

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL ADVISORY COMMITTEE HELD ON THURSDAY 21 JANUARY 2021, AT 6PM (VIRTUALLY)**

**PRESENT:** Councillor Perkes (Chairperson) together with, Councillors Payne, Collins, Hawkins;

Along with Phil Chappell (Vale of Glamorgan Council), S Burnell (Awesome Wales), A Greenfield (Awesome Wales), C Ockerby (Lloyds Bank) and H Isted (HI Communications)

**ALSO PRESENT:** Emily Forbes – Chief Officer  
Hannah Linton – Trainee Administrator  
Councillor Clarke – Observer

SL157. **APOLOGIES FOR ABSENCE**

Apologies received from Councillor S Hodges, Councillor Richardson L Robertson (Crafted Arts).

SL158. **DECLARATIONS OF INTEREST**

None were received.

SL159. **TO APPROVE THE MINUTES OF THE LAST MEETING HELD ON 22 OCTOBER 2020**

**RESOLVED:** That the minutes of the Shop Local Advisory meeting held on Thursday 22 October 2020 be approved and signed as a correct record.

SL160. **TO RECEIVE AN UPDATE ON REGENERATION PROJECTS FOR BARRY FROM PHIL CHAPPELL, VALE OF GLAMORGAN COUNCIL**

Phil Chappell started the update by acknowledging the two main focuses of the Regeneration Team at the Vale of Glamorgan Council. Focus one was administering the Covid support for businesses in the Vale, with a short amount of time to spend and spread money across all Towns in the Vale.

Phil noted that the Vale of Glamorgan Council has divided Town projects into green, amber and red groups depending on deliverability and timing. He provided a list of projects the Vale of Glamorgan Council are currently working on, such as, banners installed down Thompson St, Mature Birch trees ordered for Holton Rd which are going to be planted soon to brighten up the streets and provide greenery. He explained that the Vale received designs for the new bicycle racks that will be installed throughout Holton Rd and displayed the images on the shared screen for Councillors and traders to see. For High St, Phil noted that over the years the street has had items added to the streets, while not updating the

existing infrastructure. He stated the plans for High St would be to declutter and replace with brighter ideas. For Central Park the Vale of Glamorgan Council received funding of £15,000 for an event space and updating the park with chess tables etc. In King Square the trees that have died would be replaced with new mature trees and the drop curbs will be tidied up. Phil advised that before the lockdown the Vale of Glamorgan Council had ideas of dividing up some of the bigger vacant units on Holton Rd to create smaller pop up shops or such like. The Vale also commissioned Urban Foundry to help with the 'meanwhile uses' of vacant shops projects which will be going forward in the spring, to use the spaces for more local activities, freelancers or entrepreneurs.

In regards to funding, Phil noted that the Vale of Glamorgan Council will inform traders of the new funding opportunities post 31 March. As for the Discretionary Funding, he informed the committee that there is around 2 million left for traders to apply for £2,000 grants, if they can show the loss of earnings.

He emphasised that he understands that there is a problem of new business owners slipping through the net due to their timescale of being open and their earnings.

The Chair asked if there were any plans on putting new infrastructure in High St and the other shopping areas around Barry.

Phil reiterated that for High St, they will be decluttering the street and tidying up areas. The Vale of Glamorgan Council will also be joining both Goodsheds and High St as one area to be marketed as a single destination for promotional reasons.

Phil also noted that he would like to rationalise the amount of railings around the shopping areas. Most of the High St area was in the Amber category for projects.

Phil advised that there was capital funding for projects in the Vale, but unfortunately there is a need for people to work on them.

Councillor Payne wanted to know what plans the Vale of Glamorgan Council had for the East end of Barry, such as; Main St and Vere St, additionally, Cllr Payne asked for clarity on where the bicycle racks will be placed and if any were to be erected in this area.

Phil advised that the plans only came through today, which he will send onto the Chief Officer to distribute. Also, once the green project focus is completed they will update the plans to focus on the other areas around Barry. Phil stated he would like to work with all Councillors in these areas to help with the projects at a local community level.

S Burnell from Awesome Wales queried whether the new bicycle racks will be installed just in King Square or spread around Holton Rd.

It was confirmed that the bicycle racks will be installed through-out Holton Rd, to include King Square and other areas.

The Chair wanted to point out that on a previous meeting with a traders forum, that Broad St felt neglected in regards to the Christmas Lights, compared to the areas around Goodsheds and High St and asked if there are plans to help these areas in the future.

Phil emphasised that amber and red projects will be the focus after the green project plans have been completed, and that the Vale of Glamorgan Council want to market these areas pointed out by the Chair, and start the project with signage to better advertise the areas.

The Chair required information in regards to the planters Barry Town Council paid for previously and where the new trees and greenery will be placed amongst them.

Phil advised that the current planters will stay in their new place on the Square and the Vale will be working on how to help declutter the areas.

The Chair also wanted to know what plans the Vale had for the Basset area, and noted that it would be a good idea to spread the bicycle racks.

It was noted the area would be under the umbrella with Holton Rd and King Square and the Vale want to spread the structures around. Phil also wanted input from all so there can be a bank of projects prepared ready for funding in the future.

The Chair thanked Phil Chappell for his time and the update he gave the committee.

Phil Chappell left the meeting.

SL161. **TO RECEIVE FEEDBACK FROM THE CARDIFF CAPITAL REGION TOWN CENTRE ACTION GROUP (CHIEF OFFICER)**

The Chief officer informed the committee she attended a meeting of a group set up by the Welsh Government which are looking into transforming town centers across Wales. The Chief Officer noted they discussed the issues the potential of new revenue funding which a policy currently under development. The officer noted that the funding was set at only 3 million for the whole of Wales, with the three major points being; a Smart Town and digitalization of town centers, Bespoke Support which would be direct grants for businesses to invest or commit to a town center and lastly the Town Centre Fund for updating businesses. The officer also talked about Freelancers and creating multi-use hubs in the Town Centre which Welsh Government seem keen on.

The Chair stated that including Creative Wales to help regenerate town centers would be a good idea, and wanted thoughts from the committee on how they feel communities can help regenerate Town Centers. The

Chief Officer also noted that a representative from Creative Wales would be attending future meeting and the Welsh Government are keen to work together with communities.

The Chair wanted to know how often the group is scheduled to meet which was confirmed as quarterly.

The Chair agreed that the idea of splitting units in the Town Centre is a good idea and useful to include creative businesses and people in the buildings.

The Chief Officer concurred that the building could be a meanwhile space, co-working environment and a trendy space to have in the Town Centre to attract new small businesses and she would explore this further.

SL162. **TO DISCUSS TRADER'S REFLECTIONS AND FEEDBACK FROM THE CHRISTMAS PERIOD AND BRING ANY ISSUES TO THE COMMITTEE'S ATTENTION**

The Chair offered Stuart Burnell from Awesome Wales to start the discussion.

S Burnell wanted a follow up on the competitions that were planned around Christmas, and wanted confirmation on whether they were completed and the prizes given out.

The Chair informed that the competitions couldn't go ahead with the lockdown restrictions, and the Council could not encourage local residents to walk around. The Chair noted that 23 businesses in both High St and Holton Rd were happy to be included in the competitions, so going forward we know which businesses to contact for future projects.

H Isted from HI Communications noted she had a lot of feedback on the competitions, which were that it was that the competitions were mainly targeted to High St and Holton Rd, also that the BroRadio advertisements again were directed to these areas. In regards to the competitions H Isted noted that it took a long time to get it organised and it therefore missed the ideal advertising period.

C Ockerby from Lloyds Bank reported that customers enjoyed the speakers around Holton Rd and expressed they were a nice touch for the Christmas period, and also noted that they liked the small Christmas trees back on the shop fronts.

The Chair agreed that the competitions needed better planning and noted that they should start planning for next year's competitions in November.

SL163.

**BUDGET MONITORING REPORT TO 31 DECEMBER 2020 AND FORWARD PLANNING**

The Chief Officer started the discussion with the Shop Local expenditure report of 2020/21, with the budget of £10,000 for Shop Local and an additional £4,000 repurposed from Covid-19 Funding.

The committee is underspent by £5,000 and the Chief Officer noted that funds within the Council do not roll over and will go back into reserves if not spent, which may hinder the budget request going forward of £15,000 for the Shop Local Advisory committee. The Chief Officer asked the committee if the remaining £5,000 is likely to be spent by March 31 2021 and what the ambitions were.

Councillor Collins suggested the remaining £5,000 be put towards grants for traders/businesses around Barry, continuing from the previous grant which ended in November.

Councillor Payne recommended that remaining £5,000 be spent on our social media as going forward the Council and Community will need more help around this.

S Burnell noted that the digital space needs a big push and suggested a one stop shop for people to see what is available and going on throughout Barry, further than a directory which can go into more detail.

The Chair recommended finding quotes and information on how much money a virtual one stop shop or website like this would cost and the timescale of a project like this.

Councillor Payne suggested creating a workshop for local traders to attend to help them going forward using social media.

H Isted noted that she ran a social media course which she can adapt to conduct over Zoom, and also pointed out that she will be able to help create an online space which wouldn't take up the whole budget remaining. H Isted reported in regards to freelancers there is no space on Holton Rd to work, and suggested creating opportunities for freelancers.

The Chair deliberated if the committee had enough time to complete any tendering processes and recommendations.

The Chief Officer explained due to the small budget the committee would require three quotes to move forward which officers could oversee with the Chair. The Chief Officer also stated the next meeting of Finance would be held on February 8<sup>th</sup>, and recommendations can go forward to that meeting.

H Isted stated that she would be happy to put ideas, rough costings and a timescale together to put forward.

The Chair concurred that it would be a great idea and could potentially package it together with the ideas recommended by the committee. The Chair also noted that with the good responses from the speakers throughout High St and Holton Rd over Christmas, would it be a good idea to continue this on Saturdays and if so, what would be the cost. The Chair also suggested creating masks and hand sanitisers with the Shop Local logo, and creating a sub-committee to look through all suggestions.

The Chief Officer stated a sub-committee would be needed to discuss this in more detail and then an Extraordinary meeting of the Shop Local Committee in order to put forward recommendations to Finance or Full Council.

The Chair suggested this to happen before the Full Council meeting which is being held on February 22<sup>nd</sup>.

The Chief Officer confirmed that if the Extraordinary meeting can be held before the 22<sup>nd</sup> Feb, then a paper of the recommendations can be put forward to Full Council to approve expenditure

Councillor Clarke wanted to raise that the £5,000 could be used to help the youth in the community, with courses that can develop skills and potentially help with creating the one stop shop website with young people helping to organise and run it.

The Chair agreed that involving young people in the community to help produce the website would be a good idea.

The Chair asked for volunteers for the Sub-Committee which include, S Burnell, H Isted, Councillors Payne and Drake.

The Chief Officer listed dates available for the meeting as February 8<sup>th</sup> at 6pm and February 11<sup>th</sup> at any time and concluded that the volunteers would need to meet before the dates provided.

The committee agreed to hold the Extraordinary meeting of Shop Local on February 8<sup>th</sup> at 6pm.

C Ockerby wanted to query who decides what information is published on the Shop Local Facebook page.

H Isted confirmed that she advertises the post from traders on the Shop Local Facebook page who either post on their pages or who send information over to the page. H Isted noted she is happy to share more if she receives information from the traders.

The Chair suggested providing the list of traders working with the Council for competitions to help advertise them, and if shops are open over the Easter period use the money which was put aside for the Christmas Competitions for this.

The Chief Officer confirmed the money was available to repurpose for an Easter competition.

**RESOLVED:**

1. That a **Sub-committee of Councillors Payne and Drake along with H Isted and S Burnell, meet before the next meeting to discuss all ideas recommended for the use of the £5,000 remaining budget.**
2. That **H Isted create a document to include costings and timescales of website project.**
3. That an **Extraordinary meeting is held to discuss the Sub-Committee's ideas and recommendations be made to Full Council**

SL164. **DATE OF NEXT MEETING**

**RESOLVED: The date of the next meeting of the Shop Local Barry Advisory Committee will be agreed at the Annual Meeting scheduled to be held on 17 May 2021 with an Extraordinary meeting of the Shop Local Committee be arranged prior to the Full Council Meeting scheduled for 22 February 2021**

The meeting closed at 19:09pm.

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