

From 1 May 2021, the Local Government and Elections (Wales) Act 2021 sets out a statutory requirement that: As soon as reasonably practicable after a meeting of a community council, and in any event before the end of seven working days beginning with the day on which the meeting is held, the council must publish electronically a note setting out—

- (a) the names of the members who attended the meeting, and any apologies for absence;
- (b) any declarations of interest;
- (c) any decision taken at the meeting, including the outcomes of any votes.

Barry Town Council meets this duty by publishing this information in the form of draft meeting minutes which will be displayed electronically within 7 working days after the meeting. It should be noted that these minutes are DRAFT and not agreed until the next meeting.

BARRY TOWN COUNCIL

MINUTES OF AN EXTRA ORDINARY MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON TUESDAY 25 JULY 2023 AT 6PM

PRESENT: Councillors Hennessy, S Hodges, Perkes, and Thomas, together with Traders: A Greenfield (Awesome.Wales) (Chair), A Innes (Chocolate Orange Interiors), N Spackman (Bro Radio), K Bennett (The Well-Being Shop), K Meyrick (Karry's Deli) (arrived at 6:10pm), H Valentino (Vale of Glamorgan Nappy Library), S Burnell (Holton Road Traders Association), N Bolan (Dimensional Art), D Elliott (TL Computer Systems) (arrived at 6:25pm).

ALSO PRESENT: Emma Thorne – Engagement and Events Officer
Lyndsey Thomas – Administrator
Councillor Johnson - Observer
Councillor N Hodges – Observer

SL52. APOLOGIES FOR ABSENCE

R Armstrong (Doctor Bob's Balloons), A Moya (My Favourite Pet Shop), G Staubs, S Norman, M Jenkins

SL53. TO RECEIVE DECLARATIONS OF INTEREST UNDER THE COUNCIL'S CODE OF CONDUCT

Councillors S Hodges and N Hodges declared an interest in the Park Crescent grant application as they have been asked to arrange a history tour of the area as part of the Christmas activities.

SL54. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

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

SL55. TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON TUESDAY 6 JUNE 2023

Members were provided with the minutes from the last Shop Local Barry Advisory Committee held on Tuesday 6 June 2023.

RESOLVED: That the minutes of the Shop Local Barry Advisory Committee held on Tuesday 6 June 2023 be approved.

SL56. SHOP LOCAL BUDGET 2023/2024 (UPDATE FOR INFORMATION)

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

With the previously agreed spends being accounted for, there remains a total of £8,350 remaining in the budget for this financial year.

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

SL57. TO RECEIVE AND NOTE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY SUB-COMMITTEE HELD ON TUESDAY 11 JULY 2023

Members discussed the minutes of the Shop Local Sub-Committee meeting.

The Chair noted that some shopping districts had been unable to meet and discuss their ideas ahead of the sub-committee meeting so more ideas might have been put together since.

N Bolan stated that she was in the waiting room on Zoom for the sub-committee meeting but wasn't accepted. The Engagement and Events Officer apologised.

Members attention was drawn to the grant requests for Christmas events. It was decided that each applicant would explain their event plan and the funds required and decisions would be discussed after everyone had presented.

N Spackman explained Bro Radio's idea to launch a Christmas Radio service. It would operate from mid-November until Christmas Day, playing Christmas music and promotions for local businesses and events going on across Barry. The service will be available on DAB+ radio and will be accessible online, via mobile and smart speakers.

If the Shop Local Barry opt not to cover the full costs then Bro Radio can approach other local councils in the area.

K Meyrick arrived at 6:10pm.

Councillor Perkes asked would councils in Cardiff be asked to pay to cover their costs of transmission.

N Spackman explained that no, the radio service will be transmitted across Cardiff and East Glamorgan but the promotion will focus on the Barry area if the Shop Local Advisory Committee sponsor it.

N Bolan suggested the idea of two markets with local traders taking place at the Goodsheds – one in November and one in December. She pointed out that Goodsheds are the traders' landlords and therefore do not fund events. The Goodsheds traders are planning to fund these markets but would like funding for advertising and promotion.

Councillors S Hodges and N Hodges left the room.

K Meyrick presented an idea for a Christmas event at Park Crescent. She noted that the Park Hotel Public House have a tree on the corner of the building each year. She suggested a traditional light switch-on event. Members of the public could have stamp cards that local traders would stamp when they make purchases. The stamp cards can be traded in for a complimentary drink at the Park Hotel Public House.

The funding is requested for extra lights along Park Crescent, printing for the drink vouchers, the cost of the drinks and also advertising of the event.

Councillor Perkes asked whether permission has been obtained from building landlords to have the extra lights. K Meyrick advised no, she is the sole person involved so far.

The Chair commented that there is nothing in the application regarding insurance and road closures. K Meyrick replied that she has not had a chance to discuss with the other traders yet, it is just an idea at this stage.

The Chair pointed out that all applications that will be awarded will do so dependent on certain safety measures being met.

Councillors S Hodges and N Hodges re-entered the room.

D Elliott joined the meeting at 6:25pm.

The Chair explained the proposal from the Barry Shop Local Traders. She noted that they are aware that the figures are higher than the budget will allow.

The proposal suggests creating a town-wide brand with a graphic designer, ensuring that all events have the same font and style guide. Paper bags have been suggested which double as leaflets, listing all of the events going on across Barry over the Christmas period.

The Chair also noted that there have been two digital screens installed on Cardiff Road. Enquiries have been made and the company have quoted £2,000 for one advert, two month marketing campaign. The Chair feels that there may be some wiggle room in that number but highlighted that this would be a digital advertising space reaching thousands of people as they come and go from the town.

The Engagement and Events Officer asked the name of the companies that have provided quotes. The Chair said that the paper bags come from a Nottingham based company; carrierbagshop.co.uk.

Councillor Perkes asked if Barry Town Council has the ability to design graphics in house. The Engagement and Events Officer confirmed that yes, she is a graphic designer and can design promotional materials using Shop Local branding and colours.

The Engagement and Events Officer noted that Robert Armstrong of Dr. Bob's Balloons had sent a message asking for consideration of the committee of a budget of £1800-£2000 for the High Street Christmas Light Switch-on.

S Burnell asked what had happened to the funds they were awarded last year for the event that did not happen.

Councillor S Hodges stated that the question needs to be asked but it is only fair that the money is spread around as Barry has many shopping districts.

S Burnell added that High Street have nearly a third of the budget every year and as the event didn't happen the committee need to know what happened to it. Councillor Hennessy agreed that the question should be asked.

The Chair and Engagement and Events Officer agreed that it should be set as an action to ask the High Street Traders about the funds from last years event. The Chair added that no one from that funding period was asked for a report and all other events went ahead.

S Burnell presented the Holton Toad Traders Association proposal for a four week lead up to Christmas with four separate events on Thursday nights. Additionally, there will be an incentive event in the weeks leading up to the Christmas Light Switch-on where customers can win the chance to turn on the lights with Santa.

The idea for 7th December is a street food festive market in the parking bays along Holton Road, encouraging trade to shops further along the street. The following week will feature indie pop ups and a wishing well. There will also be Christmas Choirs and free tasters from local traders.

The Chair calculated that this meant a request of £5,372 from the shopping districts.

Councillor S Hodges passed Councillor Johnson a note with her recommendation. Councillors S Hodges and N Hodges left the room.

Councillor Johnson read the suggestion as £2,000 for the digital marketing screens on Cardiff Road, £1,000 to Holton Road Traders Association, £1,000 to High Street Traders Association, £1,000 to Bro Radio for the Christmas radio service, £320 to Goodsheds and £550 to Park Crescent. This would come to a total spend of £5,870.

Councillor Perkes stated that she agreed with Councillor S Hodges recommendation.

The Engagement and Events Officer advised that if the recommendation was agreed, the remaining funds would be £2,480 for the rest of the financial year.

N Bolan asked if the digital screen deal was less than the full £2,000, would the committee be able to use the funds for more social media advertisements.

Councillor Hennessy asked regarding the Bro Radio licence, with less than the full amount being offered, would they be able to cover the remainder of the funds required.

N Spackman advised they would only get it covered by getting another town involved. S Burnell suggested the committee should provide the whole £1,200 rather than just £1,000 and have to split the air time.

N Bolan pointed out that the Holton Road Traders Association application is for four events and therefore they should receive more funding than an area with only one event.

The Chair stated that this is just initial requests and that there was nothing to say that traders couldn't come to the next meeting with further requests.

Councillor Johnson pointed out that there has been no official application from High Street and therefore they may need to look at the issue again in October.

Councillor Perkes added that some traders could get more funding from elsewhere between now and then. She advised that it would be beneficial if Park Crescent has a more detailed proposal for the October meeting. She also reminded the committee that Councillor Payne has previously mentioned that it would be positive if Vere Street could also have a Christmas event.

Councillor Johnson clarified that it is the committee's intention to provide funding as; £2,000 for digital advertising on the screens on Cardiff Road, £1,000 to Holton Road Traders Association, £1,000 to High Street Traders Association, £1,200 to Bro Radio for the Christmas radio service, £320 to Goodsheds and £550 to Park Crescent.

Councillor Hennessy moved this suggestion and Councillor Perkes seconded.

RESOLVED:

- 1. That the High Street Traders will be asked to provide a report as to what happened to the funding received for the 2022 Christmas Light Switch-on.**

RECOMMENDATION:

- 2. That Barry Town Council release an amount of £2,000 from the Shop Local budget in regards to the application for a digital advert on the screens on Cardiff Road to promote Shop Local Christmas events.**
- 3. That Barry Town Council release an amount of £1,000 from the Shop Local budget in regards to the application for four Christmas events organised by Holton Road Traders Association.**
- 4. That Barry Town Council release an amount of £1,000 from the Shop Local budget in regards to the annual Christmas light switch-on event at High Street.**
- 5. That Barry Town Council release an amount of £1,200 from the Shop Local budget in regards to a licence to launch a Christmas Radio DAB+ service to promote Shop Local Christmas events.**
- 6. That Barry Town Council release an amount of £320 from the Shop Local budget in regards to the application for promotional funding for two Christmas markets at Goodsheds.**
- 7. That Barry Town Council release an amount of £550 from the Shop Local budget in regards to the application for funding for a Christmas event at Park Crescent.**

