allocated to this event.

CE advised that the Vale of Glamorgan Council had a budget for grants for new and innovative events. He noted that this event may meet the criteria for receiving a grant from this fund and that he would be able to offer assistance in the application process.

The Community Development Officer noted that the planned date for the 2018 High Street Christmas light switch on was Friday, 16 November.

TH advised that a repeat of the last year's Christmas Fayre was planned but that for safety reasons the road would need to be closed. He noted that there was no longer funding available from The Vale of Glamorgan Council to cover the £1,000 cost of the road closure. He further noted that without the cost of the road closure the funding for the event could not be met every year.

Councillor Perkes proposed writing to the Vale of Glamorgan Council to ask if there was any compromise on the charges for the road closure.

Councillor Payne suggested that the focus of the evening could be changed to create a Dementia Friendly/accessible event. She noted that it could then be possible to apply for financial assistance from the new and innovative events budget CE had mentioned earlier.

CE suggested combining the event with an Accessible Shopping Day.

Councillor Payne advised that there was a Dementia Friendly choir who could be invited to perform at the event.

The Community Development Officer suggested designating one premises e.g. a café as a quiet place for those who may need it. Councillor Perkes noted that it would be beneficial to arrange the dementia awareness training session in advance of the event.

The Community Development Officer queried whether it would be possible for the event to go ahead if the grant application was turned down. TH advised that donations had been received which would secure the event for 2018 but that there was no guarantee the event would be possible in subsequent years. The Community Development Officer advised that High Street traders should liaise with Barry Town Council early in 2019 to commence discussions for next year's event.

Councillor S Hodges queried whether there would be Christmas lights funded by the Council in the same areas as Christmas 2017. The Community Development Officer advised that this would be the case and that she was awaiting switch on dates. CE advised that the King Square Christmas light switch on was planned for Saturday, 24 November.

**RESOLVED:**

- 1. That the £1,600 budget agreed for the proposed Party on the Square event be reallocated to the Pumpkin in the Park Halloween event.**
- 2. That the Community Development Officer writes to the Vale of Glamorgan Council requesting a reduction in the cost of the road closure for the High Street Christmas Event.**
- 3. That the High Street traders investigate the possibility of incorporating a Dementia Friendly/Accessibility focus for the Christmas light switch on event and Liaise with Chris Edwards to apply for funding from the Vale of Glamorgan Council.**

SL77. **DATE OF NEXT MEETING**

**RESOLVED that the date of the next meeting is scheduled to be held on Thursday, 22, November 2018 at 6 pm.**

The meeting ended at 7.15 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY, 22 NOVEMBER AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Hawkins, N Hodges, S Hodges, and Payne and Chris Edwards (Vale of Glamorgan Council – Town Centre Manager), Bob Armstrong (Dr Bob's Balloons), David Elliott (Holton Road Traders/TL Computers), Vlad Dusko (Design @ 99), Gwar Davies Jones (High Street Pharmacy), Cheryl Ockenby (Lloyds Bank) and Joanne Cheek (Beautiful Barry)

**ALSO PRESENT:** Robyn Walsh – Community Development Officer  
Rebecca Blackwell – Administrator

#### **SL78. APOLOGIES FOR ABSENCE**

Apologies were received from Councillor Johnson and Anthony Hopkins (Vic Hopkins Butchers), Sarah Jones (Smart Desk) and Rachel Williams (Marshalls Butchers)

#### **SL79. TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE'S MEETING HELD ON 13 SEPTEMBER 2018**

The Community Development Officer updated members regarding the action sheet, advising members that she had not received any interest with regard to SL66(2) hosting a 'Spring Sale event' and so would not be exploring this any further.

**RESOLVED:** That the minutes of the Shop Local Barry Advisory Committee held on 13 September 2018 be approved and signed as a correct record.

#### **SL80. BUDGET MONITORING REPORT OCTOBER 2018**

Members were provided with the Committee's expenditure in the 2018/19 financial year as at the end of October 2018.

**RESOLVED:** That members receive the budget monitoring report for October 2018 noting the available balance of £13,754 for the remainder of 2018/19.

#### **SL81. DRAFT SHOP LOCAL COMMITTEE ESTIMATES FOR 2019/20**

Members were requested to consider their requirements to be included in the draft estimates for 2019/20.

Bob Armstrong advised that the original budget of £50,000 had been used sensibly and it would be worthwhile to increase the budget to allow the Committee to do more.

Councillor S Hodges made the suggestion of requesting £36,246 to increase the budget to £50,000, taking into consideration that the Shop Local budget currently stood at £13,754. Members agreed.

**RECOMMENDATION:**

**That a recommendation be made to the Finance, Policy and General Purposes Committee to be held on 28 January 2019 that the Shop Local Barry Advisory Group's current budget of £13,754 is increased by £36,246 to result in an overall budget of £50,000 from 2019/20 onwards.**

SL82.

**BARRY TOWN CENTRE SUMMIT**

Members were provided with an update regarding the recent Barry Town Centre Summit held on Tuesday 13 November 2018.

The Community Development Officer gave a further update, advising members of the attendees and read out a brief summary of the results from the summit. She also advised members that Rob Thomas from the Vale of Glamorgan Council had advised that the outcome from the summit will be compiled into a report and distributed at a later date.

The Chair asked if the results can be circulated to members. The Community Development Officer advised that she would confirm with Rob Thomas once the report had been received.

Councillor S Hodges advised that the summit was very useful and the traders shared a lot of views and asked if there would be more to include the other shopping areas. The Community Development Officer advised that there were no other summits planned as other shopping areas were not experiencing the same issues as at Holton Road.

Councillor Payne advised that there are problems with investment in the area and said that the committee has a voice and can influence the Vale of Glamorgan Council to improve areas. Councillor S Hodges said that if an area looks unloved it will not entice people to come into the town and that the Shop Local Group had begun to address this through the introduction of summer and winter planting.

Bob Armstrong said that one of the main objectives of the group is to make influences on the Vale of Glamorgan Council.

**RESOLVED:**

- 1. That the report be received and noted**

- 2. That the Community Development Officer confirm if the notes of the summit can be circulated, and if not when the final report will be complete and how this will be circulated.**

SL83.

### **SHOP LOCAL CHRISTMAS COMPETITION**

Members were provided with a report outlining the options to launch a Shop Local Christmas Competition.

The Community Development Officer advised members that Vic Hopkins had confirmed that he would donate a turkey free of charge.

Councillor Hawkins suggested that the Community Development Officer arranges the competition.

The Community Development Officer distributed a draft Christmas Shop Local Logo. The Chair advised that the Shop Local Christmas Logo looked great.

#### **RESOLVED:**

- 1. That the report be received and noted**
- 2. That the Community Development Officer is given delegated powers to determine which competition to launch on the groups behalf.**

SL84.

### **SHOP LOCAL PROMOTIONAL MAPS**

Members were provided with a copy of the newly produced Shop Local Promotional Map and were asked to agree a process by which the maps could be best promoted/distributed. The Community Development Officer made the suggestion of hand delivering them to the homes on the new housing estate at the Waterfront but would require volunteers to do this.

Councillor Hawkins asked if the maps could be inserted into a newspaper. The Community Development Officer advised that she had previously looked into this as an option and had a quotation but would have to clarify whether certain areas could be targeted. Joanne Cheek advised that people may see inserts in the paper and recycle them without looking at what it is so this could result in wastage.

Councillor N Hodges suggested placing them in Barry railway station and at the Mount Rooms. David Elliot suggested placing them in the supermarkets and popular places on Barry Island.

Vlad Dusko asked if there could be a downloadable version which can be posted on websites and social media. The Community

Development Officer advised that she would contact the company that produced them and will request if that would be a possibility.

Councillor S Hodges asked what social media is there for the Shop Local Campaign. The Community Development Officer advised that there is currently no provision for Shop Local however the Town Council social media is used to promote the campaign. She advised that if the committee wished to have social media for Shop Local then this could be set up and managed by the Community Development Officer. Bob Armstrong suggested that this could be discussed at a future meeting.

**RESOLVED:**

- 1. That the Shop Local Promotional Maps are received and noted.**
- 2. That the Community Development Officer request volunteers to deliver the maps to specific areas, such as the new housing estate surrounding the new Asda.**
- 3. That the maps are made available at Supermarkets, Barry Island, Barry Rail Station, Hotels, Barry Library, Shops.**
- 4. That the Community Development Officer contacts the designers to request a downloadable version.**
- 5. That a separate Shop Local social media presence be placed on the next agenda for discussion.**

SL85.

**BID FEASIBILITY STUDY**

Members were provided with information surrounding the BID Feasibility Study. The Community Development Officer advised that Owen Davis of Owen Davies Consultancy had been invited to attend the meeting. However, he was unavailable and would be present at the next meeting in January.

The Community Development Officer advised members that an online survey was available for them to complete which was looking for business's views on the trading environment and current services provided for businesses in Barry (Holton Road & High Street/Broad Street areas) and how they can be improved.

Members discussed the BID and its relevance to the Shop Local campaign. Members felt that much of what the BID could offer them, the Group were already doing. Members suggested that better planning in terms of funding and promoting Shop Local events might help in the future. The Community Development Officer suggested that a meeting is held prior to the next Shop Local Advisory Committee meeting, with the Chair of the Committee and the Chairpersons of the Traders

Associations to discuss events which the separate shopping areas may require funding for, so better financial planning can be adopted and promotion of these events can be improved.

**RESOLVED:**

- 1. That members receive and note the report, noting the survey available for them to complete.**
- 2. That the Community Development Officer arranges a meeting with the Chair of Shop Local and the Chairs of both Holton Road and High Street Traders association to discuss the 2019 events calendar, with a further report based around these discussions being presented to a meeting of Shop Local in the new year.**

SL86.

**CELEBRATION OF PARK CRESCENT CHRISTMAS LIGHTS**

The Community Development Officer advised that there will be a celebration of the Christmas Lights Switch on at park Crescent being held at the Park Pub in the lounge and that all members were invited to attend.

**RESOLVED: That the invitation be received and noted.**

Councillor Payne wished to congratulate the Holton Road Traders for the Pumpkins in the Park Event.

Members discussed and agreed that they would like to invite the developer involved in the "Good Shed" development to a future meeting of Shop Local, as well as the newly appointed Sense of Place Officer at the Vale of Glamorgan Council to discuss how Shop Local can fit into the brand being developed for Barry.

The Community Development Officer made members aware that there were a number of organisations that had requested the opportunity to attend a Shop Local meeting to provide presentations/talk with the committee.

Councillor S Hodges suggested that Owen Davies (BID Feasibility Consultant) could be invited to attend a separate meeting as there could potentially be a lot of trader interest and many questions/discussions.

**RESOLVED:**

- 1. That the developer of the "Good Shed" development and the newly appointed Sense of Place Officer at the Vale of Glamorgan Council are incited to attend a future meeting of the Shop Local Committee.**

**2. That Owen Davies (BID Feasibility Consultant) is invited to attend a separate meeting to discuss the BID Feasibility Study and all traders are invited to attend.**

SL87. **DATE OF NEXT MEETING**

**RESOLVED that the date of the next meeting is scheduled to be held on Thursday, 10 January 2019 at 6 pm.**

The meeting ended at 6.40 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY, 10 JANUARY AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Collins, S Hodges, and Payne and Chris Edwards (Vale of Glamorgan Council – Town Centre Manager), Tony Hopkins (Vic Hopkins Butchers), Vlad Dusko (Design @ 99) and Cheryl Ockenby (Lloyds Bank).

**ALSO PRESENT:** Robyn Walsh – Community Development Officer  
Rhian Burns – Administrator  
Lucy McAllister – Administrator  
Claire Davies – Employment Engagement Officer  
Owen Davies – BID Feasibility Study  
Councillor Brooks – Observer (Arrived at 6.20pm)  
Councillor Charles – Observer  
Councillor N Hodges – Observer  
Councillor Rowlands - Observer

#### SL88. **APOLOGIES FOR ABSENCE**

Apologies were received from Councillor Hawkins, Dave Elliott (TL Computer Systems and Bob Armstrong (Dr Bob's Balloons).

#### SL89. **DECLARATIONS OF INTEREST**

None were received.

#### SL90. **TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE'S MEETING HELD ON 22 NOVEMBER 2018**

The Community Development Officer updated members regarding the action sheet.

**RESOLVED:** That the minutes of the Shop Local Barry Advisory Committee held on 22 November 2018 be approved and signed as a correct record.

#### SL91. **Presentations**

##### **a. Claire Davies – Employer Engagement Officer**

Members received a presentation from Claire Davies of Vale Communities for Work outlining the support provided to individuals by Vale Communities for Work. She also outlined her plans to link with local employers to source opportunities for the people Vale Communities for Work support.

Councillor Perkes queried whether job trials were being offered if there were actual jobs available. Claire advised that for job trials there were job opportunities available but that voluntary placements could also be offered to individuals who were not yet ready to enter the jobs market.

Councillor Perkes asked whether individuals on voluntary placements would have their travel expenses reimbursed. Claire advised that individuals on voluntary placements would have all expenses reimbursed including travel, meals, uniform and training.

Councillor Collins queried if individuals were referred to the scheme and if so from where. Claire advised that individual could be referred from the Job Centre, the PaCE project or they could be self referred for example through Facebook marketing.

**RESOLVED:**

1. **That the presentation be received and noted.**
2. **That the Community Development Officer forwards the hand out supplied by Claire Davies to all of the Members of the Shop Local Barry Advisory Group.**

**b. Owen Davies – BID Feasibility Study**

Members received a presentation from Owen Davies on the BID feasibility study for Barry. He outlined the processes involved in setting up a BID and how it would work if implemented. He advised members that there were no plans to advocate a BID in Barry as it was still unknown what any potential costs were and in which areas a BID might be implemented.

Owen advised members that BIDs had been implemented in similar sized towns such as Pontypridd, Llanelli and Neath and funds raised had typically been used for marketing purposes. He also noted that BIDs could also be used for collective bargaining for services such as waste collection and utilities.

Councillor Perkes queried what the response to the business survey had been. Owen advised that from roughly 400 questionnaires delivered he had received around 40 responses. He also noted that the Holton Road summit had been well attended and had provided useful information and that good discussions had been had with High Street traders during visits to the area.

Councillor Perkes queried whether consultation in a more formal way would take place. Owen advised that workshops would be set up.

6.20pm - Councillor Brooks joined the meeting.

Councillor Perkes queried at what stage a decision would be made on whether to implement a BID. Owen advised that the Vale of Glamorgan Council would make the decision on whether to move on to the next stage. He noted that at this point businesses would be given more information, a business plan would be produced and both steering groups and working parties would be set up.

**RESOLVED:**

1. **That the presentation be received and noted.**
2. **That the Community Development Officer forwards the link to the survey to all of the Members of the Shop Local Barry Advisory Group.**

SL92.

**SOCIAL MEDIA**

Members received a report regarding potential Shop Local social media pages.

Members agreed it would be beneficial to set up Shop Local pages on Facebook, Twitter and Instagram to appeal to a wide range of age groups. The Community Development Officer advised that the Shop Local Barry name had already been registered on Facebook and Twitter but that the accounts had been inactive since 2016. Members agreed that the administrator of the page should be contacted to request the account be deactivated to allow the name to be used. Members requested that the Community Development officer wait 2-3 weeks for a response and if none was forthcoming to set up accounts in the name of Shop Local Barry or similar.

The Community Development Officer asked Members what they would like to have posted on the accounts. Members agreed that tweets and posts from local businesses should be re tweeted and shared and that Shop Local events, local news stories and offers should be promoted.

The Community Development Officer queried whether members wished to allocate a budget for boosting posts in order to reach a wider audience. Members agreed an initial budget of £300 to be reviewed in three months.

Councillor Perkes queried whether the social media posts should be translated into Welsh. Councillor Charles suggested that the success of the social media pages should be reviewed and that a decision on translation be made at a later date. Councillor S Hodges noted that the header and bio section should be translated and suggested Councillor Wiliam may be willing to help with this.

## **RESOLVED:**

- 1. That Facebook, Instagram and Twitter accounts be set up for the Shop Local Barry Advisory Group.**
- 2. That the administrator of the Shop Local Barry social media pages is contacted to request the accounts be de activated.**
- 3. That if after three weeks a response has not been received, that the Community Development Officer explore alternative usernames.**
- 4. That the Community Development Officer is authorised to use her discretion in terms of posting relevant content.**
- 5. That a budget of £300 be allocated for the purposes of boosting posts in order to reach a wider audience and that this budget be reviewed in three-month's time.**
- 6. That the page header of all social media platforms is translated into Welsh and Welsh provision is reviewed after three months.**
- 7. That a report is provided to committee after three months detailing the outreach of posts and the effectiveness of social media.**

SL93.

## **BARRY TOWN CENTRE SUMMIT**

Members were provided with notes of the recent Barry Town Centre Summit held on Tuesday, 13 November 2018.

Chris Edwards noted that a report had been prepared for the next Vale of Glamorgan Cabinet meeting outlining each of the key themes discussed at the workshop.

The Community Development Officer noted that she felt it would be appropriate to await the completion of this report prior to making a recommendation to avoid duplication and to avoid missing out on potential opportunities to work in partnership with the Vale of Glamorgan Council.

Chris Edwards noted that there were many factors affecting town centre policy which were out of the control of the Vale of Glamorgan Council including increase of rental prices by landlords, national supermarket strategies and the increase of internet shopping.

Councillor S Hodges noted that policing had been an issue that had been raised at the summit. Chris Edwards advised that there had been an increased police presence in the town during December. He also

noted that a new PCSO co-ordinator had been put in post and the police and Safer Vale were planning to set up a free Business Watch Scheme with area specific social media pages in order that local businesses can share information and concerns.

Tony Hopkins requested that Chris Edwards set up a similar workshop session for High Street noting that the outcomes of the Holton Road summit sounded positive and that it would be hugely appreciated by the High Street traders. Chris Edwards advised that the summit was organised for Holton Road after a number of high profile shop closures. He noted that he would be happy to set up a similar workshop for High Street and that this could perhaps be done in conjunction with Owen Davies to also discuss the BID feasibility study.

**RESOLVED: That once the final report from the Vale of Glamorgan Council is available, that this is submitted to the Shop Local Barry Advisory Group for consideration.**

SL94.

#### **SHOP LOCAL EVENTS 2019**

Members received a request that they establish which events would be taking place in 2019 which may result in financial assistance requests to the Shop Local Group.

The Community Development Officer noted that previously the deadlines for application for funding for events had been missed and that Members had requested a postcard advertising Shop Local event dates be produced for 2019.

Members agreed that the Community Development Officer should arrange a meeting with the Chair of the Shop Local Barry Advisory Group and the Chairs of the High Street and Holton Road Traders Associations to discuss the upcoming events for 2019.

A budget of £300 was allocated to cover printing costs and Members agreed that the Community Development Officer should make arrangement for the postcards to be printed as soon as the meeting had taken place. Tony Hopkins requested that posters also be produced advertising these events for shop windows.

**RESOLVED:**

- 1. That the report be received and noted.**
- 2. That the Community Development Officer sets up a meeting with the Chair of the Shop Local Barry Advisory Group and the Chairs of the High Street and Holton Road Traders Associations to discuss the Shop Local events planned for 2019.**

3. That the Community Development Officer is given delegated powers to design and purchase postcards advertising the events.

SL95. **DATE OF NEXT MEETING**

**RESOLVED** that the date of the next meeting is scheduled to be held on Thursday, 21 March 2019 at 6 pm.

The meeting ended at 6.53 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY, 21 MARCH AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Hawkins, S Hodges, Payne and Claire Davies (Employment Engagement Officer), Chris Edwards (Vale of Glamorgan Council – Town Centre Manager), Vlad Dusko (High Street Traders) and Dave Elliott (Holton Road Traders).

**ALSO PRESENT:** Robyn Walsh – Community Development Officer  
Lucy McAllister – Administrator  
Mererid Velios – Sense of Place Officer (VofGC)

Councillor N Hodges – Observer  
Matthew Locke - Observer

SL96. **APOLOGIES FOR ABSENCE**

Apologies were received from Bob Armstrong and Tony Hopkins.

SL97. **DECLARATIONS OF INTEREST**

None were received.

SL98. **TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE'S MEETING HELD ON 10 JANUARY 2019**

The Community Development Officer updated members regarding the action sheet.

**RESOLVED:** That the minutes of the Shop Local Barry Advisory Committee held on 10 January 2019 be approved and signed as a correct record.

SL99. **Mererid Velios – Sense of Place Officer (VofGC) - Presentation**

Members received a presentation from Mererid Velios outlining the Sense of Place Project funded by National Lottery Grants for Heritage, which began in 2016.

Mererid stated that Barry was one of five places to have been selected to receive this grant, outlining that it aims to pilot new approaches to allow cultural and community groups to work together and generate partnerships between different sectors. Mererid added that a story book of Barry would be produced which would be used to unlock potential investment and offer a confident and clear vision of the future of Barry. Mererid highlighted that the story book would not be a council document but an open source document for businesses to use via its

visual language and branding of Barry. Mererid further added that the Sense of Place project would work to build social capital by creating a volunteer bank, a digital place making project and via clear marketing and outreach.

Councillor Perkes queried what kind of volunteer positions would be on offer through the project. Mererid advised that in order to meet grant criteria volunteer positions would be of a cultural heritage nature. Councillor Perkes asked how people would be informed of the volunteer roles. Mererid stated that flyers would be produced and that it was her aim to use community centres to present ice-breaker sessions to interested parties.

Claire Davies queried whether time banking options had been considered to cover the administration of volunteer positions. Mererid clarified that the possibility had been explored but that, after consideration, she felt this route may not be appropriate due to the restrictions placed upon who is eligible to take part in the scheme.

Councillor Perkes queried how the project would link to Shop Local Barry. Mererid advised that there was potential to assist funding of pop up shops. Councillor Perkes asked when the story book of Barry would be complete. Mererid advised that this would be finalised in July.

Councillor Payne asked how the project could work to improve the appearance of empty shops and if the visual language of the story book could be utilised. Mererid advised that it would be beneficial to log the empty shops and make use of a continued visual language throughout Barry.

Dave Elliott asked what the proposed budget for pop up shops funding would be. Mererid stated that she was unable to offer a specific figure as yet as investigation into further grant funding was ongoing.

Chris Edwards advised that he had been in contact with the owners of large units on Holton Road and that they were not keen to use the premises for pop up shops due to their short term nature and that Council support may be required in the long term to make this a viable project.

Councillor Perkes advised that Mererid would be invited to attend a future Shop Local Barry meeting to give specifics when these become clear.

**RESOLVED:**

1. **That the presentation be received and noted.**

2. **That Mererid Velios is invited to attend a future Shop Local Barry Advisory Committee meeting when the development of the Sense of Place Scheme has progressed.**

SL100. **Budget Update**

Members were provided with an update regarding the 2019/20 Shop Local budget.

Members were reminded that at a previous meeting of the Shop Local held on Thursday 22 November, 2018 a recommendation was made to Finance, Policy and General Purposes Committee that the Shop Local Advisory Group's current budget of £13,754 is increased by £36,246 to result in an overall budget of £50,000 from 2019/20 onwards.

Members were updated that the Finance, Policy and General Purposes Committee met on the 28 January 2019 and discussed this recommendation, resolving that;

"A budget heading be added for Shop Local with an annual sum of £10,000 being added to the budget from 2019/20."

Councillor Perkes asked confirmation that the annual Shop Local budget will be £10,000. The Community Development Officer advised that this was correct from 1 April, 2019 the budget would be £10,000 annually.

Councillor S Hodges advised members that rather than the initial £50,000 put aside for Shop local that councillors decided to give an annual budget and that ongoing projects such as flowers and Christmas lights would not come out of this budget. Councillor S Hodges added that events would be funded through the £10,000 annual budget.

David Elliott queried whether the £13, 754 of the current budget could be spent before the new financial year.

The Community Development Officer responded that Committee were only able to make financial decisions up to 25% of their overall budget in a meeting, and any current projects relating to the overall figure would need to be complete and spent prior to 1<sup>st</sup> April 2019.

Councillor S. Hodges queried whether the £3,438 (as 25% of the current budget) could be spent provided it was before the 2019/20 budget.

The Community Development Officer stated that she had been advised by the Responsible Finance Officer that this should not be spent as the remaining 2018/19 budget had been earmarked to return to reserves

as per the budget decision agreed at Full Council on Monday, 11 February 2019.

Councillor Perkes asked whether some of the current budget could be spent on community engagement branded merchandise such as Shop local car stickers, pens and bags/ Love Barry bags and stickers. The Community Development Officer advised that she had been advised by the Responsible Finance Officer that the overall remaining Shop Local budget had been earmarked to return to reserves.

Councillor S Hodges queried whether there was a need to purchase more Shop Local maps. The Community Development Officer advised there was no need to order a further supply of Shop Local maps.

Councillor Perkes suggested that Shop Local branded merchandise could be distributed through event stalls and queried how many Shop Local bags were still in stock. The Community Development Officer responded that there were approximately 700 bags.

Claire Davies added that a time banking event was due to be held at the Memorial Hall next weekend. Councillor S Hodges queried whether a Shop Local event stall could be linked to this event. Claire Davies responded that she would forward this information to the Community Development Officer.

**RESOLVED:**

- 1. That the budget update report be received and noted.**
- 2. That the Community Development Officer be authorised to purchase Shop Local merchandise up to 25% of committees overall remaining 2018/19 budget (the Responsible Finance Officer advised the Community Development Officer the following day that committees overall remaining budget for 2018/19 was £13,347.75).**

SL101. **Shop Local Survey Results 2019**

Members were provided with a report regarding the 2019 Shop Local Survey.

Members noted the first Shop Local Survey was conducted in 2018 and were provided with a comparison of data.

**RESOLVED:**

**That the Shop Local Survey Results 2019 be received and noted.**

SL102. **Walking Campaign**

Members were provided with an update regarding the Walking Campaign.

The Community Development Officer informed members that it had previously been resolved that a working party be set up comprising of the Chair of Shop Local and representatives from each shopping area.

However, due to work commitments, it had proved difficult to arrange a suitable time to meet.

The Community Development Officer proposed that in order to progress the campaign that she is given authority to design and investigate further and report back to members at a future meeting of Shop Local.

Chris Edwards suggested that the Community Development Officer may wish to contact Mererid as she had similar ideas which could lead to a partnership approach.

**RESOLVED:**

- 1. That the report regarding the Walking Campaign be received and noted.**
- 2. That the Community Development Officer arrange details of the Walking Campaign and report back to members at the next Shop Local meeting.**
- 3. That the Community Development Officer contact Mererid Velios (Sense of Place Officer) to enquire about similar projects that could be a potential partnership.**

SL103.

**2019 Events:**

Members were provided with an update regarding Shop Local events for 2019.

Members were informed that at a previous meeting of Shop Local, members had requested that the Community Development Officer meet with the Chair of Shop Local and representatives of High Street and Holton road to discuss forthcoming Shop Local events with the aim of financial planning and producing postcards to publicise the events at a cost of £300.

However, due to work commitments it had not been possible to arrange a meeting where all representatives were available and so the Community Development Officer proposed that rather than postcards she would design posters which could be updated as and when dates become available.

Members agreed to remove the £300 expenditure for the design and printing of Shop Local 2019 event postcards.

**RESOLVED:**

1. That the report regarding 2019 Events be received and noted.
2. That the CDO produce and distribute Shop Local event posters.
3. That the £300 expenditure for the design and printing of Shop Local 2019 event postcards is removed.

SL104. **DATE OF NEXT MEETING**

**RESOLVED that the date of the next meeting be confirmed post annual meeting.**

The meeting ended at 7.02 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY, 6 JUNE, 2019, AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Collins, Hawkins, S Hodges, Payne and B. Armstrong (Dr Bob's Balloons) and C Davies (Employment Engagement Officer)

**ALSO PRESENT:** Mark Sims– Deputy Chief Officer  
Lucy McAllister – Administrator  
Councillor D Clarke - Observer  
Councillor N Hodges – Observer  
Councillor M Richardson – Observer  
Neil Davies – Barclays Bank  
Kerry Griffiths– Barclays Bank  
Amy Greenfield – Awesome Wales  
Stuart Burnell – Awesome Wales

#### **SL105. ELECTION OF CHAIRPERSON FOR 2019/20 MUNICIPAL YEAR**

Councillor Payne nominated Councillor Perkes as the Chairperson of Shop Local Barry Advisory Committee for the municipal year 2019/20. Councillor Hawkins seconded the nomination.

**RESOLVED: That Councillor Perkes be elected as Chairperson of the Shop Local Barry Advisory Committee for the municipal year 2019/20.**

#### **SL106. ELECTION OF VICE-CHAIRPERSON FOR 2019/20 MUNICIPAL YEAR**

Bob Armstrong was nominated as Vice-Chairperson for 2019/20 municipal year by Councillor S Hodges. Councillor Collins seconded this.

**RESOLVED: That Bob Armstrong be elected as Vice-Chairperson of the Shop Local Barry Advisory Committee for the municipal year 2019/20.**

#### **SL107. APOLOGIES FOR ABSENCE**

Apologies were received from Councillors Hampton and Wright, along with D. Elliot (Holton Road Traders) and A. Hopkins (Vic Hopkins Butchers).

#### **SL108. DECLARATIONS OF INTEREST**

None were received.

SL109. **TERMS OF REFERENCE**

**RESOLVED: That the terms of reference be received and noted.**

SL110. **TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE'S MEETING HELD ON 21 MARCH 2019**

The Deputy Chief Officer updated members regarding the action sheet and requested dates from High Street traders regarding upcoming events. Bob Armstrong advised he would forward dates to the Community Development Officer.

**RESOLVED: That the minutes of the Shop Local Barry Advisory Committee held on 21 March 2019 be approved and signed as a correct record.**

SL111. **CYBER CRIME – BARCLAYS BANK**

Members received a presentation from Neil Davies and Kerry Griffiths of Barclays Bank regarding various methods of Cyber Crime. Neil Davies advised members of an online webinar Barclays Bank have designed with the aim to prevent Cyber Crime.

Members had a discussion regarding the rise in Cyber Crime; various methods utilised by fraudsters and new legislation to protect the victims of fraud and increased security authentication.

Councillor Perkes advised Neil Davies and Kerry Griffiths that any information forwarded to the Community Development Officer would be shared via social media platforms.

The Deputy Chief Officer noted that the Scout Fete would be an opportunity to circulate Cyber Crime literature should this be provided in advance.

**RESOLVED: That the presentation be received and noted.**

SL112. **SOCIAL MEDIA UPDATE**

Members were provided with an update regarding the Shop Local Social Media pages.

The Deputy Chief Officer advised members that the Community Development Officer hoped to launch a Facebook/Twitter competition to increase followers with a budget of £100. The Deputy Chief Officer added that £300 had accrued within the Shop Local budget from 2018/19 relating to Social Media boosts, £100 of which could be used for this purpose.

Members agreed that a budget of £100 be used to launch a Facebook/ Twitter competition.

Members discussed authorising an additional (external) member of the Shop Local Barry Advisory Committee to manage the social media pages, alongside the Community Development Officer.

Councillor S Hodges noted that this item be addressed on the next Shop Local meeting agenda, in order to receive nominations.

Councillor Perkes advised that the authorisation of an external member be re-visited at a meeting of the Shop Local Barry Advisory Committee on 5 September.

Councillor Payne noted that in order for the Shop Local social media pages to gain followers traders utilise the @BarryShopLocal handles.

**RESOLVED:**

1. That the **Social Media Update be received and noted.**
2. That the **Community Development Officer be authorised to launch a Facebook/Twitter competition with a budget of £100 to be funded from the £300 that had been accrued at the end 31 March 2019 (Minute number SL92 (5) refers)**
3. That the **appointment of an additional (external) member of the committee be included on the next Shop Local Advisory Committee meeting agenda to be held on Thursday 5 September, 2019; in order to allow for nominations.**
4. That a **further (update) report is provided to members at the next Shop Local Advisory committee to be held on Thursday 5 September, 2019.**

SL113. **WALKING CAMPAIGN**

Members were provided with a verbal update regarding the Walking Campaign.

Councillor S Hodges advised members that the idea was to use signage to direct the public to various shopping areas around the Town.

The Deputy Chief Officer stated that the Community Development Officer was waiting on a response from the Vale of Glamorgan Council Visible Services Department regarding signage.

**RESOLVED:**

**That the verbal update of the Walking Campaign be received and noted.**

SL114. **OPEN DISCUSSION - 2019/20 PLANNING**

A discussion took place around initiatives that the Shop Local Committee could develop to promote the Shop Local campaign and best utilise the £10,000 budget.

Councillor S Hodges noted that trader input was essential to determine how best to allocate the budget.

Bob Armstrong advised that he would speak to traders and bring this information to the next Shop Local Advisory Committee meeting on September 5.

Councillor Perkes summed up the discussion and noted the main points of suggestion that traders consider are the utilisation of the Shop Local Campaign on Social Media; that Shop Local Campaign utilise branded wraps on shops; that the existing link with Bro Radio be looked at as a method to advocate Shop Local during advertisement breaks; that the Town Council consider utilising the Making Waves corporate branding; that dates be provided by High Street traders in order to create a flyer/ poster of events; that Shop Local have a presence at Pride and other events; that Shop Local consider an Instagram account in order to make use of current social media trends.

**RESOLVED:**

**1. That the open discussion be received and noted.**

SL115. **DATE OF NEXT MEETING**

**RESOLVED that the date of the next meeting of the Shop Local Barry Advisory Committee be held on 5 September, 2019, at 6pm.**

The meeting ended at 7.20 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY, 5 SEPTEMBER, 2019, AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Collins, Hawkins, S Hodges, Payne and S Burnell, V Dusko, C Edwards, D Elliott and C Okenby.

**ALSO PRESENT:** Robyn Walsh – Community Development Officer  
Lucy McAllister – Administrator  
Councillor N Hodges – Observer  
Hannah Isted – Barry Pride  
Sharon Harris - Barry and District  
Matthew Locke – Beautiful Barry

SL116. **APOLIGIES FOR ABSENCE**

Apologies were received from C Davies, A Hopkins, J Cheek, B Armstrong and F Blakely.

SL117. **DECLARATIONS OF INTEREST**

None were received.

SL118. **MINUTES OF A MEETING HELD ON 6 JUNE 2019**

**RESOLVED:** That the minutes of the Shop Local Barry Advisory Committee held on 6 June 2019 be approved and signed as a correct record.

SL119. **SOCIAL MEDIA UPDATE**

The Community Development Officer provided members with an update regarding the social media actions from the last meeting of Shop Local held on 6 June 2019.

She advised members that unfortunately due to workloads the social media competition had not been started and asked members to consider launching the competition over the Christmas period instead, advising that once the competition had been complete, a detailed analysis of social media would be provided to members in the new year.

The Community Development Officer further advised that discussions at the previous Shop Local Barry to afford a group member responsibility for the Shop Local social media pages would require further discussion surrounding Council policy.

**RESOLVED:**

1. That the social media update be received and noted.
2. That the Community Development Officer be authorised to launch a Facebook/Twitter competition with a budget of £100 for a social media Christmas promotional competition (to be funded from the £300 that had been accrued at the end 31 March 2019 (Minute number SL92 (5) refers).
3. That a detailed analysis of social media is provided to members in the new year.

SL120.

### **OPEN DISCUSSION- 2019/20 PLANNING**

Members were provided with a discussion paper and asked to agree a way forward for the Shop Local Group.

The Community Development officer talked members through the various suggestions that had been made at the last meeting of Shop Local, noting that there had been a decrease in trader attendance over the previous year's meetings. It was highlighted that distributing the Shop Local Barry progress report to traders the previous year had amounted to an increase in trader participation and that she would repeat this process as a recruitment drive.

Councillor Perkes advised that local shop keepers in the Vere/Main St area should be contacted prior to the next meeting, as participation within this area has traditionally been low.

Councillor Payne noted that shop front wraps to add colour to windows of empty premises in the Town Centre would require liaison with landlords and owners, adding that she would forward examples to the Community Development Officer.

Councillor Perkes advised that shop front wraps were recently discussed at the Vale of Glamorgan Council (as part of Barry Making Waves) and that liaison between the Community Development Officer and the Vale of Glamorgan Council relating to this matter be undertaken.

The Community Development Officer advised members that a Shop Local Barry advertising campaign through November and December may be a cost effective means of promotion. The Community Development Officer advised members that the current rate for advertising on Bro Radio was £100 per calendar month.

Members were in agreement to set a budget of £500 for advertising of Shop Local Barry campaign in the run up to Christmas, to include on air promotion, social media and press releases.

Members held a brief discussion surrounding the promotion of Shop Local Barry through a Christmas decoration competition. Stuart Burnell advised that providing the materials were plastic free they were keen to support this idea. Hannah Isted noted that local schools could be contacted and involved in this idea. Members requested that the Community Development Officer explore this further.

The Community Development Officer advised members that the Holton Road Christmas Lights were being upgraded this year. Chris Edwards advised that the Community Development Officer contact the Vale of Glamorgan Highways department regarding this due to height restrictions.

The Community Development Officer advised members of upcoming Shop Local events. (appendix 2 relates).

Members held a discussion around the Barry Pride event and offered to assist with distributing posters to traders along with Love Barry window stickers in Pride colours.

The Community Development Officer noted that she had ordered 250 Love Barry window stickers. Members noted that given the anticipated number of people attending the Pride event more stickers would be required.

The Community Development Officer clarified that the window stickers were the Love Barry logo and that these would come from the Community Engagement budget and that she would look into costings and order more accordingly.

Members requested that two Shop Local Barry banners be produced stating 'Shop Local Barry support Barry Pride' with the Shop Local logo in the Pride colours. (one to be displayed at Barry Pride and the other at Holton Road)

The Community Development Officer advised members that the cost of two banners would be £45.00 and the fee to design the logo with the Pride colours would be approximately £100, to which members agreed.

Members discussed the "What's On" poster designed by the Community Development Officer. Chris. Edwards noted that the movie screening aspect of 'Pumpkins in the Park' was, as yet, unconfirmed and so it should be omitted from the listings until it had been confirmed as going ahead.

Members further discussed the Holton Road Christmas Market and enquired how they would book a stall.

The Community Development Officer advised that she would forward the application for stalls on to traders once she was in receipt of this.

David Elliott asked members to consider a request from the Holton Road Traders to support two upcoming events; Pumpkins in the Park (amount requested £3000) and the Holton Road Christmas Market (£2000 amount requested) from the Shop Local Budget.

The Community Development Officer advised members that the groups Terms of Reference would only allow financial decisions up to the amount of 25% of the group's overall budget and so this request would need to be forwarded to the next meeting of the Finance, Policy & General Purposes Committee to be held on Monday, 23 September.

Councillor S Hodges queried if the traders had any details of the costings involved to substantiate their request. David responded that he did not have these to hand, but could forward them for inclusion and consideration at the Finance meeting.

Councillor Perkes asked that High Street Traders aim to provide any financial requests that they may have prior to the meeting of Finance also, but advised that she was mindful they would be busy organising Barry Pride.

Members discussed plausible events to promote Shop Local campaign following the Christmas period with the possibility of maximising dates such as St Dwynwen's Day, Valentine's Day and St David's Day.

Members agreed that the Community Development Officer consider possible dates between January and March 2020 suitable for shop Local involvement and promotion.

**RESOLVED:**

- 1. That the 'Open Discussion – 2019/20 Planning' be received and noted.**
- 2. That the Community Development Officer distribute the Shop Local progress report in order to promote trader participation in the Shop Local Barry Advisory Committee.**
- 3. That the Community Development Officer and Chair liaise with traders and make contact with traders based in the east end of Barry and Barry Island.**
- 4. That Councillor Payne forwards the examples of shop wraps to the Community Development Officer.**
- 5. That the Community Development Officer liaise with the Vale of Glamorgan Council regarding the use of shop front wraps on empty premises in Barry Town Centre.**

6. That the Community Development Officer utilise a budget of £500 from the Shop Local Advisory Committee budget for advertising purposes through the months of November and December (utilising methods such as radio, newspapers and social media).
7. That the Community Development Officer contact the Vale of Glamorgan Highways department concerning the upgrade of the Holton Road Christmas lights regarding height restrictions and planning.
8. That Shop Local Barry members assist with the promotion of Barry Pride event by assisting with the distribution of posters and Love Barry window stickers to local shops.
9. That the Community Development Officer be authorised a budget of up to £145 for the purchase of two banners stating 'Shop Local Barry Supports Barry Pride' displaying the Shop Local logo in Pride colours.
10. That the event "Cinema Screening - Pumpkins on the Square" is removed from the "What's On" events listings.
11. That the Community Development Officer forward the application for Christmas market stalls to traders once in receipt of this.
12. That the Community Development Officer consider possible dates between January and March 2020 suitable for shop local involvement and promotion.

#### **RECOMMENDATIONS:**

13. That Holton Road traders forward detailed costing relating to their budget requests to the community Development Officer in order for these to be considered at the meeting of the Finance, Policy and General Purposes Committee on 23 September, 2019.
14. That the High Street traders provide the Community Development Officer with budget requests and costings prior to the meeting of Finance, Policy and General Purposes Committee to be held on the 23 September, 2019, for consideration.
15. That the Community Development Officer reconsiders the number of Love Barry window stickers already purchased for Barry Pride, noting that anticipated numbers are approximately 5000 (noting that this expenditure relates to the Community Engagement budget of which the Shop Local Barry Group do

**not have Terms of Reference to request expenditure from and so recommended as an advisory comment to the Community Development Officer).**

SL121. **DATE OF NEXT MEETING**

**RESOLVED: That the date of the next meeting of the Shop Local Barry Advisory Committee be held on 14 November, 2019, at 6pm.**

The meeting ended at 18.50 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **EXTRAORDINARY MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON MONDAY 7 OCTOBER, 2019, AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Hawkins, S Hodges, Payne and V Dusko, D Elliott.

**ALSO PRESENT:** Robyn Walsh – Community Development Officer  
Lucy McAllister – Administrator  
Councillor N Hodges – Observer  
Eloise Harrhy - High Street Traders  
Emma Thorne – Holton Road Traders

SL122. **APOLIGIES FOR ABSENCE**

Apologies were received from Councillors Collins and Hampton along with B Armstrong and C Okenby.

SL123. **DECLARATIONS OF INTEREST**

Declarations of prejudicial interest were received from D Elliott and E Thorne from Holton Road Traders pertaining to Funding Request 4.i. and V Dusko and E Harrhy from High Street Traders in relation to Funding Request 4. ii.

SL124. **MINUTES OF A MEETING HELD ON 5 SEPTEMBER 2019**

**RESOLVED:** That the minutes of the Shop Local Barry Advisory Committee held on 5 September 2019 be approved and signed as a correct record.

SL125. **FUNDING REQUESTS**

The Community Engagement Officer provided members with funding requests from High Street Traders and Holton Road Traders.

The Chair advised members that following discussion the decision on each funding request may involve a vote. The Chair advised members that should this be the case they would be expected to abstain on voting on their own financial request. The Chair added that should any funding request be in excess of 25% of the delegated budget of the Shop Local Advisory Committee this would be forwarded to the three group leaders for consideration. The Chair further added that the Shop Local Advisory Committee were in a position to agree up to £2333.75 of the total budget at this meeting.

The Community Engagement Officer advised that the remaining total budget allocated to the Shop Local Advisory Committee presently stood at £9335.

**i. Holton Road Traders Funding Request**

Members were provided with a financial assistance request received from Holton Road Traders.

Emma Thorne presented a breakdown of costs relating to the financial assistance request pertaining to 'Pumpkins in the Park', to be held on Saturday October 26.

Emma Thorne added that the hours of 12pm-5pm were allocated for family friendly activities and from 7pm the event would be 18+, adding that this had led to an increased need for stewarding of the event. Emma Thorne further added that as this was not a new event traders had been unable to approach the Vale of Glamorgan Council for funding of the event this year.

Councillor Payne advised that £3000 would be a significant spend from the budget and that the needs of other shopping areas should be considered.

Councillor S Hodges advised that traders make the decision of which events were most significant in their calendar and suggested the full amount requested should be recommended.

Dave Elliot advised that this was the main event that Holton Road Traders were seeking support with during the 2019/20 municipal year.

Members agreed that the funding request submitted by Holton Road Traders for £3000 toward 'Pumpkins in the Park' should be supported and be forwarded to group leaders via urgent action.

**ii. High Street Traders Funding Request**

Members were provided with a financial assistance request received from High Street Traders.

Eloise Harray presented a breakdown of costs pertaining to the High Street Christmas Lights switch on, to be held on Friday 29 November 2019. Eloise Harray added that it was the intention to provide entertainment and activity on High Street from 3.30pm – 8.30pm with a focus on maintaining the interest of families.

Vlad Dusko advised members that this was the main event that High Street Traders were seeking financial assistance with this year. Vlad Dusko added that as High Street Traders do not charge an entrance fee at the event there would be no revenue to offset expenditure.

Councillor Payne advised that a request for the full amount would leave £1585 remaining in the budget for the Shop Local Advisory Committee.

Councillor S Hodges advised that charitable donations were not in the remit of the Shop Local Advisory Committee budget spending.

Councillor Perkes advised that the total funding request, minus the £400 quoted for charitable donations, would be a request of £4350, leaving a budget of £1985 for the remainder of the municipal year 2019/20.

A discussion was had around sharing budgeting experience across trader groups.

Members agreed that £3000 of the funding request submitted by High Street Traders be forwarded to group leaders via urgent action,

Councillor S Hodges suggested that the additional £1350 of the request toward entertainment costs could be considered through the Community Engagement budget.

The Community Engagement Officer made members aware that the Shop Local Group did not have delegated powers to make recommendations regarding specific budgets outside of the Shop Local budget.

Members were in agreement that it would be useful for forward planning that a more formal application process be introduced in the future. It was recommended that this application process require funding applications be submitted formally in April/May for consideration.

**RESOLVED:**

- 1. That the Holton Road Traders Funding request be received and noted.**
- 2. That the High Street Traders Funding Request be received and noted.**
- 3. That the Community Engagement Officer considers a more formal process by which funding requests are received and this is forwarded to Committee at a later date for their approval and consideration.**

**RECOMMENDED:**

4. The Chief Officer and Group Leaders are asked to consider the following recommendations (supported by the Shop Local Barry Advisory Committee) via Urgent Action due to time constraints
5. That Holton Road Traders are awarded £3,000 from the Shop Local budget in relation to the event; Pumpkins in the Park.
6. That High Street Traders are awarded £3,000 from the Shop Local budget in relation to the event; High Street Christmas Light Switch-On.
7. That Group Leaders (via urgent action) consider an alternative budget which could be utilised to fund the remainder of High Street Traders funding request, noting the additional amount required of £1,350

SL126. **DATE OF NEXT MEETING**

**RESOLVED:** That the date of the next meeting of the Shop Local Barry Advisory Committee be held on 14 November, 2019, at 6pm.

The meeting ended at 6.44 pm.

Signed ..... (Chairperson)

Date .....

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY 21 NOVEMBER, 2019, AT 6.00 PM**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors Hawkins, S Hodges, Payne together with S Burnell, C Edwards, D Elliott and H Isted.

**ALSO PRESENT:** Robyn Walsh – Community Engagement Officer  
Amanda Evans – Facilities and Cemeteries Manager  
Lucy McAllister – Administrator  
Councillor N Hodges – Observer

SL127. **APOLIGIES FOR ABSENCE**

Apologies were received from Councillor Collins along with B Armstrong, T Hopkins and E. HARRY.

SL128. **DECLARATIONS OF INTEREST**

No declarations were received.

SL129. **MINUTES OF A MEETING HELD ON 7 OCTOBER 2019**

The Community Engagement Officer updated members regarding the action sheet. The community Engagement Officer suggested to members that to avoid duplication a discussion be had with M Velios regarding shop front wraps as per point 120(4) on the action sheet.

C Edwards advised that he would speak to M Velios regarding this matter.

**RESOLVED:**

- 1. That the minutes of the Shop Local Barry Advisory Committee held on 7 October 2019 be approved and signed as a correct record.**
- 2. That C Edwards contact M Velios regarding point 120(4) on the action sheet.**

SL130. **SHOP LOCAL SOCIAL MEDIA PROPOSAL & PRESENTATION**

The Community Engagement Officer provided members with a proposal from HI communications relating to improving the Shop Local Barry Advisory Committee's social media presence.

Members agreed that an Instagram presence would be beneficial to the Shop Local Campaign.

Members were in agreement to trial the Social Media management proposal for a period of two months at a cost of £800.00 to be taken from the Shop Local Barry budget.

Members requested that a report to review the impact of the new social media management arrangements is submitted by HI Communications at the next meeting of the Shop Local Barry Advisory Committee to be held on Thursday 6 February 2020.

**RESOLVED:**

- 1. That the Shop Local Social Media Proposal be received and noted.**
- 2. That the Shop Local Media Management proposal be trialled for a period of two months at a cost of £800.00, to be taken from the Shop Local Barry budget.**
- 3. That an impact report of social media public engagement with Shop Local Barry brand be delivered to the next meeting, to be held on Thursday 6 February 2020.**

SL131

**SHOP LOCAL CHRISTMAS COMPETITION**

The community Engagement Officer provided members with an update regarding the Shop Local Barry Christmas Competition.

Members were in agreement to purchase two plastic free starter kit hampers from Awesome Wales as prizes via an online competition at a total cost of £100.

S Burnell requested that the Community Engagement Officer email him outlining the desired contents of the two hampers to be purchased.

**RESOLVED:**

- 1. That the Shop Local Christmas Competition report be received and noted.**
- 2. That two plastic free starter hampers be purchased from Awesome Wales at a total cost of £100 from the Shop Local Budget.**
- 3. That an online competition be launched to promote Shop Local Barry with the prizes to be plastic free starter kit hampers from Awesome Wales.**

4. That the Community Engagement Officer Email S Burnell at Awesome Wales regarding the purchase of two plastic free starter kit hampers

SL132

### **FUNDING REQUESTS – FORMAL APPLICATION PROCESS**

The Community Engagement Officer provided members with a potential process for Traders/ Organisations to follow when applying to Shop Local for grants to fund events.

Members were in agreement with the proposal and the need to follow a more formal process.

Councillor S Hodges requested that a prerequisite of Shop Local funding be that the logo be incorporated in advertising.

Members agreed that it be a stipulation that in the instance of Shop Local funding the shop Logo be incorporated in advertising of funded items.

### **RESOLVED:**

1. That the funding requests – Formal Application proposal be received and noted.
2. That the formal application process be agreed for future funding requests from Shop Local Barry Advisory Committee.
3. That it be a prerequisite of any funding that the Shop Local Barry logo be incorporated in any advertising or promotion of the funded item.

SL133

### **DRAFT BUDGET 2020/21**

The Community Engagement Officer provided members with the Committee's expenditure in the 2019/20 financial year as of the end of October 2019.

A discussion was had around the future requirements of the Shop Local Barry Advisory Committee and the possible cost of social media management should this be continued following the trial period.

D Elliot requested that a budget for social media management be ring-fenced should the trial prove successful.

The Chair advised that there would be a budget planning meeting at the beginning of the next financial year where such proposals would be considered.

Members were in agreement to recommend a budget of £11,000.00 and any surplus money left from the 2019/20 budget be transferred for use in 2020/21 for the Shop Local Barry Advisory Committee in the financial year 2020/21 to the next meeting of the Finance, Policy and General Purposes Committee to be held on Monday 25 November 2019.

The Chair advised members of the White Ribbon Campaign and requested member's opinions on whether they would like to invite Julie from Safer Vale to attend the next meeting of Shop Local Barry Advisory Committee in order to help local traders promote and pledge support to the campaign.

Members were in agreement to invite Julie from Safer Vale to attend the next meeting of Shop Local Barry, to be held on Thursday 6 February, 2020.

**RESOLVED:**

1. That the Draft Budget Report 2020/21 be received and noted.
2. That The Chair invite Julie (Safer Vale) to attend the next meeting of Shop Local Advisory Committee, to be held on Thursday 6 February 2020.

**RECOMMENDED:**

3. That a budget of £11,000.00 for the Shop Local Barry Advisory Committee in the financial year 2020/21 to the next meeting of the Finance, Policy and General Purposes Committee to be held on Monday 25 November 2019.
4. That any surplus money from the 2019/20 Shop Local budget be transferred for use by the Committee in 2020/21.

SL134. **DATE OF NEXT MEETING**

**RESOLVED:** That the date of the next meeting of the Shop Local Barry Advisory Committee be held on 6 February 2020, at 6pm.

The meeting ended at 6.50 pm.

Signed ..... (Chairperson)

Date .....