

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 MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON TUESDAY 16 JULY 2024 AT 6PM

PRESENT: Councillors Johnson, Hennessy, N Hodges (substitute for S Hodges), S Hodges (arrived 6.13pm), Collins, Payne, and Aviet, together with Traders: D Elliott (TL Computer Systems arrived at 6.06pm), P Martin (Vodafone).

ALSO PRESENT: Jason Harvey – Engagement and Events Manager
Emma Thorne – Engagement and Events Officer
Jo John – Engagement and Events Administrator
Councillor N Hodges – Observer (6.13pm onwards)
A Greenfield (ETO joined at 6.18pm)

SL59. APOLOGIES FOR ABSENCE

Councillor Perkes, R Armstrong (Doctor Bob's Balloons)

SL60. TO RECEIVE DECLARATIONS OF INTEREST UNDER THE COUNCIL'S CODE OF CONDUCT

None Received

RESOLVED: That no declarations of interest were received.

SL61. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

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

SL62. ELECTION OF CHAIRPERSON FOR 2024/25 MUNICIPAL YEAR

The Events and Engagement Officer requested nominations from members for the Election of Chairperson for 2024/25 Municipal Year.

Councillor N Hodges nominated Councillor Johnson with Councillor Collins seconding the nomination.

No other nominations were received.

RESOLVED: that Councillor Johnson is elected as the Chairperson for the Shop Local Barry Advisory Committee for the 2024/25 Municipal Year.

SL63. ELECTION OF VICE-CHAIRPERSON FOR 2024/25 MUNICIPAL YEAR

The Chair requested nominations from members for the election of Vice-Chairperson for 2024/25 Municipal Year. The Chair advised that this should be a trader, as a Councillor is in position of Chairperson.

Councillor H Payne nominated D Elliott, with Councillor Hennesy seconding the nomination.

RESOLVED: That D Elliott be elected as Vice-Chairperson for the Shop Local Barry Advisory Committee for the 2024/25 Municipal Year.

SL64. TO NOTE THE SHOP LOCAL BARRY ADVISORY COMMITTEE TERMS OF REFERENCE

Members were provided with the Shop Local Terms of Reference. The Chair clarified that substitutes can attend, and that there are currently 20 members consisting of 7 Councillors and 13 registered traders. Members were reminded that in order to be quorate (having the necessary number of people present for decisions to be allowed to be made) a third of the membership is required to attend.

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

Councillor S Hodges arrived at 6.13pm, apologised for late arrival due to attending another meeting.

SL65.

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

The E&EO advised that the traders application form has been updated, along with the Terms of Reference. The officer reminded members, that traders need to complete the Code of Conduct training in order to vote during the meetings. The Chair noted that a reminder should be sent advising that training must be completed if they wish to continue being a member.

It was asked if the training required was available online and free of charge. The E&EO clarified that this was correct, and the online training is usually from 6.30pm – 8.00pm.

A Greenfield arrived at 6.18pm

D Elliott queried why the training had to be completed, as he felt it wasn't applicable to the committee and of no benefit. He commented that the committee has met previously with no issues, and queried why the training was a new requirement. The Chair explained that the Council are bound by certain rules, and it is only possible to be a voting member on the committee if the training has been completed. The Chair advised that this is the same training the Councillors have to complete, and in the past, it hasn't been followed correctly. The Chair advised there has been a break in the meetings whilst this issue was resolved, and now it is time to restart with the purpose of the committee still to provide support to the local shopping areas.

The question was raised if any other traders had given a reason why they had not completed the training. The E&EO advised that no reasons had been given, but a number of reminders had been sent via email. The Chair suggested that a final reminder is sent, and if no responses, it should be raised at Full Council.

D Elliott asked if traders are able to still attend the meetings without voting. The E&EO clarified that it would be possible for them to attend as an observer, but would have to request to speak.

D Elliott asked if it would be possible to arrange for an instructional video to cover the training, when it could be organised so that everybody was in the same room to train at the same time.

P Martin advised from a trader's point of view the application form was fine, but suggested that we should reevaluate the process of how we invite new members, but ensure that we exit inactive members.

Members agreed that a photo should be taken of the Chair and Vice Chair at the end of the meeting that can be used to promote a call out for members.

RECOMMENDATIONS:

1. That the Council explore how traders are recruited, and how non-active members are removed from membership
2. That the Council look to organise in person Code of Conduct Training for traders

RESOLVED:

1. That a reminder is sent to all Shop Local members to complete online Code of Conduct Training

SL66. TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON TUESDAY 25 JULY 2023

Members were provided with the minutes from the last Shop Local Barry Advisory Committee held on Tuesday 25 July 2023.

The question was raised if all the budgets that were allocated last year were spent. The E&EO advised that percentage of the funds were returned, and allocated back into general reserves. The Chair commented that it was more than expected, but will have been due to the break in the meetings.

RESOLVED: That the minutes of the Shop Local Barry Advisory Committee held on Tuesday 25 July 2023 be approved

SL67. SHOP LOCAL BUDGET 2024/2025 (UPDATE FOR INFORMATION)

The Chair confirmed the budget this year is £10,000. The E&EO confirmed that none of this has yet been allocated.

The traders wanted clarification that any unspent budget goes into general reserves, but voiced it should come back to Shop Local. The Chair advised that funds had been allocated but wasn't able to be spent due to the break in the meetings. The Chair explained that an external review had taken place, and there was no provision for funds to roll from one year to the next. P Martin questioned if the budget was allocated in April, why the first meeting wasn't being held until July. The Chair advised it can depend on where Easter falls, but there would ordinarily have been a meeting held in the Spring.

RESOLVED: That members receive and note the Shop Local Budget for 2024/25.

SL68.

BARRY TOWN COUNCIL'S EVENTS UPDATE

The E&EO provided an update on the upcoming events, and confirmed that local traders can apply for a trading space at the events. Halloween will be similar to last year. The Christmas event will have the traditional light switch on, grotto and market. The wooden huts were too small last year, so this year we will be providing marquees again.

Councillor Payne asked if there are any trading spaces left for the Summer Family Fun Day. The E&EO confirmed there are no spaces left, and applications were open from January to April. She also advised that the event has now been signed off ESAG (Event Safety Advisory Group).

D Elliott wanted clarification on when the budget started. The Chair confirmed that the budget was for this financial year. D Elliott commented that previously it had been discussed to buy wooden huts that we could keep, store flat, and reuse each year. The E&EO confirmed that this was looked at, however there were a number of issues why it wasn't possible. The Chair requested that the reasons be sent following the meeting to D Elliott.

The E&EO explained the trader application process for the Christmas event, and advised that local shops had been contacted with details of how to apply. She advised there has been a two-week extension on the deadline to apply, and was hoping to close the application process at the end of this week. D Elliott raised concerns that Shop Local traders may not be aware they can apply and requested that the deadline be extended until the end of August. Members discussed this, and agreed that the deadline should be extended until 16th August. Councillors suggested an email is sent to the mailing list. The Chair confirmed with the E&EO that this has already been actioned.

The E&EO advised that we will be holding a Mayor's Christmas Market again this year, and hoping to build it as an annual event. Applications are open, and there have already been a number of applications received.

There are also plans for St David's Day and Easter events, but details for these are to be confirmed.

RESOLVED:

- 1. That members receive and note the report**
- 2. That the E&EO will send details of previous wooden huts conversation to D Elliott.**

RECOMMENDATION:

1. That the deadline for Christmas trader applications be extended to 16 August.

SL69. TOTALLY LOCALLY CAMPAIGN UPDATE

The E&EO confirmed there have been no further correspondence received with regards to the scheme. The Chair commented that it should be considered as a promotional tool in the future.

RESOLVED: That the report be received and noted

SL70. SHOP LOCAL PRIORITIES FOR 2024/25

The Chair commented that last years meeting was heartening with the different shopping areas in Barry discussing their Christmas marketing campaigns. The challenge this year is how to engage new members and relaunch the committee, along with the work that had begun last year, so this will be another opportunity. The Chair suggested we hold a relaunch event where local traders can be invited and the process of how to become a member can be explained, along with an opportunity to receive feedback and ideas on how to increase footfall in the shopping areas.

The Chair suggested that around £300 - £350 is allocated for the relaunch event. Members discussed advertising of the event, and the current mailing list. D Elliott advised there is a trader WhatsApp group. The E&EO confirmed that the current mailing list only contains those who are members of the shop local committee. Members discussed having a flyer to promote the relaunch and the E&EO confirmed this could be done in house. Councillors were happy to distribute in their areas. The Chair suggested the event took place in the chamber, and confirmed the Mayor should be invited.

A Greenfield advised there is a Facebook group and a WhatsApp group that could be used to inform traders of the event. The E&EO confirmed that BTC would be unable to use these marketing tools, but would be good if traders could cascade through these channels. The Chair agreed.

Members discussed the budget and advertising for the relaunch event. The E&EO advised that approx. £170 was spent on a buffet the previous time. Members agreed that it shouldn't be advertised in the newspapers, and efforts should be concentrated online and with flyers. It was suggested the Chair and Vice Chair are interviewed by Bro Radio. Both were happy to do this.

Members discussed dates and budget for the relaunch event. The E&EO offered to send out three options for dates, and see which one

was preferred. It was agreed that flyers would be created in house using the design from last year. A budget of £250 was agreed for the relaunch event.

7pm – The Chair asked if everybody was happy to continue with the Meeting, which members agreed.

Cllr S Hodges asked if A Greenfield had any plans for an event this year. A Greenfield had Wi-Fi issues so continued to communicate via the chat function of Zoom, and through D Elliott (trader WhatsApp group). A Greenfield confirmed that as yet they hadn't held any meetings to organise anything. Cllr S Hodges asked if some of the budget could be reserved for an event organised by A Greenfield. A Greenfield was happy to put together a proposal.

The E&EO advised members that the grant awarded for the 2023 event was £1500. A Greenfield (via WhatsApp) requested £2000 for a Halloween event 2024. Members recommended that £2000 be allocated. The E&EO raised that the Council are still awaiting receipt of a completed grant return relating to last year's Halloween Event from A Greenfield. The committee noted this and recommended that the allocation be made pending successful receipt of the grant return form, to be received by 22 August.

The Chair queried the budget for the general shop local promotion campaign. Members suggested this was discussed again following the relaunch event. The E&EO advised that she will revisit the marketing action plan, and bring it to the next meeting in October. The Chair confirmed he will raise the unspent budget query with Full Council.

RESOLVED:

- 1. That the E&EO will arrange for the Chair and Vice Chair to be interviewed on Bro Radio.**
- 2. That the Chair will raise the unspent budget query with Full Council.**

RECOMMENDATIONS:

- 1. That a relaunch event is held in the chamber where local traders can be invited with a budget of £250**
- 2. That A Greenfield completes the Council's Grant Application Monitoring form to submit to the E&EO by the 22nd July, so that a report can be submitted to Full Council on the 29th July for the £2000 proposed.**

3. That funds relating to the Shop Local Halloween Event are held until a completed grant monitoring form is received and accepted.

SL71. DATE OF NEXT MEETING

The date of the next meeting of the Shop Local Barry Advisory Committee will be held on 1 October 2024 at 6pm.

The meeting closed at 7.25pm

Signed Dated
(Chairperson)