

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.

MINUTES OF AN MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD ON TUESDAY 21 JANUARY AT 6PM

PRESENT: Councillors Johnson (Chair), Hennessy, S Hodges, Collins, Payne, Perkes, and Aviet together with Traders: Dave Elliott (Vice Chair), Paul Martin (Vodafone).

ALSO PRESENT: Chris Mason - Engagement and Events Team Manager
Jo John – Engagement and Events Administrator
Councillor J McKinney – Observer
Nathan Spackman (Bro Radio) - Observer

SL83. APOLOGIES FOR ABSENCE

None received

SL84. TO RECEIVE DECLARATIONS OF INTEREST UNDER THE COUNCIL'S CODE OF CONDUCT

None Received

RESOLVED: That no declarations of interest were received.

SL85. WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

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

SL86. TO APPROVE THE MINUTES OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE HELD 1 OCTOBER 2024

RESOLVED: That the minutes of the Shop Local Barry Advisory Committee held on 1 October 2024 be approved and signed as a correct record.

SL87.

BUDGET MONITORING REPORT TO 31 DECEMBER 2024

The Engagement and Events Team Manager gave a summary of the report confirming that there was a balance of £5,632.00 available in the Shop Local budget. The Engagement and Events Team Manager advised that grant applications had been received in November 2024 from the Goodsheds and High Street Traders Association for Christmas activity, and that a proportion of each application had been awarded by the Finance Committee, but the High Street Traders Association grant had not yet been claimed.

The Engagement and Events Team Manager advised that the £10,000 budget requested by Shop Local for 2025/26 financial year has been included in the budget consultation and draft budget which is being presented to Full Council on 10 February 2025.

Members raised concerns that there were funds remaining in the budget for this financial year, and wanted a discussion on ideas for it to be used. The Chair clarified that any funds not spent would go back into the general reserves, and the remaining funds would be discussed later in the meeting.

RESOLVED: That members receive and note the report.

SL88.

HALLOWEEN EVENTS 2024

The Engagement and Events Team Manager gave a summary of the report. Two events took place for Halloween. One event organised by Barry Town Council which ran from 10am – 1pm, followed by a Halloween Trail organised by traders which ran from 1pm onwards. The Engagement and Events Team Manager advised members that the events had been successful in providing an affordable experience for families with activities provided for free or at a low cost. The attendance at the BTC event was estimated at around 2,000 people, many of whom were staying in the area so they could attend the trail at 1pm. The Engagement and Events Team Manager advised members there was a noticeably increased footfall on Holton Road that day, and that traders attending the BTC event provided positive feedback, and reported a successful day for sales. The Chair commented that it had been great to see a number of people dressed up attending the events.

Members agreed that the events were successful but raised concerns about safeguarding at events that are organised by external parties, as we don't know how much experience they have in organising events and producing risk assessments etc. They suggested a disclaimer be included on the grant application forms stating that parents / guardians are responsible for their own children. This will be considered going forward, but the Engagement and Events Team Manager advised that it would be challenging to enforce any requirement for disclaimers or the provision of pre-event paperwork as funds would be claimed by

organisers before the production of such documents. As Barry Town Council is the funder, and not the organiser, BTC is not legally responsible for these events. Dave Elliot also queried how parents could be relied on to keep their children safe across a number of areas around Barry, in the example of the trail. The Chair commented that the correct balance needed to be found so that the application process and requirements didn't become too complicated, and this issue should be discussed again in the presence of event organisers.

A grant monitoring report has been issued to A Greenfield for completion, but has not yet been returned. Members raised concerns that there needed to be a paper trail with relevant receipts / invoices due to it being public money. Members also commented that evaluation was necessary to highlight any good practice in community engagement and not just relating to financial matters. Members suggested that in future no funding should be allocated to traders who fail to return grant monitoring forms when requested. Dave Elliot contacted A Greenfield during the meeting via message to query when the form would be returned.

RESOLVED:

- 1. That members receive and note the report**
- 2. Members wished to thank A Greenfield for the work on the Halloween Trail, but request that the grant monitoring is completed and returned to officers by the deadline given.**

SL89. CHRISTMAS EVENTS 2024

The Engagement and Events Team Manager gave a summary of the report. Barry Town Council worked in partnership with the Vale of Glamorgan Council to host the Barry Christmas Festival over two days – Friday 22 November 2024 and Saturday 23 November 2024.

Friday was a great success with an estimated 4,000 people in attendance, and King Square full for the light switch-on. Inclement stormy weather provided a challenge for the Saturday, but elements of the staging, entertainment, and time were adjusted so that the event could continue safely.

Bro Radio Christmas was officially launched following a successful grant application. Bro Radio also broadcast live from the stage on Friday 22 November for the light switch-on, and ran a competition for a family to switch on the lights with Santa. Nathan Spackman provided feedback to members verbally at the meeting that Bro Radio had good engagement with local businesses having shared the free advertising information with approx. 200 traders, 30 of which took up the offer of a free advert on the radio station. The Bro Radio team produced 70 hours a week of content for the Christmas station, which increased to 13 – 14

hours a day during Christmas week. They generated extra revenue with paid advertising, and hope to increase this in the future so that they are less reliant on the Shop Local funding. Nathan Spackman is aware that his grant monitoring form needs to be returned and will send this to officers.

The Engagement and Events Team Manager advised that grant applications had been received in November 2024 from the Goodsheds and High Street Traders Association for Christmas activity, and that a proportion of each application had been awarded by the Finance Committee, but the High Street Traders Association grant had not yet been claimed. The Engagement and Events Team Manager will follow this up with High Street Traders Association.

RESOLVED:

- 1. That members receive and note the report**
- 2. Request that the grant monitoring is completed by Nathan Spackman and returned to officers by deadline given.**
- 3. The Engagement and Events Team Manager to contact High Street Traders Association to see if Christmas activity was undertaken and if they are planning to draw down the funds.**

SL90.

CALENDAR OF EVENTS 2025

The Chair raised concerns that following the current schedule there wouldn't be another Shop Local meeting for some time, and suggested that meetings going forward are held quarterly. This would allow for grant applications to be submitted and considered in good time, especially with regards to Christmas activities which would need to be considered during the Summer months. Members agreed, and felt there may need to be a provision to schedule an extraordinary meeting outside of the scheduled ones if needed.

The Chair continued to advise members that the impetus should come from the traders who know what their customers need and would like to see. The Chair explained one of the challenges is who speaks / represents each shopping area, as currently they don't have one voice, and aren't working together. The Chair advised members that the Vale of Glamorgan Council used to have a role which would liaise with local businesses, but this role was made redundant. Nathan Spackman commented that Cowbridge have advertised for a business coordinator on a fixed term basis. The main focus of this role is to engage with the traders and customers with a view to establishing a traders' group or association, and also work on marketing and PR, and queried if some of the budget could be allocated to a similar role for Barry. Members commented that there's a definite gap, but both Council and traders

would need to see the value of it. The Chair asked for comments from Dave Elliot for a trader's perspective. Dave Elliot advised members there had been momentum building in the Shop Local scheme up until Covid, but some businesses are still recovering from the effects of the pandemic. He went on to explain that traders don't have the time to attend meetings out of hours in addition to the working day, and felt that their own organised traders' meetings should be restarted so that information can then be fed back to Shop Local via a business who is a member.

Members advised that prior to Covid there had been a trader's forum which was attended by the Vale of Glamorgan Council and the Police and perhaps this could be considered again if it helped their views feel valued. Dave Elliot advised that the previous forum had sounded good, but that traders had still been waiting for actions agreed and answers to questions posed, a year following that forum.

Members raised suggestions of possible events for Valentine's Day and Easter. The Chair commented that these would need to be led by traders, such as not to create additional work for the Engagement and Events team. The Engagement and Events Team Manager agreed and confirmed that the team were currently working on the plans for St David's Day and the Daffodil Dash fun run this Spring alongside Civic events. He added that if the capacity was there for the team to help in any ways, they would. Members queried if local businesses could be notified of when we have our own events in the town so they are aware of the increased footfall and any opportunities there are to work with us. The Engagement and Events Team Manager confirmed this would be possible for businesses signed up to our mailing list. Members also requested that the Engagement and Events Team Manager contact traders imminently to advise them that grant funding is available for events or activities taking place before 31 March 2025, in the hope that more of this financial year's Shop Local budget could be utilised by traders.

Members added that a food festival would be good to encourage the night-time economy as a #eatlocal campaign. Members recollected that a food trail had been funded previously in September 2022. The Engagement and Events Team Manager raised a concern that the correct balance would need to be struck so that any mobile units weren't pulling potential business from permanent local businesses.

Members queried if there was a way of gathering data of the increased footfall on event days that can be shown to traders. Dave Elliott commented that estimated figures from historical events can be gathered from reports, but advised members the Vale of Glamorgan Council fitted a foot counter outside his shop and questioned if there was a way we could get the figures from Vale of Glamorgan. The Engagement and Events Team Manager will check this with Phil Chapel.

The Chair summarised that grants were available for traders to arrange their own events and requested that Dave Elliot contact traders on the WhatsApp group and then feedback to the Engagement and Events Team Manager, following advice from Dave Elliot that traders were less likely to reply if contacted by email. The Chair advised that an extraordinary meeting could be called if any ideas were brought forward.

RESOLVED:

- 1. That members receive and note the report.**
- 2. Engagement and Events Team Manager will contact on our business mailing list with grant application details.**
- 3. Dave Elliott to contact traders advising of shop local grants and feedback to the Engagement and Events Team Manager.**
- 4. An extraordinary meeting to be arranged in April (date TBC).**

RECOMMENDED:

- 1. Recommended that going forward the Shop Local Committee meets quarterly (April, July, late September or early October, and January).**

SL91. DATE OF NEXT MEETING

The date of the next meeting of the Shop Local Barry Advisory Committee will be agreed at the Council's Annual Meeting on 13 May 2025, with an extraordinary meeting arranged in April 2025 (date TBC).

The meeting closed at 7.07pm

Signed Dated
(Chairperson)