

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY 22 OCTOBER, 2020, AT 6PM (VIRTUALLY)**

**PRESENT:** Councillor Perkes (Chairperson) together with Councillors S Hodges, Payne, Collins, Hawkins and Richardson;  
Along with S Burnell (Awesome Wales), A Greenfield (Awesome Wales) and Chris Edwards (Town Centre Manager)

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

SL151 **APOLOGIES FOR ABSENCE**

Apologies received from Hannah Isted – HI Communications

SL152 **DECLARATIONS OF INTEREST**

None were received

SL153. **WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015**

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

SL154 **TO APPROVE THE MINUTES OF THE LAST MEETING HELD ON 16 JULY 2020**

Chris Edwards was asked for an update on the Action Sheet in relation to Shop Wrapping of vacant shops to create a more aesthetic town centre; he advised that the Barry Making Waves Project is progressing with this action.

**RESOLVED:** That the minutes of the Shop Local Barry Advisory Committee held on 16 July 2020 be approved and signed as a correct record.

SL155 **DRAFT BUDGET 2021/22 (INCLUDING BUDGET MONITORING REPORT TO 30 SEPTEMBER 2020)**

Members were provided with the Committee's expenditure in the 2020/21 financial year as at the end of September 2020 and were requested to determine the Committee's requirements for inclusion in the draft budget for 2021/22.

The Chief Officer advised members of the details within the report; members suggested that the budget was increased to £15,000 for 2021/22, noting the £4,000 additional budget made available this year for Social Media and marketing.

**RECOMMENDED: That a meeting of the Finance Policy and General Purposes committee scheduled to be held on 16 November 2020, that the Shop Local Budget for 2021/22 is increased to £15,000.**

**RESOLVED: That the budget monitoring report to 30 September be received and noted.**

SL156

**FEEDBACK FROM SUSTAINABLE BARRY WORKING GROUP**

Members were provided with a verbal update in relation to the discussions that were held at a recent Sustainable Barry Working Group meeting held on 19 October 2020. Members discussed the next item agenda at this point as the two items were linked.

The Chief Officer set out the different campaigns at local, regional and national level.

Councillor S Hodges said that as Shop Local is a hyper-local campaign that has been running and working well, adding more campaigns into the area will get confusing, and it will also lose its impact at a Vale level.

Members discussed how the Welsh Government Transforming Towns money will be divided across shopping areas; £500k is being provided throughout five shopping areas in the Vale via the Vale of Glamorgan Council for Town Centres. Members were not pleased with the campaign being provided through Jam Jar, as they felt that the money could go to better use at a local level. They suggested using the campaigns together to get full support for Barry and inviting Town Councillors onto the Resilience Forum would be progressive.

Members noted certain points needed to be highlighted that were, the queuing and waiting areas for local traders/shoppers, and also noted that Natwest, Nationwide and Boots had queuing issues originally. It was noted that banks and building societies have created an appointment system to help with customers queuing outside in current conditions.

Chris Edwards stated that the queuing/waiting areas for shops should be a traders/independent shop issue and not an issue for the Council.

Members queried if the outside seating area at Caesars was registered by Vale of Glamorgan Council and suggested that free outdoor licenses be available for traders, including Caesars and Fountains Tea Room. Members agreed that the issue is a missed opportunity for outdoor cafes etc.

Councillor S Hodges requested confirmation if the issue of appropriate coverings for local shoppers (as the outdoor space is unusable without

appropriate coverings) was also an issue for local traders and residents. Councillor S Hodges also suggested that temporary coverings could be used to develop King Square to have more of a café feel (which was always meant to be the plans).

Councillor Perkes agreed and stated that the Council feels that the need to ensure that businesses have customers have safe and dry coverings whilst they queue will help the local economy, keeping local shoppers visiting Holton Road and High Street.

S Burnell noted that 12 people were able to shop safely in their store, and stated that they do not see that the weather and queuing is going to be an issue for local shoppers. It was also noted that Wilkinsons is currently only able to sell essential products and must shut aisles where deemed non-essential.

Members noted that the capacity of shops on High Street have more pressure when it comes to space. Members stated that they were not convinced that parklets are a good recommendation and that also placing them in parking spaces would not be a good idea and recommend further consulting with traders.

**RECOMMENDATION:**

- 1. To take the suggestion of using the TRI Funding money towards a hyper local campaign with Shop Local to the Vale of Glamorgan Council.**
- 2. To request that Town Councillors are invited onto the Resilience Forum to input into proposals.**

SL156

**CHRISTMAS 2020**

i. **Christmas Lights**

Members were provided with an update from the Chief Officer in relation to the Christmas Lights for 2020

Members of the Committee noted a longer period for the Christmas Season is needed and the lights need to be erected as quickly as possible. Also the entrance to High Street needs to be examined due to the issue with catenary wires throughout High Street; a suggestion of flat lights on the walls on common entrances such as York Place, Island Road etc could help make the area brighter.

The Chief Officer suggested contacting the light contractor to look into options in regards to the ideas suggested.

Members stated that the landlords needed to make repairs to the infrastructure on shop fronts, as the masonry on many of the walls was broken and in need of repair for safety reasons.

The Chief Officer noted that the lighting contractor had suggested that icicle lights could be erected this year as the catenary wires were not strong enough to take the full lights and would explore the options to deliver this quickly; this decoration is a short term solution and the health and safety issues would need to be explored further for next year.

**RESOLVED: That the Chief Officer liaise with the lighting contractor to find a short term solution to erecting Christmas lights in High Street this Year**

**RECOMMENDED: That £4,000 from the budget is repurposed to spend on the High Street Christmas Lights issue and that this is taken forward via Urgent Action due to timescales.**

ii. **REQUEST FROM BARRY COMMUNITY CHOIR**

Members were advised that a request had been received from Barry Community Choir to perform carols/festive songs in King Square during the Christmas period. Discussions also included live streaming or virtual options for the event which could be provided by Bro Radio.

Members discussed if such an event could be carried out within legislation / safety regulations, then members were in agreement to approve the Christmas carol / festive performance request.

**RESOLVED: That Officers contact the Vale of Glamorgan Council to approve the request from Barry Community Choir to perform on King Square throughout the Christmas period whilst broadcasting on the radio and live streaming on socials.**

iii. **TRADERS IDEAS FOR THE FESTIVE PERIOD**

The Chief Officer provided members with an update on a music suggestion for King Square and Holton Road / High Street shopping areas. This had been discussed at Sustainable Barry Working Group and a possible budget was available as the Council was no longer purchasing the marquee allocated from the Covid-19 Recovery Fund.

Members discussed the options of Christmas music being played within the shopping areas of both Holton Road and High Street. It was noted that members had concerns in relation to the volume levels of the music that was being proposed and that there would be a suitable amount of speakers for the sound to travel.

It was also suggested that Bro Radio could broadcast their Christmas channel throughout the Festive Period. Members had also suggested that the music is restricted to certain days and times to prevent it from being over played, potentially keeping it to Saturdays only.

Members also made a suggestion of the Council creating their own Christmas Song to be promoted on the Town Council's social media

platforms and also a suggestion of a cheerful Shop Local song to be recorded by Bro Radio.

The Chair suggested that the Mayor could judge a 'Best dressed shop window' and that all shops in King Square and High Street could get involved. Another suggestion was made for the High Street traders hold a competition to get the local children involved. Members agreed that the Shop Local Facebook Page can be used to promote the trader's windows and that the public could vote for the top 5 window displays to be put forward and the Mayor would judge the Competition.

Members advised that Bro Radio have a business dictionary which is not well advertised and that more advertisement / promotion is needed to get the message of the local traders and their products out to the public.

Councillor S Hodges noted that Barry Town Council has done the best they can for local shops with the COVID-19 Recovery Fund. Members had a discussion over the Vale of Glamorgan Campaign with Jam Jar and it was discussed that the money allocated for Campaign could have been spent on local residents and traders across Barry.

Councillor S Perkes further noted that long-term publicity would be beneficial for traders and suggested that a children's competition similar to a treasure hunt could be proposed.

**RESOLVED:**

- 1) That the Chief Officer continue to liaise with JPL to determine costs and delivery of the PA system and speakers project.**
  
- 2) That music and other varied content be played on Saturdays; 1<sup>st</sup>, 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, 29<sup>th</sup> November and 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup>, 27<sup>th</sup> December, nine Saturday's in total.**
  
- 3) That Bro Radio be asked to play varied content throughout the Christmas period with interviews / discussions with traders and Christmas music.**
  
- 4) That the Chief Officer is authorised to spend £500 on prizes, flyers and use social media to promote both children's competition and traders Christmas window competition.**
  
- 5) That HI Communications is asked to create the social media posts and marketing for the Christmas campaign and competitions**

The meeting ended at

Signed ..... (Chairperson) Date .....