



**BARRY TOWN COUNCIL
CYNGOR TREF Y BARRI**

PURSUANT TO THE REQUIREMENTS OF THE BELOW STATUTORY PROVISIONS, NOTICE IS HEREBY GIVEN THAT A MEETING OF THE SHOP LOCAL BARRY ADVISORY COMMITTEE IS TO BE HELD ON A HYBRID BASIS IN THE COUNCIL CHAMBER, TOWN HALL, KING SQUARE, BARRY, CF63 4RW AND REMOTELY ON TUESDAY 15 APRIL 2025 COMMENCING AT 6:00PM 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

This is a public meeting and any resident of Barry may attend in person or remotely; for remote access details, please contact info@barrytowncouncil.gov.uk

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ian Johnson'.

Councillor Ian Johnson

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)

FOR INFORMATION ONLY

ACTION SHEET - MEETING OF SHOP LOCAL BARRY ADVISORY COMMITTEE -21 Jan 25

MINUTE NO.	ACTION TO BE TAKEN	ACTION TO BE TAKEN	DATE ACTION TO BE CARRIED	PROGRESS
SL 70	That the E&EO will arrange for the Chair and Vice Chair to be interviewed on Bro Radio.	E&E	End of August 24	In progress - will try to book before relaunch party if possible to advertise the event
SL 70	That a relaunch event is held in the chamber where local traders can be invited with a budget of £250	E&E	End of August 24	Completed
SL 76	Engagement and Events Officer liaise with the Planning Officer to see how Shop Local can assist with trader engagement for the Place making scheme.	E&E Officer	Oct-24	on going - Placemaking work for Barry is running to a later schedule than originally planned
SI 79	Members are kept up to date once full details of the town kits national initiatives for 'Fiver Fest' and 'Magic Tenner' are released.	E&E Officer	when received	on going
SL 80	That the Engagement and Events Officer provide an update in person or in writing at the meeting of Full Council on the progress of the Halloween grant application	E & E Officer	14th Oct	Completed
SL 88	That A Greenfield completes the Council's Grant Application Monitoring form to submit to the E&EO by the 31st Jan.	A Greenfield / E & E	31-Jan-25	on going - Grant Application Monitoring Form has not yet been returned.
SL 89	Request that the grant monitoring is completed by Nathan Spackman and returned to officers by 31st Jan	N Spackman / E & E	31-Jan-25	Completed
SL 89	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.	E & E Mgr	end of Jan 2025	Completed - not enough time following award of grant to complete the proposed activity.
SL 90	The Engagement and Events Team Manager will check footfall counter details with Phil Chapel.	E & E Mgr		Completed - response as follows: "The Meraki footfall counters... have not worked out. They suffer from water ingress and when shops close you have no way of getting them power so we need to think of a plan B. The cost of externally supplied footfall counting for the 4 towns used to be around £15k and we simply don't have the budget to do this."
SL 90	Dave Elliott to contact traders advising of shop local grants and feedback to the Engagement and Events Team Manager.	DE / E & E Mgr		on going- no contact from Dave Elliott yet
SL 90	Recommended that going forward the Shop Local committee meets quarterly	MS / E & E Mgr		Completed - Kath requested to schedule
SL 90	Possible extraordinary meeting to be scheduled for April to discuss any applications received.	E & E Mgr	Apr-25	Completed
SL 90	Engagement and Events Team Manager will contact business mailing list with grant application details.	E & E Mgr	Jan-25	Completed - Email sent 23rd Jan 2025

SHOP LOCAL ADVISORY COMMITTEE	15 APRIL 2025	AGENDA ITEM: 5
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BUDGET MONITORING REPORT 31 MARCH 2025

Report Author

Rachel Williams, Finance Administrator

Attached: A. Budget Monitoring Report March 2025 (1 page)

Purpose of Report

To inform members about the Council's expenditure in the 2024/25 financial year as at the end of March 2025.

Background Information

On the following page is the budget monitoring report March 2025, indicating actual expenditure up to the end of month twelve in the 2024/25 financial year.

Members will note that the total spend for the year is £4,148 with a balance of £5,852 dropping back into reserves.

Recommendation

That members receive and note the report.

Shop Local Expenditure Breakdown 2024 / 2025					
Description	Amount	Meeting Date	Minute No.	Approved By	
Spend to Date	-				
Relaunch Event	212.50	16 July 2024	SL70	Full Council 29.07.24 (Min 453(5))	
Halloween Event	2,000.00	16 July 2024	SL70	Full Council 29.07.24 (Min 453(6))	
Christmas Radio Service	1,285.50	01 October 2024	SL81	Full Council 14.10.24 (Min 478(2))	
Goodsheds Christmas 2024 Grant	650.00	25 November 2024	F178 (2)	Finance Committee	
Sub Total	4,148.00				
Committed to Date					
Total Spend and Committed to Date	4,148.00				
Total Spend and Committed from Revenue Budget	4,148.00				
SUMMARY					
Budget for Year	10,000.00				
Total Spend and Committed from Revenue Budget	4,148.00				
Balance Available	5,852.00				

SHOP LOCAL BARRY ADVISORY COMMITTEE	15 April 2025	AGENDA ITEM: 6
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UPDATE ON ACTIONS FROM LAST MEETING

Report Author

Chris Mason – Engagement and Events Team Manager

Purpose of Report

To provide members with an update on agreed actions since the last Shop Local Advisory Committee meeting.

Detailed Information

1. A further correspondence was sent to A Greenfield to request that return of the completed grant monitoring form relating to the Halloween Trail 2024 event. To date, the grant monitoring form has not been returned.
2. Nathan Spackman has returned a completed grant monitoring form relating to Bro Radio Christmas 2024 as requested.
3. The Engagement & Events Team Manager contacted the High Street Traders Association with regards to the unclaimed grant for Christmas 2024. They confirmed that their contractor was unable to distribute the planned publicity leaflets in the small timeframe available, therefore they did not go ahead with the project.
4. The Engagement & Events Team Manager emailed all traders on the Council's mailing list on 23 January 2025 to advise them of the availability of grants for use before 31 March. The email was also copied to all BTC Councillors for promotion in their wards. The grants were also promoted on the Council's Facebook page to capture traders who may not be registered on the mailing list. No responses, enquiries, or applications were received.
5. A request has been made for quarterly meetings of the Shop Local Advisory Committee to be scheduled in the 2025/26 municipal year. The schedule of meetings will be formally confirmed at the Annual Meeting on 13 May 2025.

Recommendation

1. That members receive and note the report.

SHOP LOCAL BARRY ADVISORY COMMITTEE	15 April 2025	AGENDA ITEM: 7
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GRANT APPLICATION SCHEDULE 2025/26

Report Author

Chris Mason – Engagement and Events Team Manager

Purpose of Report

To request that members discuss plans for the Shop Local Grants Scheme in the 2025/26 financial year.

Detailed Information

At the meeting of the Shop Local Advisory Committee on 21 January 2025, members discussed the schedule of meetings and the need for grant applications to be submitted in good time to be considered ahead of key dates, such as Christmas.

Officers have submitted a request for quarterly meetings of the Shop Local Advisory Committee be held in July, late September/early October, January and April. The schedule of meetings will be formally agreed at the Annual Meeting on 13 May 2025.

The Shop Local Advisory Committee has an available budget of £10,000 in the current 2025/26 financial year.

Members are requested to consider grant application windows for Shop Local Grants which allow for applications to be considered and awarded in good time for key dates. The grants would be publicised to traders with deadlines to ensure applications are submitted for consideration at committee meetings.

Suggested key dates include:

- Christmas
- St David's Day / Six Nations Rugby
- Easter (Sunday 5 April 2026)
- School Summer Holidays (21 July – 1 September 2025)

Recommendation

1. That members receive and note the report.
2. That members agree plans for the allocation of funds in the 2025/26 financial year.

GRANT APPLICATION PROCESS AND REQUIREMENTS

Report Author

Chris Mason – Engagement and Events Team Manager

Purpose of Report

To request that members consider the application process and requirements for the Shop Local Grants Scheme.

Detailed Information

At the meeting of the Shop Local Advisory Committee on 21 January 2025, members raised concerns about safeguarding at events that are organised by external parties, funded through the Shop Local Grants Scheme. The discussion also raised queries around the application process and its requirements, and whether these were too complicated or onerous for traders.

Currently, traders complete Barry Town Council's standard grant application form which asks them to outline a summary of the project, how the project fits in with the Council's Wellbeing Goals, the project's costs and expected outcomes. The application form also asks organisers to confirm either that they have their own Safeguarding Policy in place, or that they will adhere to Barry Town Council's Safeguarding Policy. The current form is 6 pages long.

Members are asked to consider whether they are satisfied with this application process, or whether they would like changes to be made – for example, a specific Shop Local Grant Application Form with different requirements.

Recommendation

1. That members receive and note the report.
2. That members consider the grant application process for Shop Local Grants.

SHOP LOCAL BARRY ADVISORY COMMITTEE	15 April 2025	AGENDA ITEM: 9
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INCREASING TRADER MEMBERSHIP AND INVOLVEMENT

Report Author

Chris Mason – Engagement and Events Team Manager

Purpose of Report

To request that members consider ways to increase trader membership of, and involvement with, the Shop Local Advisory Committee.

Detailed Information

At the meeting of the Shop Local Advisory Committee on 21 January 2025, members discussed the desire to increase trader membership of the committee and to reignite the activity of Shop Local Barry, especially given that officer roles to assist with similar endeavours at the unitary authority have been made redundant.

Members have previously commented that the ideal situation would be to have a representative from each shopping district attend the committee meetings. These members could act as a conduit between the Shop Local Advisory Committee and traders in each area.

Members have also been informed that some businesses are continuing to contend with post-pandemic recovery and that their available time for activities outside of their core business is limited.

Previously, trader forum events have been held to hear traders' views. These events were well attended but it is important to traders that questions posed at such events are answered in a timely way, and that any agreed actions are followed through.

Members are requested to consider how to increase trader membership of, and involvement with, the committee and its activities.

Recommendation

1. That members receive and note the report.
2. That members consider methods to increase trader membership of the Shop Local Advisory Committee.