



**BARRY TOWN COUNCIL  
CYNGOR TREF Y BARRI**

**PURSUANT TO THE REQUIREMENTS OF THE ABOVE STATUTORY PROVISIONS, NOTICE IS HEREBY GIVEN THAT A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE TO BE HELD REMOTELY ON TUESDAY 6 JUNE 2023 COMMENCING AT 6.00 PM FOR THE PURPOSE OF TRANSACTING THE BUSINESS SHOWN IN THE AGENDA SET OUT BELOW.**

**From 1 May 2021, The Local Government and Elections (Wales) Act 2021** makes provision for meetings to take place through a variety of arrangements, including multi-location meetings where all individuals are attending virtually and hybrid meetings where a number of individuals are attending in person at a designated location and others are attending virtually from a range of other locations. The Act makes permanent provision for remote meetings (multi-location) and electronic publication of documents

Yours faithfully

Mark Sims  
Deputy Chief Officer

**AGENDA**

1. **To receive apologies for absence**
2. **To receive declarations of interest under the Council's Code of Conduct** (Note: Members seeking advice on this item are asked to contact the Monitoring Officer at least 72 hours before the meeting)
3. **Well-being of Future Generations (Wales) Act 2015 (To note)**

*Shop Local Barry Advisory Committee members will note that this Act sets out the requirement for a public body to act in a manner which seeks to ensure **that the needs of the present are met without compromising the ability of future generations to meet their own needs.***

*In order to act in that manner, a public body must take account of the following things:*

*(a) the importance of balancing short term needs with the need to safeguard the ability to meet long term needs, especially where things done to meet short term needs may have detrimental long term effect;*

*(b) the need to take an integrated approach, by considering how—*

*(i) the body's well-being objectives may impact upon each of the well-being goals;*

*(ii) the body's well-being objectives impact upon each other or upon other public bodies' objectives, in particular where steps taken by the body may contribute to meeting one objective but may be detrimental to meeting another;*

*(c) the importance of involving other persons with an interest in achieving the well-being goals and of ensuring those persons reflect the diversity of the population of the part of Wales in relation to which the body exercises functions;*

*(d) how acting in collaboration with any other person (or how different parts of the body acting together) could assist the body to meet its well-being objectives, or assist another body to meet its objectives;*

*(e) how deploying resources to prevent problems occurring or getting worse may contribute to meeting the body's well-being objectives, or another body's objectives.*

4. **Election of Chairperson for 2023/24 municipal year**
5. **Election of Vice-Chairperson for 2023/24 municipal year**
6. **To note the Shop Local Barry Advisory Committee Terms of Reference**  
**(Pages 94 – 95)**
7. **To note the Shop Local Barry Advisory Committee Traders Application Form and Code of Conduct requirement for membership**  
**(Pages 96 – 101)**
8. **To approve the minutes of the Shop Local Barry Advisory Committee held on Thursday 26 January 2023**  
**(Pages 102 – 107)**
9. **Shop Local Budget 2023/24** **(Page 108)**
10. **Barry Town Council Events Update** **(Pages 109 – 125)**
11. **Shop Local re-launch party** **(Page 126)**

- 12. **Fiver Fest July** (Page 127)
- 13. **Easter Trail update** (Page 128)
- 14. **Shop Local Events for 2023/24** (Page 129)
- 15. **Date of next meeting**

The date of the next meeting of the Shop Local Barry Advisory Committee will be held on 2 October 2023 at 6pm

**Distribution** – All Councillors and members of the public recorded as confirming they would like to retain membership.

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>6 JUNE 2023</b>	<b>AGENDA ITEM: 6</b>
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## **SHOP LOCAL TERMS OF REFERENCE**

### **Report Authors**

Emma Thorne, Engagement & Events Officer

### **Purpose of Report**

To provide members with the Shop Local Barry Advisory Committee's Terms of Reference.

### **Background Information**

#### **F) SHOP LOCAL BARRY ADVISORY COMMITTEE**

**PLEASE NOTE: IF A COUNCILLOR NOMINATED REPRESENTATIVE OF THIS ADVISORY COMMITTEE IS UNABLE TO ATTEND A MEETING, SUBSTITUTES CAN BE NOMINATED**

**PLEASE NOTE – THAT QUORUM OF A MEETING IS AT LEAST ONE-THIRD OF THE MEMBERS OF THE COMMITTEE AND IN NO CASE SHALL THE QUORUM OF A MEETING BE LESS THAN THREE, WITH VOTING RIGHTS FOR TRADERS TO BE ONE VOTE PER BUSINESS.**

#### **Requirements for non-councillor members of Advisory Committees**

- a) That non-councillor members receive appropriate Code of Conduct training as they will be subject to the Council's Code of Conduct if they are entitled to vote on any question which falls to be decided at any meeting of the committee or a sub-committee.**
- b) That non-councillor members of committees will be required to comply with the Council's Standing Orders and will have the same rights as members of the public to attend meetings of the council or other committees of which they are not members.**

#### **UNDER DELEGATED POWERS**

1. To appoint a Chair and Vice Chair of the Committee (noting that If the Chair appointed is a councillor, the Vice-Chair must be a trader and, if the Chair appointed is a Trader, then the Vice-Chair must be a Councillor.
2. To promote the Shop Local campaign within Barry.
3. To provide support to local traders by encouraging local residents and visitors to Barry to buy from local independent traders.



4. To encourage Shop Local to help create employment for local people in the local areas.

**BY WAY OF RECOMMENDATION TO EITHER FULL COUNCIL OR FINANCE,  
POLICY & GENERAL PURPOSES COMMITTEE**

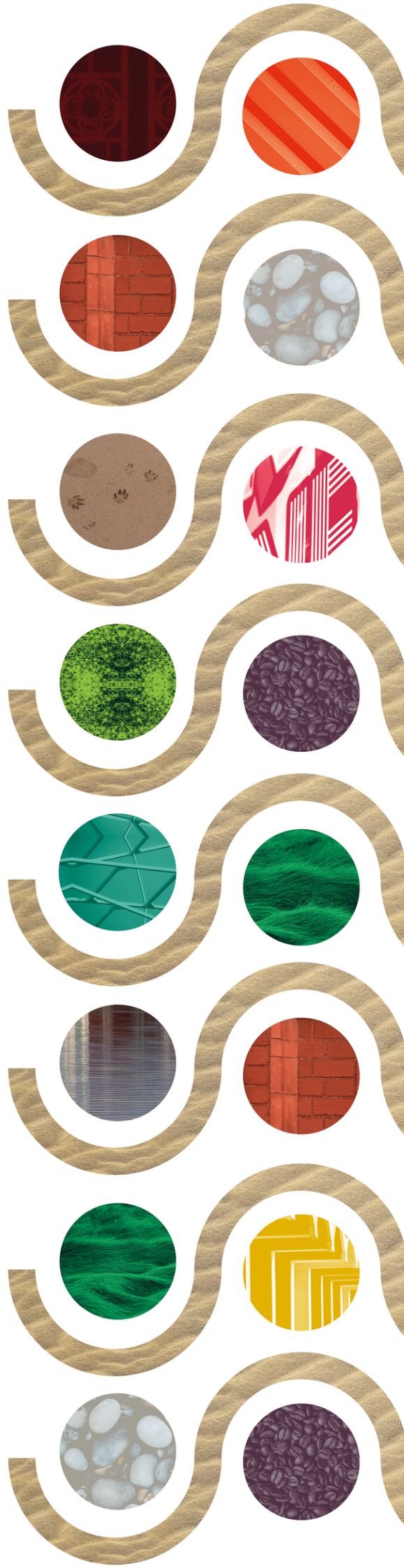
1. To make recommendations regarding the expenditure of the Shop Local Budget (noting that if required, the Urgent Action process can be used for speed of financial decisions)

**Recommendation**

Members are requested to receive and note the Shop Local Barry Advisory Committee's Terms of Reference.

# BARRY TOWN COUNCIL

SHOP LOCAL  
2023/24





# BARRY TOWN COUNCIL CYNGOR TREF Y BARRI

## MEMBERSHIP FORM FOR SHOP LOCAL TRADERS

### 1. Key roles

- 1.1 To act as a non-party-political voice for those who live and/or work in Barry.
- 1.2 To take an interest in, attend and contribute to the Shop Local Advisory Committee meetings.
- 1.3 To establish good relations with other members, officers and councillors.
- 1.4 To abide by the relevant sections of the Council's Standing Orders in terms of the rules and procedures for Committee proceedings and the Code of Conduct.
- 1.5 At all times seek to promote awareness, understanding and interest in the work of Shop Local.

### 2. What will you be expected to do as a member of the Shop Local Advisory Committee?

- 2.1 Attend meetings of the Shop Local Advisory Committee.
- 2.2 Prepare for each meeting by reading the agenda papers and additional information to familiarise yourself with any issues. Prior to the meeting consider the questions you may wish to put forward.
- 2.3 At the meetings you will need to listen carefully, ask questions in a way which is non-judgemental, respect confidentiality and help the Committee to make practical suggestions for improvements in services.
- 2.4 Conform to Barry Town Council's Code of Conduct at all times.

*The Council welcomes correspondence in English or Welsh  
Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg neu'n Saesneg*

TOWN HALL, KING SQUARE, HOLTON ROAD,  
BARRY, CF63 4RW  
Tel: (01446) 738663  
Email: [info@barrytowncouncil.gov.uk](mailto:info@barrytowncouncil.gov.uk)

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# BARRY TOWN COUNCIL CYNGOR TREF Y BARRI

## Application Form

Full Name: .....

Address: .....

.....

.....

Post Code: .....

Date of Birth: .....

Contact Email Address: .....

Contact Telephone Number: .....

Name of Business: .....

Position: .....

Business Address: .....

.....

.....

Business Contact Email Address: .....

Business Contact Telephone Number: .....

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# BARRY TOWN COUNCIL CYNGOR TREF Y BARRI

How do you think your membership will benefit Barry Town Council and the community of Barry?

.....

.....

.....

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.....

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.....

.....

Signature: .....

Full Name: .....

Date: .....

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# BARRY TOWN COUNCIL CYNGOR TREF Y BARRI

## Requirements for non-councillor members of Advisory Committees

I .....

Being a non-councillor member of the .....  
(Name of Advisory Committee)

Agree to observe the code for the time being as to the conduct which is expected of members of Barry Town Council and which may be revised from time to time.

Signed.....

Date.....

*The Council welcomes correspondence in English or Welsh  
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- 2. To promote the Shop Local campaign within Barry.
- 3. To provide support to local traders by encouraging local residents and visitors to Barry to buy from local independent traders.
- 4. To encourage Shop Local to help create employment for local people in the local areas.

### **BY WAY OF RECOMMENDATION TO EITHER FULL COUNCIL OR FINANCE, POLICY & GENERAL PURPOSES COMMITTEE**

- 1. To make recommendations regarding the expenditure of the Shop Local Budget (noting that if required, the Urgent Action process can be used for speed of financial decisions)

## **BARRY TOWN COUNCIL**

### **MINUTES OF A MEETING OF THE SHOP LOCAL ADVISORY COMMITTEE HELD ON THURSDAY 26 JANUARY 2023 AT 6PM**

**PRESENT:** A Greenfield (Chairperson), Councillors S Hodges (arrived at 6.15 pm), Marshall, Payne, and Thomas, together with Traders: N Bolan (Dimensional Art), S Burnell (Awesome Wales), C Edwards (Vale of Glamorgan Council – Town Centre Manager), K Meyrick (Karry's Deli), D Elliot, G Robertson, L Robertson, Kara Bennett and Mandi Pidgeon (Well-being Shop)

**ALSO PRESENT:** Robyn Walsh – Engagement and Events Team Manager  
Emma Thorne – Engagement and Events Officer  
Rebecca Blackwell – Office Team Leader  
Councillor Hennessy – Observer  
Councillor N Hodges – Observer  
Nathan Spackman  
Scott (Surname and Shop unknown)

#### **SL 29. APOLOGIES**

Apologies were received from Councillors Perkes and Wiliam along with B Armstrong, Helen Pike and Greg. It was noted that Greg was not a member of Shop Local at this present moment in time.

#### **SL 30. TO RECEIVE DECLARATIONS OF INTEREST UNDER THE COUNCIL'S CODE OF CONDUCT**

**RESOLVED:** None received

#### **SL 31. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015**

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

#### **SL 32. TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY 6 OCTOBER 2022**

**RESOLVED:** That the minutes of the Shop Local Barry Advisory Committee held on Thursday 6 October 2022 be received and signed as a correct record.

#### **SL 33. SHOP LOCAL BUDGET UPDATE**

The Engagement and Events Team Manager introduced the newly appointed Engagement and Events Officer and explained that they would be responsible for Shop Local in the future.

Members were provided with an update report in relation to the 2022/23 Shop Local budget and the Shop Local 2023/24 budget request.



The Engagement and Events Team Manager advised members that the request made by Shop Local of £20,000 was not agreed by the Finance, Policy and General Purposes Committee and that £10,000 was included in the draft budget for 2023/24 for the Shop Local Advisory Committee and that any balance remaining in Shop Local Reserve may be 'ring fenced' for the Shop Local Advisory Committee to use in future years (to be decided).

Stuart Burnell queried why the Committee's request of £20,000 was rejected. The Engagement and Events Team Manager advised that Council felt they could not justify a significant increase to the 2023/24 Shop Local budget with the rising cost of living.

Stuart Burnell asked if he could see the minutes of the Finance, Policy and General Purposes Committee Budget Meeting and requested assurances that they would not be redacted. The Engagement and Events Team Manager explained that the budget was discussed under part two of the Finance, Policy and General Purposes Committee's meeting because there were discussions surrounding a report regarding an objective within the Town Council's Corporate Plan to assist the Traders in planning to become a Chamber of Trade, explaining that this had to be discussed under part two as the Corporate Plan was in its draft phase, and the paper was purely exploratory.

Councillor Thomas noted that the Draft Budget was still in the consultation stages and had not been fully agreed. The Engagement and Events Team Manager agreed and noted that the results of the Budget Consultation would be presented to the next meeting of Full Council, scheduled to be held on 13 February 2023.

Stuart Burnell requested that the minutes of the Finance, Policy and General Purposes Committee be forwarded to him. The Engagement and Events Team Manager advised that she would forward them to him once they had been agreed at the next meeting (of Finance) scheduled to be held on 1 February 2023.

Dave Elliot asked if it was the Council's plan to pull out of Shop Local. The Engagement and Events Team Manager advised that it was raised in a previous meeting of Shop Local by Traders that their goal was to set up a Chamber of Trade and to become self-sufficient and this has now included as an objective of the Council's (new) Corporate Plan. However, the traders would be consulted before any changes were made (if any).

**RESOLVED:**

- 1. That members receive and note the Shop Local Budget update 2023/24 update.**
- 2. That the Engagement and Events Team Manager forward the minutes of the Finance, Policy & General Purposes Committee's Budget meeting to Stuart Burnell once they are agreed at their next meeting scheduled to be held on 1 February 2023.**

#### **SL 34. FOOD & WINE TRAIL – EVENT UPDATE**

Members were provided with a verbal update in relation to the Food and Wine Trail.

The Chair advised that the event had been postponed and is now due to take place 25 February. She noted that the event is ready to be advertised which they hope to begin at the end of January.

The Wellbeing Shop asked if they could take part as they have a milkshake machine within the shop. The Chair responded that it could form a link as part of the trail and there is still time to participate.

**RESOLVED: That members receive and note the Food and Wine Trail update.**

#### **SL 35. SHOP LOCAL ACTION PLAN 2023/24**

Members were provided with a social media action plan to promote the Shop Local campaign. The Engagement and Events Team Manager advised members that since the previous (outsourced) contract had ended in August 2022, the Shop Local media channels had been unmanaged. They also noted that £130 would need to be considered from the Shop Local budget should members wish to engage with the Totally Locally “Fiver Fest” Campaign. The Engagement and Events Team manager advised that the Engagement and Events Officer had produced a Shop Local (social media) Action Plan and would present it to members.

The Engagement and Events Officer presented the Shop Local Social Media Action Plan to members outlining key areas for improvement including, a relaunch of the Shop Local Instagram, creating Instagram story highlights with a collaborative approach such as ‘Where to dine out’ etc, to change the way posts are made on both Facebook and Instagram (with Facebook being more informative led and Instagram being image led). The Officer also suggested that the “Meet the Traders” feature should continue and this could include videos, quotes and media content.

The Engagement and Events Officer also proposed a calendar of events / National Awareness Days that could be highlighted on the Channels to create engagement and a suggestion for Shop Local to sign up to the Totally Locally Fiver Fest.

Councillor S Hodges arrived at 6.15 pm.

The Engagement and Events Officer advised members that the Shop Local logo was created in 2017 and there could be a possibility to create a new one to coincide with a re-launch and provided members with a draft logo to consider for inspiration. The presentation ended with draft suggestions of marketing packs as this was suggested at a previous meeting, but had not been purchased in case members wished to re-design the current Shop Local logo.

Members thought the ideas were great and really liked the draft logo suggestion.

The Engagement and Events Officer advised members (regarding the Totally Locally “Fiver Fest” campaign) that it had been free to participate in the past. However, there is now a £100 per campaign fee (of which here are three per year). Members discussed the Shop Local reserve and queried whether it would be available in the 2023/24 budget for members to draw upon.

Councillor S Hodges advised that the reserve was built due to Covid, however it may not be guaranteed for the next financial year. A suggestion was made to commit to the Totally Locally Fiver Fest from the 2022/23 budget and commit funds for all three campaigns at a cost of £300.

The Engagement and Events Team Manager advised members that the committee are able to spend up to 25% of their budget which meant that this request would need to be made to a meeting of the Finance, Policy and General Purposes Committee or Full Council (whichever meets first). The Chair also requested that £100 be recommended from the budget for sponsored posts on social media.

The Engagement and Events Team Manager clarified that members were resolving at this meeting to commit a sum of £130 in order to enable the Officer to sign up for the first “Fiver Fest” campaign. However, expenditure towards the two further campaigns of £260, plus £100 to utilise for social media promotion were financial decisions outside of the group’s remit, and so these would be recommended for approval via either the Finance, Policy and General Purposes Committee and Full Council (whichever meets first).

Mandi Bennett suggested that rather than risk losing the Shop Local Reserve that members should consider working together on an Easter Trail. The Chair suggested that this was discussed further towards the end of the meeting.

Councillor Payne agreed with the concept and with Councillor S Hodges, especially regarding the proposed re-brand. Councillor Payne noted that the East end of Barry is not represented within the logo, the Engagement and Events Team manager suggested that the Victoria Park Band Stand could be used to represent this area. The Engagement and Events Officer reiterated to members that it was a draft logo and other options could be explored.

The Chair suggested using a reduced colour palette from the “Barry Making Waves” Toolkit and suggested a palette of 3-4 colours (possibly Grey, Cyan, Yellow and Pink).

Councillor S Hodges asked if it would be possible to have a Shop Local Social Media re-launch party which the Mayor could host. The Chair suggested that it could be more focused on the Traders to encourage engagement and ownership of the branding. Councillor S Hodges suggested that a small number of members be nominated to approve the new Shop Local logo.

It was decided that the Chair, Vice Chair, Councillor S Hodges, Gemma Robertson, Dave Elliot, Karry Meyrick and Natalie Bolan make up the group.

Members discussed and confirmed a recommendation of £300 should be made for the purpose of hosting a Re-launch event.

The Chair asked Mandi Pidgeon to expand on their Easter Trail idea. Mandi responded that it would be similar to the Halloween Trail and to utilise the Shop Local reserve. The Chair advised that such an event could be arranged with Shop Local funding part of it and the remaining coming from ticket sales and Traders contributions.

The Engagement and Events Team Manager advised that minus previous recommendations there was £436 remaining. She also advised that a grant application form would need to be submitted to support the request and this would need to be received by made to the Finance, Policy and General Purposes Committee or Full Council (whichever meets first).

**RESOLVED:**

1. **That members receive and note the Shop Local Social Media Action Plan.**
2. **That a budget of £130 is approved for the purpose of taking part in the Totally Locally “Fiver Fest” campaign.**
3. **That the Shop Local Action Plan is approved for adoption, noting that the Action Plan will be a live document.**
4. **That the Engagement and Events Officer create a variety of designs for the new Shop Local logo based upon the draft logo shown to the members, noting the need to include the East End of Barry in any designs.**
5. **That the Engagement and Events Officer liaise with the following members to confirm the new Shop Local logo. (Chair, Vice-Chair, Councillor S Hodges, Gemma Robertson, Dave Elliot, Karry Meyrick and Natalie Bolan)**
6. **That the previously agreed marketing packs are updated with the new logo, once approved and ordered.**
7. **That marketing and brand guidelines packs are created for traders wishing to use the Shop Local branding to follow, noting the suggested “Barry Making Waves” colours of; Grey, Yellow, Cyan & Pink.**

**RECOMMENDATION:**

**TO A MEETING OF THE FINANCE, POLICY AND GENERAL PURPOSES COMMITTEE, SCHEDULED TO BE HELD ON 1 FEBRUARY 2023;**

8. **That a budget of £260 is approved in order for Shop Local to participate in the Totally Locally “Fiver Fest” campaigns throughout the year.**

9. That a budget of £100 is approved in order to boost posts across Social Media.

10. That a budget of £300 is approved (from the Shop Local reserve) to host a “Re-launch Party” to celebrate the group’s new branding & logo, involving all traders.

**RECOMMENDATION:**

**TO A MEETING OF FULL COUNCIL, SCHEDULED TO BE HELD ON 13 FEBRUARY 2023;**

11. £436 from the Shop Local reserve be approved for the purpose of the traders hosting an Easter Trail, noting the grant application submitted in support.

**SL 36. DATE OF NEXT MEETING**

The Chair requested that when the Shop Local meetings are scheduled, that the Officers give consideration to avoid Thursday evenings as should Traders ever offer late night shopping, historically Thursday has been the evening they choose.

**RESOLVED:**

1. That the date of the next meeting of the Shop Local Barry Advisory Committee will be determined at the Annual Meeting scheduled to be held on Tuesday 16 May 2023
2. That the Officer ensure the information surrounding members preferred meeting dates passed to the relevant Officer, to ensure these comments are taken into account when setting the schedule of meetings 2023/24.

The Mayor, Councillor Payne wished to thank Traders for the donation made from the ticket sales of the Halloween Trail noting that they are in aid of Vale People First, Llamau and Young Minds. Councillor Payne also advised members of her upcoming events that include a Salsa night on 9 March, a Bollywood Night on 23 March and her End of Year Ball to be held on 22 April, venues to be confirmed.

Meeting closed at 6.51 pm.

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

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>6 JUNE 2023</b>	<b>AGENDA ITEM: 9</b>
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## **BUDGET MONITORING REPORT**

### **Report Authors**

Emma Thorne, Engagement and Events Officer

### **Purpose of Report**

To provide members with an update of the Committee's budget in the 2023/24 financial year.

### **Background Information**

At a meeting of Full Council held on 13 February 2023, Councillors considered the Draft Budget for the 2023/24 financial year.

At this meeting, it was resolved that the Shop Local Barry Advisory Committee would receive a budget of £10,000, with the remaining amount of £12 currently held in the Shop Local Reserve still being ring-fenced for committee's use, if required.

### **Recommendation**

Members are requested to receive and note the budget update for the 2023/24 financial year.

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>6 JUNE 2023</b>	<b>AGENDA ITEM: 10</b>
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## **BARRY TOWN COUNCIL EVENTS UPDATE**

### **Report Author**

Emma Thorne – Engagement and Events Officer

### **Purpose of Report**

To provide members with the following information relating to Barry Town Council Events programme for 2023, in particular the Family Fun Day on 24 August 2023.

### **Detailed Information**

The following appendices will provide members with further information and inspiration behind Family Fun Day & Christmas 2023.

Appendix 1 – Family Fun Day moodboard

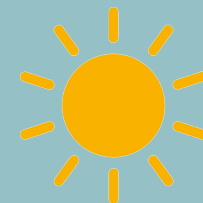
Appendix 2 – Christmas 2023 Inspiration

### **Recommendation**

1. That members receive and note the update and report.
2. That members receive and note the verbal update from Emma Thorne, Engagement and Event Officer of Barry Town Council Event's Team.

Thursday 24th August 2023

# FAMILY Fun Day



2,000 people attended in 2022.

We're expecting a footfall of **3,000+** this year!



Central Park & King Square

**FREE** for all to attend,. We're also **NOT** charging businesses to trade & are providing **FREE** electric.





# Goals



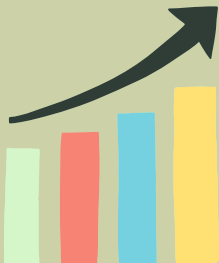
1. Support local businesses & performers by offering 0 fees & promotion opportunities.



2. Make this day an exciting & memorable day for all.



3. To provide an affordable and accessible day out for families during the summer holiday / cost of living crisis.



5. Increase attendance of future events.



BARRI  
BARRY

4. To boost BTC's reputation/ positive profile.



**Face Painters x4**



**Slime workshop  
by The Crafty Club**



**Fossil Workshop  
TBC**

# Workshops

**Low-cost activities for all**



**Video game van  
by Gaming  
Squad**



**Dance & Crafts  
by Tiny Toes Ballet**



**Bath Bomb Workshop  
by Majestic Essentials**





**Giant Jenga**



**Funfair on King Square**  
by James Danter



**Dinosaurs**  
by Dino2Hire (TBC)



**Giant Snakes & Ladders**



**Giant Connect4**



**Reptiles**  
by Reptile World

# Entertainment



**Broadcasting**  
by Bro Radio



Ice Cream Van



Zero Waste Pick 'n Mix  
by Awesome Wales



Local Bakery, Sweet Treats  
including fresh Welsh cakes  
by NUM NUMS #BARRY

# Food



Savoury Goods e.g. Pasties  
by Cake It Your Way!



BBQ Burgers & Hot dogs  
by Barry Round Table





Cox's Crochet Co



Fox & Cub

# Stalls



Made to Love



Handmade by Ffi



British Rabbit Council



30 mins /  
performance  
5 performances  
Mix of  
bands/choirs/acou  
stic artists



Barry Community Choir  
Local mixed-voice choir

# Performers

£50 payment allocated to each  
performer/band = £250



Act Happy  
@act\_happy\_music  
Acoustic duo from South Wales



PA Music/Stage  
management  
by JPL Sound



# FAMILY Fun Day



ORGANISED BY BARRY TOWN COUNCIL

**Are you a local business in Barry?**  
**Let's work together to promote footfall!**

We're expecting 3,000+ visitors to attend this year's Family Fun Day event and Barry Town Council would like to encourage shopping local as much as possible.

Offering Family Fun Day promotions, such as special discounts and free tasters, are just some of the ways that you can make the most of this amazing day!

If you have an idea and want to participate...  
Get in touch with our Engagement & Events Team!



[engagementandevents@barrytowncouncil.gov.uk](mailto:engagementandevents@barrytowncouncil.gov.uk) | 01446 738663



We want to make sure EVERY local business in Barry has the chance to benefit from the event.

We're ensuring the event/trader opportunity is well advertised and are approaching businesses directly to get involved.

Suggestions for participation include running a Family Fun Day promotion such as special discounts & free tasters.





# *Christmas*

*in the park*





# *About the event*

With the Festival of Light not taking place this year, the event teams at Barry Town Council and Vale of Glamorgan Council have agreed to work together to bring a festive event to Central Park in December.







# *Ideas*



*Fake snow on grass around Central Park*



*Photo opportunity spots*



*Christmas Market*





# *Ideas*



*Traditional Choirs (in costumes)*



*Santa's Grotto*



*Christmas Lights*







# *About the event*

A trail through Central Park, with a glistening snowy bank encasing you. On the left will be a sheltered area, to host Christmas short films and popular festive films.

Market stalls entice you into the centre of the park, with photo opportunity areas and food.

Follow the path to meet Santa in his grotto and maybe his reindeers too.





# *About the event*

Dates : 8, 9, 10th December 2023

Friday evening.

Sat and Sun daytime.



<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>6 JUNE 2023</b>	<b>AGENDA ITEM: 11</b>
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## **SHOP LOCAL RE-LAUNCH PARTY**

### **Report Author**

Emma Thorne – Engagement and Events Officer

### **Purpose of Report**

To provide members with the following information relating to the Shop Local Re-launch party.

### **Detailed Information**

Following on from the adoption of the new Shop Local logo and branding, the committee agreed on a re-launch party at the last Shop Local meeting held on 26 January 2023.

The Engagement and Events Officer suggests the following dates:

1. 20 June 2023 at 6pm
2. 4 July 2023 at 6pm
3. 11 July 2023 at 6pm

The event will be held in the Town Hall, with light snacks and beverages provided. All Barry traders to be invited and local press.

The Shop Local Advisory Committee has previously committed a £300 spend to cover this event.

### **Recommendation**

1. That members receive and note the report.
2. That members agree on a date from the suggested dates.
3. That members agree on the re-launch party venue, food & drinks.
4. That members consider what the £300 committed spend would cover.



<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>6 JUNE 2023</b>	<b>AGENDA ITEM: 12</b>
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## **FIVER FEST JULY**

### **Report Author**

Emma Thorne – Engagement and Events Officer

### **Purpose of Report**

To provide members with the following information relating to the Fiver Fest Campaign for July 2023

### **Detailed Information**

The next campaign for Fiver Fest will be held from July 1<sup>st</sup> until July 15<sup>th</sup> 2023.

Emma Thorne, Engagement and Events Officer, will be in touch with Barry traders to promote the campaign and encourage sign up.

The campaign will feature across Shop Local Barry social media pages, press releases and traders will have the opportunity to have signage displayed in their windows.

### **Recommendation**

That members receive and note the dates and report.

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>6 JUNE 2023</b>	<b>AGENDA ITEM: 13</b>
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## **EASTER TRAIL UPDATE**

### **Report Author**

Emma Thorne – Engagement and Events Officer

### **Purpose of Report**

To provide members with an update in relation to the Easter Trail.

### **Detailed Information**

The Easter Trail was held on Saturday 8 April 2023. The Trail featured local businesses taking part in hosting a trail, that the community could explore and earn a treat at each shop.

Mandi Pidgeon will provide members with a verbal update at the meeting.

### **Recommendation**

That members receive and note the report.

<b>SHOP LOCAL BARRY ADVISORY COMMITTEE</b>	<b>6 JUNE 2023</b>	<b>AGENDA ITEM: 14</b>
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## **SHOP LOCAL – EVENTS 2023/24**

### **Report Author**

Emma Thorne – Engagement and Events Officer

### **Purpose of Report**

To provide members with a report to consider the events that Shop Local may wish to financially support, so they can be considered early to ensure proper budgetary provision can be included.

### **Detailed Information**

Historically, Shop Local has provided financial support to a variety of shopping areas to ensure there is a robust events programme for the town to enjoy. However, applications are generally received late in the year and so this paper aims to ensure the group are provided with details of proposed events in a timely manner.

The terms of reference were amended for 2023/24 resulting in the Shop Local Advisory Committee no longer having a spending limit of 25% and all budget spend requirements having to go to Council as a recommendation. The Engagement and Events Officer recommends adjusting the usual procedure to incorporate planning ahead on which events Shop Local would like to financially support.

### **Recommendation**

1. That members receive and note the update and report.
2. That members agree to receiving grants for all proposed events at the next meeting of the Shop Local Advisory Committee to be held on 2 October 2023.