

BARRY TOWN COUNCIL

MINUTES OF A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON TUESDAY 6 JUNE 2023 AT 6PM

PRESENT: Councillors Hennessy, S Hodges, Payne, Perkes, Thomas and Wiliam, together with Traders: S Morgan (Beloved Boutique), A Innes (Chocolate Orange Interiors), N Spackman (Bro Radio), K Bennett (The Well-Being Shop), J Viney (Viney Cleaning Services), K Meyrick (Karry's Deli), A Moya (My Favourite Pet Shop), H Valentino (Vale of Glamorgan Nappy Library), A Greenfield (Awesome.Wales), S Burnell (Holton Road Traders Association), N Bolan (Dimensional Art), R Armstrong (Doctor Bob's Balloons) D Elliott (TL Computer Systems)

ALSO PRESENT: Mark Sims – Deputy Chief Officer
Emma Thorne –Engagement and Events Officer
Lyndsey Thomas – Administrator
Councillor Johnson - Observer
Councillor N Hodges – Observer
G Bennett (The Well-Being Shop) - Observer

SL37. APOLOGIES FOR ABSENCE

None received.

SL38. TO RECEIVE DECLARATIONS OF INTEREST UNDER THE COUNCIL'S CODE OF CONDUCT

None received.

SL39. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

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

SL40. ELECTION OF CHAIRPERSON FOR 2023/24 MUNICIPAL YEAR

The Deputy Chief Officer requested nominations from members for the Election of Chairperson for 2023/24 Municipal Year.

Councillor S Hodges nominated A Greenfield with D Elliott seconding the nomination.

RESOLVED: That Amy Greenfield is elected as the Chairperson for the Shop Local Barry Advisory Committee for the 2023/24 Municipal Year.

SL41. ELECTION OF VICE-CHAIRPERSON FOR 2023/24 MUNICIPAL YEAR

The Chair requested nominations from members for the election of Vice-Chairperson for 2023/24 Municipal Year.

Councillor Perkes nominated Councillor S Hodges with Councillor Hennessy seconding the nomination.

RESOLVED: That Councillor S Hodges be elected as Vice-Chairperson for the Shop Local Barry Advisory Committee for the 2023/24 Municipal Year.

SL42. TO NOTE THE SHOP LOCAL BARRY ADVISORY COMMITTEE TERMS OF REFERENCE

Members were provided with the Shop Local Terms of Reference that were adopted at the Annual Meeting held on 16 May 2023.

The Chair asked for a brief explanation of what the Terms of Reference mean. The Deputy Chief Officer provided a summary of what the Shop Local Terms of Reference were and how they relate to the council as a whole.

RESOLVED: That the Terms of Reference be received and noted.

SL43. TO NOTE THE SHOP LOCAL BARRY ADVISORY COMMITTEE TRADERS APPLICATION FORM AND CODE OF CONDUCT REQUIREMENT FOR MEMBERSHIP

The Chair confirmed all members were happy and had completed the membership form.

The Deputy Chief Officer advised that there are two courses available for members of the committee, should they wish to partake in them.

RESOLVED: That the members of the Shop Local Barry Advisory Committee receive an email with details of the courses available to them.

SL44. TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON THURSDAY 26 JANUARY 2023

Members were provided with the minutes from the last Shop Local Barry Advisory Committee held on Thursday 26 January 2023.

RESOLVED: That the minutes of the Shop Local Barry Advisory Committee held on Thursday 26 January 2023 be approved.

SL45. SHOP LOCAL BUDGET 2023/2024

The Engagements and Events Officer provided an update in relation to the Shop Local Budget for 2023/24.

The Engagements and Events Officer advised that the budget is £10,000, with an amount of £12 remaining in reserves from last year.

The Deputy Chief Officer confirmed that £260 accrued from last year will additionally be rolled into this year.

RESOLVED: That members receive and note the Shop Local Budget for 2023/24.

SL46. BARRY TOWN COUNCIL EVENTS UPDATE

The Engagements and Events Officer explained the elements of the Family Fun Day event planned for 24 August 2023.

The Chair confirmed for the committee that Family Fun Day is not a Shop Local event but an event they can utilise to increase custom.

S Morgan voiced concern that family events can cause their footfall drop by fifty percent. The Engagements and Events Officer noted the concern.

The Engagements and Events Officer suggested a similar activity to Fiver Fest, where traders promote a special offer such as a workshop or discount in conjunction with the Family Fun Day.

Councillor S Hodges enquired about booking the workshops available on the day so organisers are not overwhelmed. The Engagements and Events Officer explained that the workshops in the park will be ad-hoc and the public can attend at any time. It was noted that this approach may not be suitable to traders also offering workshops and the Engagements and Events Officer offered for the Council to assist in any way, such as setting up booking systems on Eventbrite.

The Chair asked if single-sided flyers are going to be printed to promote the event, could they have a list of traders and deals on the back. The Engagements and Events Officer confirmed that was possible as long as the offers had been emailed to the council by 7 July 2023.

G Bennett queried if there was a way to promote what shops are around the town as Park Crescent and High Street are removed from Central Park.

D Elliot suggested they could have a monitor with a rolling slideshow of all businesses, to save on printing costs. The members discussed and agreed to this idea.

S Burnell suggested that they set a spend cap on the idea so that they can begin the process. Members discussed and agreed on £150 limit.

The Engagements and Events Officer stated that the only space for a monitor of this size would be in the corporate tent so the screen would be inside in the event of rain.

The Engagements and Events Officer confirmed that the Festival of Light will not be taking place this year. Barry Town Council will partner with Vale of Glamorgan Council. Dates are not currently confirmed but are suggested to be 8, 9 and 10 December. The Engagements and Events Officer noted that traders would prefer Thursday – Saturday period to incorporate late night shopping.

The Engagements and Events Officer stated that the planned theme for Christmas will be a cosy, traditional Christmas with market stalls, Santa's grotto and an area playing Christmas films in English and Welsh. There will be no official light switch-on.

S Morgan queried why High Street are able to have a light switch-on event and not Holton Road. Members advised that High Street Traders Association organise this themselves, it is not a council event. S Morgan asked could Holton Road do the same. D Elliott advised it would require support and funding.

The Chair suggested moving on and Holton Road Traders could discuss this further elsewhere.

Councillor S Hodges suggested the Chair contact Vale of Glamorgan Council and meet with them to discuss the lights.

Councillor Payne voiced that the east end of Barry would also benefit from an event at Christmas. She suggested having a tree in Victoria Park and an event involving the local traders. Councillor Payne also pointed out that the night time economy is often missed in regards to these events.

The Chair asked Councillor Payne to contact the east end traders to see what ideas they had and would like to pursue.

A Moya commented that Park Crescent also misses out due to being a through road and unable to put on similar events. Councillor Payne added that there is no sideways signage alerting the public to it being a shopping zone. K Meyrick added that Park Crescent is not mentioned on many Wayfinder signs.

The Engagements and Events Officer suggested having a Christmas trail through the local shops during the weekend of the Christmas event.

Some members expressed they feel this is counter productive if there is a grotto in the park.

The Chair reminded the committee that the event is not a Shop Local event, but something the traders can use to promote themselves.

Councillor S Hodges informed the committee that the budget that was originally earmarked for the festival of light is likely to be redirected to the Christmas event. The Engagements and Events Officer confirmed this was approximately £10,000. Councillor S Hodges proposed that the committee supports that idea. Traders agreed.

R Armstrong asked if the Council could use local entertainers for the Christmas event and volunteered to offer suggestions to The Engagements and Events Officer.

Members discussed adopting a discount code that can be used towards entry to the grotto if they spend a certain amount in local independent stores. The Engagements and Events Officer pointed out that the Council are yet to decide whether there will be a charge for entry to the grotto. The event has not been planned yet and is subject to change following further planning discussions with the Vale of Glamorgan Council.

Members discussed how to benefit the Mayor's chosen charities and other local organisations such as Barry Round Table. Councillor Perkes pointed out that the Vale of Glamorgan Mayor will also have her own charities to include. She also stated that Barry Town Council will ideally want to keep the event as free as possible due to the cost of living crisis.

The Chair suggested that Barry Town Council, the Vale of Glamorgan Council, Barry Round Table and some local traders meet to discuss and organise.

S Morgan suggested renting an illuminated lorry for Port Road, displaying local traders. She enquired whether the redirected £10,000 from the festival of light could be used towards this. The Engagements and Events Officer said she will look at costs.

RESOLVED:

- 1. That traders will contact Engagements and Events Officer with their available offers for Family Fun Day by 7 July 2023 to be featured on the event flyer**
- 2. That the Engagements and Events Officer will contact JPL Sound to ask if they will provide a monitor for the Family Fun Day up to the maximum cost of £150**

3. That Councillor Payne will contact traders in the east end of Barry to discuss what events they would like to see happen and partake in
4. That the Engagements and Events Officer looks at costs of an illuminated lorry for advertising at Christmas

RECOMMENDATION:

To a meeting of Full Council scheduled to be held on Monday, 26 June 2023;

5. That Barry Town Council release £150 from the Shop Local budget with regards to providing a monitor with a rolling slideshow of all businesses for the Family Fun Day event (subject to receipt of quotation)
6. That Members of Shop Local Barry Advisory Committee support the proposed redirection of funding, originally earmarked for Festival of Lights to the proposed new Christmas in the Park
7. That Barry Town Council, the Vale of Glamorgan Council, Barry Round Table and some local traders meet to discuss and organise the Christmas in the Park event

SL47. SHOP LOCAL RE-LAUNCH PARTY

The Chair confirmed what had been discussed in the previous meeting on 26 January 2023. Members discussed which date they would prefer for the party. Members unanimously decided on 11 July 2023.

The Chair informed the committee that the party is to extend an invitation to the local Press to assist with promoting the Shop Local businesses.

The Chair asked what visuals will be at the event. The Engagements and Events Officer reminded the committee that they decided not to use funds towards flyers and banners at a previous meeting. The Chair discussed that it would be beneficial to have something visual at the party.

S Burnell suggested Park Prison as a cost-effective alternative. The Engagements and Events Officer confirmed she will contact local printers and Park Prison to find the most cost-effective option for the designated funds.

RESOLVED:

1. That the Shop Local relaunch party will take place on 11 July 2023 at 6pm at Town Hall

2. That the Engagements and Events Officer will acquire quotes for printing Shop Local promotional material for the relaunch party

SL48. FIVER FEST JULY

The Engagements and Events Officer confirmed that the next Fiver Fest event will be 1 – 15 July. The Engagements and Events Officer will be in touch with traders shortly to ask what products they would like to offer. Members were reminded that not everyone has to be involved.

RESOLVED: That the Engagements and Events Officer will contact traders in relation to involvement in Fiver Fest

SL49. EASTER TRAIL UPDATE

The Engagements and Events Officer passed on apologies from Mandi Pidgeon for being unable to attend but read a statement of positive feedback to the committee on her behalf.

Members discussed the event and they felt it was poorly organised. They suggested that a team organise the trail in future as it is too much for one person to take-on on their own. They also suggested that a central hub, rather than a shop, be used to hand out maps and answer questions the public might have.

RESOLVED: Members received and noted the report

SL50. SHOP LOCAL EVENTS FOR 2023/24

The Chair stated she welcomes the new approach to Shop Local funding.

D Elliott recommended that Christmas events are planned on different weekends per area so the whole period is covered and Holton Road, High Street and Park Crescent traders all benefit.

Councillor S Hodges proposed that a 'Christmas 2023' subcommittee be set-up to plan for Shop Local Barry Christmas events. This was seconded by Councillor Hennessy.

Members for the subcommittee were; Councillor S Hodges, Councillor Hennessy, Councillor Perkes, D Elliot (TL Computer Systems), R Armstrong (Doctor Bobs Balloons), N Bolan (Dimensional Art), Karry (Karry's Deli).

Members discussed Halloween events and decided that they would like to participate in a Pumpkin Trail. They wish to ask the Council for a £1,500 budget towards promotional material and entertainment.

The Chair asked that action points be emailed to members of the committee in seven days.

RESOLVED:

1. That members receive and note the report.
2. That a Shop Local Barry Christmas 2023 subcommittee be set-up and meet on 11 July 2023 to discuss Christmas planning with the members being Councillor S Hodges, Councillor Hennessy, Councillor Perkes, D Elliot (TL Computer Systems), R Armstrong (Doctor Bobs Balloons), N Bolan (Dimensional Art) and Karry (Karry's Deli).
3. That action points from the meeting are sent to committee members within seven days

RECOMMENDATION:

To a meeting of Full Council scheduled to be held on Monday, 26 June 2023;

4. That Barry Town Council release £1,500 from the Shop Local budget with regards to Halloween events.

SL51.

DATE OF NEXT MEETING

The Chair asked could an invitation be extended to Mererid Vellios to attend the next meeting to provide an update on the Wayfinders Project.

RESOLVED:

1. That the date of the next meeting of the Shop Local Advisory Committee will be held on 2 October 2023 at 6pm (noting that an Extraordinary meeting of the Advisory Committee will be arranged to consider the minutes of the Christmas 2023 sub-committee).
2. That the Engagements and Events Officer invite Mererid Vellios to attend.

The meeting closed at 7.50pm

Signed Dated
(Chairperson)