

The Vale of Glamorgan Council

Cabinet Meeting: 17 December 2018

Cabinet Member for Regeneration and Planning

Town Centres Framework - Implementation Update

Purpose of the Report

1. To provide an up-to-date position on the progress of the Town Centre Framework and associated Implementation Plan.

Recommendations

1. That Cabinet notes progress as set out in the updated Implementation Plan attached at Appendix 1.
2. That the report is forwarded to the Environment and Regeneration Scrutiny Committee for consideration and that any comments are reported back to Cabinet in due course.

Reasons for the Recommendations

1. In order to apprise Cabinet of progress.
2. To allow the Environment and Regeneration Scrutiny Committee to consider progress against the Framework.

Background

2. The Town Centre Framework was commissioned by the Council in 2012 and the work was undertaken by consultants Nathaniel Lichfield & Partners. It contained a comprehensive Implementation Plan. Since its adoption in February 2014 work has been undertaken to implement key elements of that Plan.

Relevant Issues and Options

3. The Implementation Plan is attached as Appendix 1. A column has been added showing progress made as of December 2018.
4. Considerable progress has already been made in respect of most actions. Appendix 1 addresses cross cutting actions and then, in turn, those relating to specific retail centres. Implementation of these actions requires a corporate approach involving many areas of the Council, and is often closely linked with other strategic documents such as the Local Development Plan.

5. With particular reference to Barry, the establishment of the Barry Town Centre Forum has informed a better understanding of the needs of the key stakeholders in the town centre. This has resulted in several initiatives being delivered including trialling the use of loading bays for additional parking and environmental improvements such as the painting of street furniture. It has also encouraged the retailers to engage more effectively with the Council and consequently they have re-established the Holton Road Traders Group which is also delivering initiatives on behalf of the retailers. The improved partnership working has led to a request by the local businesses for a more detailed evaluation of the potential benefits of a Business Improvement District (BID) for the town. The Council applied to Welsh Government for funds towards a feasibility study in respect of a BID and this was successful. The funding is part of the Welsh Government's BIDs (2018-20) Wales – Development Support fund to fully investigate the issues facing town centres, identify solutions and outline a way forward to address problems. The Council also facilitated, jointly with Barry Town Council, a Town Centre Summit on 13th November to engage with all stakeholders and encourage discussions about the future of the town centre. A separate report regarding the Town Centre Summit and its findings and outputs will be presented to Cabinet in the New Year.
6. In Cowbridge and Llantwit Major, the Council's rural regeneration partnership, Creative Rural Communities is important in driving forward further new initiatives and working with the community. Events are also key in these centres, and the Council has set aside funds to encourage new events to be established. Discussions have been held to establish a Stakeholder Group for Cowbridge to address issues and concerns facing the town centre and a further presentation is programmed for the New Year to encourage greater participation. The traders in Llantwit Major have recently re-started the Llantwit Major Chamber of Trade and the Council's Town Centre Development Officer has been making efforts to engage with the new group.
7. In Penarth, future action is likely to focus on gateway improvements and the Esplanade. The Penarth Retailers agreed to establish a Business Group to undertake the following roles: Promotion of the shopping offer to visitors and locals, coordinating marketing and promotional initiatives and liaising with the local councils for improvements to the town's infrastructure and facilities and responding to consultations. The Group planned and have held a late night Christmas shopping event on Wednesday 5th December this year following the success of their similar event held last Christmas. The Council provided marketing and organisational support to this event.

Resource Implications (Financial and Employment)

8. The Town Centre Framework and the various events and initiatives referred to within the update are variously supported directly and indirectly by the Council and by the Town Centre Development Officer.

Sustainability and Climate Change Implications

9. Regeneration of town centres creates and sustains local employment and potentially reduced travel and use of sustainable transport modes.

Legal Implications (to Include Human Rights Implications)

10. There are no legal implications arising from this report.

Crime and Disorder Implications

11. There are no crime and disorder implications arising from the report.

Equal Opportunities Implications (to include Welsh Language issues)

12. There are no equal opportunities implications arising from the report.

Corporate/Service Objectives

13. Corporate Plan Wellbeing Outcome WO2, An environmentally responsible and prosperous Vale, Objective 3, Promoting regeneration, economic growth and employment, Action ER3 includes 'Implement the Town Centres Framework'.

Policy Framework and Budget

14. This report is for information only, providing an update on progress against the Action Plan and is a matter for executive decision by Cabinet.

Consultation (including Ward Member Consultation)

15. As the report addresses all town centres no specific Ward Members have been consulted in this report.

Relevant Scrutiny Committee

16. Environment and Regeneration.

Background Papers

Town Centres Framework for the Vale of Glamorgan.

Contact Officer

Christopher Edwards - Town Centres Development Officer

Officers Consulted

Operational Manager for Regeneration
Operational Manager for Planning and Building Control
Head of Neighbourhood Services and Transport
Legal (Committee Reports)
Operational Manager Accountancy
Head of Shared Regulatory Services
Principal Regeneration Officer

Responsible Officer:

Rob Thomas, Managing Director

Town Centres Framework

Appendix 1

IMPLEMENTATION PLAN

All Retail Centres.... cross cutting actions

1. Creating and marketing an image.
2. Improving and maintaining the street scene and public realm.
3. Ensure centre legibility and accessibility.
4. Making Cardiff's proximity an opportunity.

Framework and objectives	Action	Responsibility	Delivery Mechanisms	Estimated Costs Low (< £10,000) Medium (£10,000 - £100,000) High (> £100,000)	Time Short (< 6 mth) Med (6 mth – 2 yrs) Long (> 2 yrs)	Progress
1. Creating and marketing an image	Seek to undertake an evaluation of existing promotional documentation and techniques, and identify key lessons for the future in	VoG Council in conjunction with local groups within each centre.	Schedule of lessons learnt and guidelines for future promotional documentation .	Low	Medium	New approach to providing tourist information implemented with 50 plus Tourist Information Points spread throughout the Vale including town centres. Tourist Information Panels – throughout the

	order to improve future promotional documentation for the centres					<p>Vale, have been refurbished with content reviewed and updated</p> <p>Town Guides: Llantwit Major, Penarth, Barry, Cowbridge – reprinted June/July 2016. A further reprint of Llantwit Major guide was done in partnership with Llantwit TC Summer 2017 to extend the lifespan of the guide further.</p> <p>A Town Centre Forum has been created for Barry and input will be sought from traders on promotional techniques. The Forum and Traders Group builds upon ‘The Sense of Place’ report to create a positive image for Barry Town Centre.</p>
	Seek to investigate new ways of marketing and engaging with centre visitors/shoppers e.g. social media, mobile phone apps.	VoG Council. Traders Associations. Town Councils.	Innovation Marketing Strategy to feed into the overarching Marketing campaign for the centre.	Low	Medium	<p>A new Visit the Vale website launched October 2016 which is integral to all marketing across the Vale. VtV Facebook, Twitter and Instagram accounts have also been created and are now used to drive traffic to the website. Social media followers are growing steadily (Twitter followers 5639, Facebook 6414 & Instagram 1048). A retail app has been created for Barry Town Centre and Cowbridge. Trading groups are encouraged to create their own Facebook and Twitter. Holton Road and High Street in Barry have already created them and are actively using them. A Facebook site has been developed for Shop in Penarth (SIP) and they are currently looking to develop a website to promote their initiative</p>
	Seek to plan a marketing	The campaign should be	Marketing campaign/strat	Medium	Medium	The funding secured under the Welsh

	<p>campaign/strategy (to lead actions for the next two years) to raise awareness for the centre's offer.</p>	<p>spearheaded by local community groups but aided/enabled via VoG Council.</p>	<p>egy.</p>		<p>Government's Town Centre Partnership funding programme in September 2014 has enabled the Council to work in partnership with Penarth Town Council on Picnic Penarth to raise the town's profile and with the Llantwit Major Events Group on a regular programme of town centre events.</p> <p>The Town Centres Development Officer (TCDO) has established the Barry Town Centre Forum and Holton Road Traders Group to help coordinate a marketing campaign/strategy for the town. The officer has worked closely with the Penarth traders to establish a Business Group for Penarth Town Centre and funded and supported their late night shopping event which was the most successful to date resulting in increased sales for the local retailers. The TCDO presented to Cowbridge Town Council in March on the benefits of establishing a Stakeholder Group for the town to oversee the management and regeneration of the town centre. The TCDO will be undertaking a further meeting with stakeholders in Cowbridge in the New Year and also attends the Llantwit Major Town Centre Steering Group meetings which discuss the management, marketing and promotion of the town in order to drive footfall to the town centre.</p> <p>All initiatives are supported by the Visit the Vale brand and marketed accordingly.</p>
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	<p>Seek to review shop front design and signage policy and potential policy mechanisms or planning enforcement approaches which might be used to improve existing signage and shop fronts in centres.</p>	<p>VoG Council in conjunction with shop owners. (Planning Policy)</p>	<p>Supplementary Planning Guidance (SPG).</p>	<p>Medium</p>	<p>Short/Medium</p>	<p>A design guidance note has been produced which is intended to encourage the process of improving the image of the Vale's commercial centres by providing advice and Illustration's to show good practice. The Upper Holton Road SPG includes guidance relating to shop front design</p> <p>This is being reviewed alongside all SPG in 2018/19 to update them in accordance with the Adopted Local Development Plan and consolidate them where necessary.</p>
<p>2. Improving and maintaining the street scene and public realm</p>	<p>Seek to undertake a public realm audit to set out individual/specific recommendations for improving each centre street scene. These recommendations should consider the associated maintenance requirements.</p>	<p>VoG Council. Town Councils.</p>	<p>Public Realm audit.</p>	<p>Medium</p>	<p>Short/Medium</p>	<p>Audits have been completed for Cowbridge and Llantwit Major and projects developed around them. Discussions started with Holton Road and High Street regarding public realm improvements and use of section 106. Improvements to the highways and public realm in the High Street / Broad Street area are complete.</p> <p>Penarth Town Council has completed its own public realm audit via their Town Plan and Momentum Group. They are currently working on improvements and additional street seating amongst other public realm improvements.</p> <p>Following concerns raised by traders at the Barry Town Centre Forum and The Holton Road Traders Group the Council identified funding to paint the street furniture throughout the town centre to improve the townscape of the centre.</p>

						<p>This issue is within the scope of the Heritage Lottery Fund (Great Place Scheme) pilot project in Barry.</p> <p>Follow link for more information -</p> <p>Creating a Sense of Place for Barry</p>
	<p>Seek to investigate the potential for grants to help improve building maintenance issues within centres particularly in relation to existing historic buildings. Improve awareness of any such opportunities.</p>	<p>Cadw. VoG Council.</p>	<p>Review of grants.</p>	<p>Low</p>	<p>Short/Me dium</p>	<p>In Holton Road (core shopping area), Barry the Council offers grants for the improvements of commercial premises.</p> <p>Follow link for more information -</p> <p>Holton Road Commercial Renewal Area</p> <p>Considerable progress has been made on securing a major grant fund under Welsh Government's Targeted Regeneration Initiative for delivery on a regional basis through the Cardiff City region. This fund if approved will provide grants towards investment for town centre buildings in Barry, including internal improvements</p>
	<p>Seek to investigate the potential for a vacant unit re-use scheme to enable vacant units to be re-used on a temporary/interim basis.</p>	<p>VoG Council.</p>	<p>Vacant unit re-use scheme.</p>	<p>Low</p>	<p>Short/Me dium</p>	<p>Investigated a strategy for 'Pop up Shops' whereby the Council takes temporary ownership of vacant retail units and manages their refurbishment and letting. However, this is dependent on funding to support the strategy. It is also dependent on the cooperation of landlords and this is not forthcoming in some</p>

						cases. Awaiting the availability of potential funding sources and properties where the landlord is supportive of the principle to support the Pop up shop initiative further.
	Seek to protect and enhance historical buildings and their settings from inappropriate development/	VoG Council. (Planning)	LDP. SPG. Conservation Area Management Plan. Conservation Area Design Guide.	Low	Medium	<p>The Local Development Plan (2011 – 2026) provides the local planning policy framework for the Vale of Glamorgan and was adopted by the Council on the 28th June 2017.</p> <p>LDP Policy MD 9 Historic Environment states that ‘within Conservation Areas, development proposals must preserve or enhance the character or appearance of the area; and for listed and locally listed buildings, development proposals must preserve or enhance the building, its setting and any features of significance it possesses.’</p> <p>Cowbridge, Penarth and Llantwit Major have designated Conservation Areas with up to date Appraisal and Management Plans.</p>

	Investigate legal options available for encouraging landlords to address instances of poor building maintenance.	VoG Council. (planning)	Legal enforcement e.g. fines.	Medium	Medium	<p>The only legal mechanism available under the planning system (Section 215) is resource heavy and provides for limited fines is limited value.</p> <p>However, partnership approaches such as the Castleland Renewal Area approach to Upper Holton Road, and Commercial Improvement grants in Holton Road, providing incentives to improve buildings, is proving successful.</p>
	Seek to ensure on-going maintenance of the public realm is achieved and future choices of materials take into account maintenance issues.	VoG Council. (Cleansing) (Highways)	Maintenance Plan.	Low	Medium	<p>The Council cleanses the public realm in accordance with Welsh Government Code of Practice – Litter and Refuse and Associated Guidance 2007. To exceed this will lead to resource implications.</p> <p>The Barry Town Centre Forum and the other retailer partnerships have offered an opportunity for retailers to raise issues about the public realm. Consequently issues have been raised and have promptly been addressed by street cleansing. Furthermore a comprehensive programme of painting the street furniture was undertaken in Barry Town Centre in 2018 which has improved the street scene helping to improve the attractiveness and accessibility of the town centre.</p>

<p>3. Ensuring centre legibility and accessibility</p>	<p>Seek to undertake a review of signage</p> <ul style="list-style-type: none"> - to guide visitors within the centre to key transport nodes (railway station, bus stop, car parking provision) and to key points of interest (beach, heritage coast and walks), - to aid interpretation, and, - To guide visitors into the centre from surrounding areas. 	<p>VoG Council. (Tourism, Highways, TCM)</p>	<p>Signage Strategy.</p>	<p>Low Implementation - medium</p>	<p>Short/Medium</p>	<p>Improved signage was recently installed throughout High Street/Broad Street shops as part of the regeneration works undertaken for the shopping centres. The enhanced signage is more prominent and has been well received by the High Street traders.</p> <p>The existing signage for Holton Road is being improved as part of the final stage of the Barry Island Signing Strategy which is ongoing and due to be completed before the end of the current financial year 2018/19.</p> <p>New signage for Active Travel between Barry Town Centre, the railway station and waterfront will be considered when funding is available as part of any new developments.</p> <p>The Council submitted Integrated Network Maps to the Welsh Government for approval in November 2017. These plans are now live on the Vale of Glamorgan website and will be used to apply for funding to undertake improvements when funding becomes available.</p> <p>Active travel means walking and cycling (including the use of mobility scooters) for everyday journeys. This includes journeys to school, to work, to the shops or to access services e.g. health or leisure centres</p> <p>Work has commenced on the feasibility of a new transport interchange for Barry, jointly with Transport for Wales and the City Region.</p>
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	Implement civil enforcement of car parking provision in the town centre.	VoG Council. (Highways)	Civil enforcement.	Medium	Medium	<p>Enforcement is ongoing.</p> <p>Many town centre parking spaces are occupied by employees working in those centres which could be freed up for shoppers. The Council is working with traders to seek to realise the opportunity to free up parking and encouraging High Street businesses to change their parking behaviour to allow customers to be able to park closer to the shops.</p> <p>The Council has been working in partnership with independent technical consultants on developing a new Parking Strategy for the county, including Barry town centre. A draft Parking Strategy report identifying the main principles of a proposed charging regime in various car parks and on-street locations throughout the Vale was presented to the Council's Cabinet on 2 July 2018. This was followed by a widespread engagement and consultation from Monday 06 August until Friday 28 September in order to seek the view of all interested parties on all aspects of the draft proposals. The Council is currently reviewing and considering all valid comments made as part of the consultation process before reporting back the Council's Cabinet on the outcome after which the way forward will be carefully considered. The draft strategy incorporates a review of the current civil</p>

						<p>parking enforcement arrangements which will be progressed when the way forward for the draft Parking Strategy has been determined and agreed.</p> <p>The Council is working with Holton Road & Penarth retailers to encourage them to use alternative parking provision in the town centre particularly on the weekends. The Holton Road Traders Group is investigating the use of the Home Bargains car park on Thompson Street for trader parking. The retailers in Penarth are investigating the use of Westbourne school for trader parking on the weekend.</p>
	<p>Investigate mechanisms for encouraging extended opening hours for existing uses. (Sunday opening is key for day-trippers/tourists)</p>	<p>Traders Associations. VoG Council.</p>	<p>Extended opening hours guidance? SPG. Revised licenses.</p>	<p>Medium</p>	<p>Medium</p>	<p>Discussions have taken place with some towns. However it needs a commitment from all traders to open late. A Christmas late night shopping event was held in Penarth and High Street (Barry) for Christmas 2017 with a far greater number of shops opening than normal. The Council is trying to encourage other town centres to have similar late night shopping events to drive footfall. Many of the retailers in Holton Road opened on the Sunday in conjunction with the Christmas market and opening of the ice skating rink in November 2017. The Penarth Business Group coordinated a Christmas late night shopping event for Wednesday 5th December 2018, with the support of the Council. The High Street, Barry held a late night shopping event on Thursday 29th November.</p>

	Consider scope for preparing a transport strategy/travel plan for each centre/ This strategy/plan should seek to identify potential accessibility improvements.	VoG Council. (Transport)	Town Centre Travel Plans and Transport Strategy.	Medium	Medium	The Vale Local Transport Plan was adopted formally in July 2015 and is currently being implemented. The Local Transport Plan is a fifteen year plan. However it will be superseded in 2020 by a Regional Transport Plan.
4. Making Cardiff's proximity an opportunity	Consider the ways in which the centres' proximity to Cardiff can be used as an advantage.	Partnership working between VoG Council and Cardiff Council.	Partnership Centre Strategy.	Medium	Short	<p>The Council worked in partnership with the Penarth Business Group and other stakeholders to exploit the commercial opportunities offered by the Volvo World Yacht Race which was held in Cardiff between 27th May and the 9th June 2018. Consequently Picnic Penarth was held on the Esplanade on the same weekend as the race to attract visitors to the town. The event attracted a large crowd to the town and helped raise the profile of the town.</p> <p>Llantwit Major is being promoted as the key gateway to the Glamorgan Heritage Coast, with its rail linkages providing a prime opportunity in respect of Cardiff.</p> <p>The Council is currently working with Cardiff to improve walking/cycling/ bus links between Penarth Haven and Cardiff Bay. This work is ongoing.</p> <p>The Destination Management Plan which</p>

						seeks to exploit all opportunities to raise the profile of the Vale through targeted niche marketing, and this includes exploring opportunities to capitalise on Cardiff's proximity.
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Holton Road, Barry

1. **Enabling Linkages** – Encouraging clear linkages between surrounding areas, including Barry Waterfront and Barry Docks railway station.
2. **Activity and Focus** – A ‘whole building’ strategy - dealing with vacancy rates, bringing empty buildings into use coupled with a pragmatic approach to focussing commercial activity around a commercial core.
3. **Diversifying Holton Road** – Encouraging a better mix of uses and new reasons to visit Holton Road.
4. **Improved street scene** – Improvements to shop-fronts and building fabric.
5. **Revitalising Holton Road’s image** – Marketing/advertising a vital and viable centre which supports business start-ups.

Framework and objectives	Action	Responsibility	Delivery Mechanisms	Estimated Costs	Time	Progress
1. Enabling Linkages Encouraging clear linkages between surrounding areas including Barry Waterfront and Barry Docks railway station.	Investigate the feasibility of implementing improvements to sustainable transport linkages to Barry Dock railway station and Barry Waterfront development which could include signage, new footpaths or cycle paths etc.	VoG Council. (Transport) Arriva Trains Wales. Network Rail. Sewta. Sustrans. WG.	Centre Linkage Strategy.	Medium	Short/Medium	<p>The LDP recognises Barry Dock station as a bus interchange and transport hub. Barry Dock Station integrated transport hub is a medium term priority and is being considered currently to enable a bid for funding through regeneration programmes, subject to any feasibility being able to identify a business case.</p> <p>Signage will be considered and potentially funded from sources including S106 funding from Barry Waterfront.</p> <p>This is also within the scope of the Barry Town Centre Gateway Regeneration scheme which is focusing on bringing forward a new mix of uses at the west end of the Town Centre (Gladstone Road); active travel measures on the Dock View Road</p>

						Corridor linking the Town Centre to Barry Docks Station; and, unlocking the development of a key site at Barry Dock Station. The Council will seek an allocation of funding for the Gateway scheme from the Welsh Government's Targeted Regeneration Investment programme over the current 3 year funding period.
	Seek to devise new marketing literature (a key element of which should be on-line) targeted at tourists and day-trippers to help raise awareness of what the town has to offer and how to access the centre via train, bus, walking and cycling.	VoG Council. (Tourism) Local Groups and Organisations. Traders Association.	Plan for new marketing literature.	Medium	Short/Medium	<p>Town Guides have been updated and produced /distributed both locally and regionally. It remains a priority to identify opportunities to keep the guides in print by working in partnership with each of the four towns.</p> <p>All Tourism information points (TIPs) hold a comprehensive supply of tourism literature covering attractions, activities, events, walks, and town guides in the Vale of Glamorgan. The TIPs are currently being updated throughout the Vale with information that strengthens links throughout each of the 4 towns.</p> <p>In line with Visit Wales 'Year of Legends', Vale Tales was developed which developed of the original 10 Vale Trails by incorporating an innovative, digital means of telling the varied stories around the walks</p>

						<p>The Council submitted Integrated Network Maps to the Welsh Government for approval in November 2017. These identify future walking/cycling routes for all urban areas within the Vale and the plans are now live on the Council's website.</p> <p>Active travel means walking and cycling (including the use of mobility scooters) for everyday journeys. This includes journeys to school, to work, to the shops or to access services e.g. health or leisure centres.</p>
<p>2. Activity and Focus A 'whole building' strategy – dealing with vacancy rates, bringing empty buildings into use coupled with a pragmatic approach to focussing commercial activity around a commercial core.</p>	<p>Seek to actively encourage, through planning policy, and other measures, the re-use of upper floors within the centre for residential development (where appropriate).</p>	<p>VoG Council.</p>	<p>Planning permissions. Targeted investment (grants and loans)</p>	<p>Low</p>	<p>Long</p>	<p>In response to the recent high profile retail closures in Holton Road the Council in conjunction with Barry Town Council is holding a joint Town Centre Summit on the 13th November 2018 to discuss the issues and challenges facing the town centre and potential solutions to revitalise the town.</p> <p>The current emphasis is on targeted investment (grants and loans)</p> <p>9 x grant schemes completed since financial year 2014/15 2 x grant schemes currently on site 2 x grant schemes in the pipeline for 2018/19 financial year</p> <p>One loan scheme has been approved and completed to date. The funding</p>

						<p>was used by one of our zoned Registered Social Landlords to complete a scheme at Cwrt Bethesda/35 High Street, Barry. The scheme created 2 no. Affordable 2 - bed houses and handover occurred during July 2017.</p> <p>One further loan scheme is in the pipeline for 2018/19 (land at 45 Merthyr Street – former Dinham Hall) subject to planning approval.</p> <p>Considerable progress has been made on securing a major grant fund under Welsh Government’s Targeted Regeneration Initiative for delivery on a regional basis through the Cardiff City region. This fund if approved will provide grants towards investment for town centre buildings in Barry, including internal improvements.</p>
<p>3. Diversifying Holton Road Encouraging a better mix of uses and new reasons to visit Holton Road.</p>	<p>Seek to encourage new convenience goods shops, housing and leisure related uses (cafes, restaurants and housing) through planning policy - either through positive planning policies or restrictive policies on other</p>	<p>VoG Council.</p>	<p>LDP. SPG.</p>	<p>Medium</p>	<p>Medium</p>	<p>The LDP, Policy MG14 seeks to retain a majority of A1 uses within Primary and Secondary frontages, (65% and 50% respectively) with the focus on retaining the character of the retail centre as set out within the recommendations in the Martin Tonks’ Town and District Retail Centre Assessment (2009). There are concerns about the over concentration of non-A1 retail uses, particularly in terms of creating ‘dead frontages’.</p>

	<p>uses (which are focussed on drinking and takeaways).</p>					<p>However, given the pressures on town centres and high vacancy rates a more flexible approach to conversion to alternative (non A1) commercial daytime uses is being taken through development management decisions, particularly in light of recent appeal decisions in Cadoxton and Dinas Powys.</p> <p>It is suggested that the new SPG be developed for Retail centres which incorporates more detailed guidance for the retail hierarchy including flexibility of uses. This could incorporate the shopfront design guidance referred to above.</p> <p>Examples of positive diversification include the recent opening of a small microbrewery at 50a Holton Rd. which provides a new offer and hopefully attracts footfall to the town centre.</p>
	<p>Seek to introduce positive planning policies for encouraging appropriate night-time economy uses (those not focussed on drinking and takeaways). To include temporary (e.g. night market),</p>	<p>VoG Council. Barry Town Council.</p>	<p>LDP. SPG. External funding and grant bids. Purple Flag initiative.</p>	<p>Medium</p>	<p>Medium</p>	<p>There is recognition in the LDP that A3 uses such as cafes, restaurants and snack bars are important facilities that contribute to the diversity of the centre, there are concerns about environmental nuisance (smells and litter) and dead frontages. These issues are particularly apparent with takeaways rather than other A3 uses. There is reference to A3 uses in the</p>

	<p>innovative pop-up vacant uses) and permanent uses (e.g. new restaurants, late night cafes).</p>					<p>LDP stating that an over concentration of such uses within a centre can also have a detrimental impact upon existing retail premises and the retail centre itself.</p> <p>It is proposed that a new SPG be developed for Retail which incorporates more detailed guidance for the retail hierarchy including night time economy and innovative uses of vacant units. SPG could be developed from the existing upper Holton Road development guidance SPG.</p>
	<p>Investigate options for a 'shop local' campaign for Barry Holton Road. Potentially seek to share lessons learnt from the equivalent campaign undertaken currently in Penarth.</p>	<p>Local Groups and Organisations. Traders Association.</p>	<p>'Shop local' campaign.</p>	<p>Low</p>	<p>Medium</p>	<p>A 'Shop Local Campaign' has been established by Barry Town Council in partnership with the Vale of Glamorgan Council and the local retailers. The campaign has recently been launched with two high profile events which attracted high levels of footfall to both the High Street and Holton Road. As part of the campaign, the coordinating group helped fund the Christmas lights and events in both Holton Road & High Street and funded the impressive floral displays over the spring and summer months. As a result of the success of the summer floral displays the Town Council has agreed to fund winter floral displays from the campaign .The Campaign has also part funded the Halloween event held on Saturday 27th October 2018 and the High Street</p>

						Christmas event.
	Seek to agree events schedule for the centre to best advertise and raise awareness of Holton Road centre.	VoG Council. (Events & TCM) Traders Association.	Events Schedule.	Low	Short/Medium	<p>The Ice Skating Rink in Central Park for Christmas 2017 helped to complement the traders Christmas Market and activities. The traders worked in partnership with the Council and Barry Town Council to deliver festive lighting throughout Holton Road and an events programme.</p> <p>The Holton Road Traders Group held a music event on Kings Square to launch the 'Shop Local Campaign' in 2017. The event comprised of a number of local activities and consisted of local traders selling and promoting their produce on the Square. The event supported by both the Town Council and the Vale of Glamorgan Council has raised the capacity and confidence of the traders to coordinate other activities to increase the vibrancy and viability of the town centre. The Holton Road Traders Group also coordinated the recent Halloween event on Saturday 27th October.</p> <p>All events in the Town Centre have the support of the Events Officer and funding was provided to support both Holton Road & High Street events.</p> <p>The Vale of Glamorgan has</p>

					<p>established a strong reputation as a destination that offers quality events, attracting visitors throughout the year, The New 'Event Grant Scheme' aims to provide support to events that raise the profile of the Vale of Glamorgan to support its reputation as a quality event destination, complimenting existing events, bringing economic benefit to the region and has the potential to attract both staying and day visitors. A grant to support the Holton Road Traders Group Halloween event has been approved.</p> <p>The Town Council's Shop Local Campaign fund and Vale of Glamorgan funds have been used to support events. The programme of Christmas events and lights was supported by the Council's events budget</p> <p>In order to increase the level of funding to undertake more complementary activities in Holton Road/High Street. A Business Improvement District is being investigated which would increase resources available to the business community. However, this would require comprehensive support from Traders. A presentation on the benefits of BIDs was delivered in January 2018 by the Cardiff BID Manager. A further BID presentation was held in March to outline what has been achieved in other similar sized</p>
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						<p>towns in Wales. Following a steer from the traders the Council submitted an application to Welsh Government to support a feasibility study into the establishment of a BID for Barry. Welsh Government recently announced that it had agreed to financially support the study in conjunction with the Council. Subsequently the Council has commissioned The Mosaic Partnership to undertake the feasibility study and they are currently meeting with local businesses to discuss the potential benefits of a BID approach for Barry.</p> <p>The Council facilitated, jointly with Barry Town Council, a Town Centre Summit on 13th November to engage with all stakeholders and encourage discussions about the future of the town centre. Key issues which were raised at this summit included parking, events, antisocial behaviour in the town centre, opportunities for encouraging new traders, collaboration between traders and marketing. A separate report regarding the Town Centre Summit and its findings and outputs will be presented to Cabinet in the New Year.</p>
	Seek to continue lobbying for business rate relief for particular uses/instances	Assembly Members/Members of Parliament. VoG	Political lobbying.	Medium	Long	A new permanent Small Business Rates Relief scheme came into force in Wales on 1 April 2018. The Welsh Government provides non-domestic

	where the Council wish to promote/support business development.	Councillors.				<p>rates relief to eligible small businesses.</p> <ul style="list-style-type: none"> • eligible business premises with a rateable value of up to £6,000 will receive 100% relief; and • those with a rateable value between £6,001 and £12,000 will receive relief on a tapered basis from 100% to zero
<p>4. Improved street scene Improvements to shop fronts and building fabric.</p>	<p>Potentially as part of the Public Realm audit, seek to undertake a review of existing green space within the centre (as well as action plan to implement any identified opportunities for new green spaces). Seek to implement recommendations. This should ideally be a local community led scheme.</p>	<p>Local groups and organisations. Aided by VoG Council.</p>	<p>Public Realm audit which incorporates a Green space Review and Action Plan. Planting plan for Holton Road.</p>	<p>Low/Medium</p>	<p>Short/Medium</p>	<p>Several improvements to green spaces/play areas have been undertaken in areas surrounding Barry town centre, including Gladstone Park, using Council and Welsh Government regeneration funding.</p>

	<p>Seek to complete the planned programme of public realm improvements (as set out in the Barry Town Centre Framework for Future Public Realms Improvements (2010), as well as scheduled further improvements in the Castleland Renewal Area. In completing these improvements an emphasis should be placed upon ensuring on-going maintenance in order to maintain the momentum of these associated improvements.</p>	<p>VoG Council.</p>	<p>Public Realm Improvements. WG Funding.</p>	<p>High</p>	<p>Long</p>	<p>The Castleland Renewal Area Commercial Facelift Programme included -</p> <p>Total number of commercial properties = 17 Total number of new shop fronts installed = 12 Total number converted from commercial to residential = 2 Total number of non-agency grants (new shop front) = 1 Total number not taking part = 2 Overall cost = £240,350 Contributions from owners = £17,984 Total Investment= £222,366</p> <p>Total number of commercial properties= 29 Total number of new shop fronts installed = 15 Total number wanting conversion = 2 Total number not taking part = 12 Overall cost = £380,650 Contributions from owners = £21,976 Total Investment= £358,674.</p> <p>The Upper Holton Road Residential Facelift Programme also included refurbishment of 5 commercial properties</p> <p>Upper Holton Road Public Realm Improvements included -</p>
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						<p>Pavements resurfaced, kerbs re-laid with build outs at junctions to provide safer crossing points with improved visibility, disabled access, parking etc. Signage clutter removed and rationalised where possible. Road resurfaced with new markings. New street furniture installed including the provision of litter bins to cater for the many “take-away” outlets in the area. Total Investment= £385,000.</p> <p>Holton Road Primary School was also improved with Refurbishment of the elevations facing Court Road, Holton Road & Pyke Street. Total Investment= £88,794</p> <p>Considerable progress has been made on securing a major grant fund under Welsh Government’s Targeted Regeneration Initiative for delivery on a regional basis through the Cardiff City region. This fund if approved will provide grants towards investment for town centre buildings in Barry, including internal improvements.</p>
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<p>5. Revitalising Holton Road's image Marketing/advertising a new vital and viable centre which supports business start-ups</p>	<p>Seek to hold a 'reimage' event which highlights/raises awareness of the change in Holton Road. This could be a large festival or other similar event, ideally led by community groups.</p>	<p>Traders Association. Barry Town Council. VoG Council.</p>	<p>Re-image event planned.</p>	<p>Low</p>	<p>Short</p>	<p>Ongoing work with traders. Although a reimage of the town has been identified as a priority. The Council established a Barry Town Centre Forum, which consists of key stakeholders in the town to coordinate the regeneration of the town and to create a more vibrant and viable town centre. Following on from the establishment of the Forum the Holton Road Traders Group reformed in 2017 to undertake the following role</p> <ul style="list-style-type: none"> • Promotion of the shopping offer to visitors and locals • Coordinating marketing and promotional initiatives • Liaising with the local councils for improvements to the towns infrastructure and facilities and responding to consultations <p>Their renewed participation has resulted in a number of achievements for the town centre and the traders</p> <ul style="list-style-type: none"> • Established an effective partnership of businesses to deliver initiatives for the town centre to improve the viability of the town centre • Successfully lobbied the Council through positive dialogue to relax the loading bays on Holton Road, painting of the street
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						<p>furniture throughout the town centre and street care issues.</p> <ul style="list-style-type: none"> • Secured funding for a very successful music event to launch the shop local campaign which attracted large footfall and raised the profile of the campaign and the town centre • Coordinated a highly successful Christmas market in the town centre which attracted record footfall and resulted in increased sales for retailers in the town centre complementing the council's programme of Christmas events and activities • Secured funding to support Christmas trees for shopkeepers throughout the town centre to complement the Xmas lighting on Kings Square • Successfully coordinated the installation of the Christmas trees above the shops throughout the town centre • Incorporated the Upper Holton Road traders into the traders group which resulted in increased and very beneficial participation from businesses. • Played a key role in Barry Town Council's Shop Local Campaign Group which has supported initiatives in the town centre • Increased the use of social media to support events and
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						<p>promotions to support the town centre</p> <ul style="list-style-type: none"> • Coordinated a discount promotional campaign for local retailers over the Easter period <p>In March 2018 the Council, in partnership with Barry Town Council and Memo Arts Centre, was awarded funding by the Heritage Lottery Fund (Great Place Scheme). Great Place Scheme is a UK wide programme designed to pilot new approaches that enable cultural and community groups to work more closely together and to place heritage at the heart of communities. The successful bid (known as Barry-making waves) is one of five pilot projects in Wales which has been awarded funding for the period 2018/19-2020/21. A Place Manager (Barry) has been appointed to lead the development and implementation of the project which will focus on three workstreams:</p> <ul style="list-style-type: none"> • Partnership and good governance; • Embedding heritage and culture in long term plans and activities; and, • Building social capital
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	<p>Identify a key community group who will lead the revitalisation of Holton Road. However this group should work in collaboration with the Council and other parties to develop ideas and deliver change.</p>	<p>Identified Community Group. VoG Council.</p>	<p>Community Group with remit to revitalise Holton Road.</p>	<p>Low</p>	<p>Short</p>	<p>The establishment of a Town Centre Forum for Barry and the re-emergence of the Holton Road Traders Group have created a partnership of influential stakeholders including representatives from the community who will assist in the regeneration of Barry Town Centre.</p> <p>The Holton Road Traders Group is a key player in Barry Town Council 'Shop Local Campaign' and will be a key stakeholder and decision maker as to whether a BID is approved for the town.</p> <p>The Town Centre Forum which was organised by the Council, jointly with BTC, held in November 2018 aimed to challenge all stakeholders over the future of Holton Rd and the key challenges facing all parties in securing its long terms future (will be the subject of a separate report to Cabinet).</p> <p>A new team has been established in the Economic Development service, with the remit to build capacity in the community to deliver regeneration projects through the Stronger Community Grant fund.</p> <p>The Strong Communities Grant Fund will offer grants to Community Groups, the Voluntary Sector and Town and</p>
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						<p>Community Councils towards the cost of initiatives within the Vale of Glamorgan that help to support the Council's vision of "strong communities with a bright future".</p> <p>The fund aims to:</p> <ol style="list-style-type: none"> 1. Improve the resilience of organisations/groups or their activities by funding activities which add value to their current work and reduce their reliance on grant funding in the future; 2. Provide seed corn funding towards initiatives that can demonstrate longer term sustainability; 3. Undertake consultation, feasibility, design and other specialist work to develop proposals for future activity and funding bids; 4. Meet the capital costs of schemes by purchasing plant, machinery, equipment or other assets or 5. Undertake work that would enable services to be provided, for example, through increased income generation potential;
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						<p>6. Open up Section 106 funding to specific communities where developments have taken place. Funding for facilities and open space projects in specific areas will be announced when each round is opened for applications;</p>
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High Street and Broad Street, Barry

1. **Improve Broad Street** – Creating a more enticing place to stop and more attractive entrance into the centre.
2. **Increasing awareness of the centre** – High Street as Barry’s independent cluster and Broad Street as an attractive night-tune destination.
3. **Diversifying Broad Street** – Encouraging a more diverse family orientated night-time economy not just based on drinking.

Framework and objectives	Action	Responsibility	Delivery Mechanism	Estimated Costs	Time	Progress
1. Improve Broad Street Creating a more enticing place to stop and more attractive entrance feature into the centre	Seek to assume a zero-tolerance approach towards breaches of planning regulation in respect of new signage and shop front design specifically.	VoG Council.	Enforcement notices etc.	Low	Short	Every case has to be considered with regard to government guidance set out in Technical Advice Note 9 which requires that enforcement action can only be taken if planning permission is unlikely to be granted.
	Seek to undertake a review of existing pedestrian and cycle linkages between the Centre and Barry Waterfront. This should include an	VoG Council. External Consultants on behalf of VoG. (Clare Cameron)	Access/linkages strategy to include delivery mechanisms e.g. Section 106 Agreements, VoG Investments etc.	Medium	Long	All cycle routes linking communities as part of the Active Travel Act were considered and the Active Travel Existing Routes Map was forwarded to Welsh Government for approval. These plans were approved by the Welsh Government in 2017 and are now live on the Council’s website.

	Action Plan for recommended improvements.					<p>Active travel means walking and cycling (including the use of mobility scooters) for everyday journeys. This includes journeys to school, to work, to the shops or to access services e.g. health or leisure centres</p> <p>The Highways Department will be looking to put a programme together to improve routes. Sustainable transport is considered by the Highways Department wherever opportunities arise, particularly in urban areas.</p>
	Investigate and identify opportunities in order to provide new car parking provision in/on the edge of the centre or stimulate the redevelopment of areas to the south of Broad Street.	VoG Council. WG.	Negotiation and regeneration proposals.	High	Long	<p>As a result of the current improvement works, 36 additional parking spaces have been created in the area.</p> <p>The Town Centres Development Officer will continue to work with traders to improve attitudes to parking (i.e. encourage businesses and staff to park on the outskirts leaving the central area for customers. The Council encourages traders to park outside the shopping street to increase the parking spaces available for customers.</p> <p>The Council has been working in partnership with independent technical consultants on developing a new Parking Strategy for the county, including Barry town centre. A draft Parking Strategy report identifying the main principles of a proposed charging regime in various car parks and on-street locations throughout the Vale was</p>

						presented to the Council's Cabinet on 2 July 2018. This was followed by a widespread engagement and consultation from Monday 06 August until Friday 28 September in order to seek the view of all interested parties on all aspects of the draft proposals. The Council is currently reviewing and considering all valid comments made as part of the consultation process before reporting back the Council's Cabinet on the outcome after which the way forward will be carefully considered. The draft parking strategy will encourage turnover within current parking areas for shoppers and discourage business and their staff parking in those areas. This will therefore create additional parking opportunity for visitors / shoppers to stimulate the redevelopment of existing shopping areas.
2. Increasing awareness of centre High Street as Barry's independent cluster and Broad Street as an attractive night-time destination	Seek to agree an events schedule for the centre based around the town's independent and night-time economy function (e.g. day or night markets, shop local events, shop local festivals).	Led by VoG Council. In association with; - Traders Association. - Local Groups and Organisations. - Barry Town Council.	Events Schedule to form part of the overarching marketing campaign for the centre.	Medium/High	Medium	The Council's Events Officer and TCDO have been helping the traders organise events. A successful Christmas event was held in 2017 which created a festive ambience throughout the street. The focus of their Xmas event was to encourage visitors to shop in the town rather than just turnout for the annual event. This resulted in one of the best Christmas events in terms of increasing turnover for the local traders. The High Street launched their Shop Local Campaign in July 2017 which attracted a large footfall and raised the profile of the street. The 'Shop Local Campaign' is gathering momentum in encouraging people

						to shop locally. Furthermore traders are also trying to source their products and services locally. A summer event was held in July this year to further raise the profile of the street. Further funding has been provided to support the High Street Christmas lights switch-on which took place at the end of November.
3. Diversifying Broad Street Encouraging a more diverse family orientated night-time economy not just based on drinking	Seek to investigate the potential for new planning policies/mechanisms which seek to restrict the number of takeaway uses on Broad Street particularly, and encourage different night-time economy use instead.	VoG Council.	LDP. Local Development Orders. SPG.	Low	Short	The recent physical improvements have increased the attractiveness of Broad Street/High Street as a commercial area which could lead to a better quality night time economy. The areas profile has recently been improved as a result of the fact that it is listed as being in the top 5 independent retail destinations in the UK.
	Seek to relax restrictions on opening hours for certain business types e.g. uses not focused on drinking and takeaway uses within Broad	VoG Council. (Licensing)	Revised licences.	Low	Short	The Council has recently reviewed its licensing policy. The policy requires consideration on a case by case basis but is designed to support development of town centre economies in balance with issues of disorder and public nuisance. The policy encourages applications from establishments which provide food, and a

	Street or High Street.					family based environment.
	Investigate potential grants which can be used to encourage alternative evening economy uses (other than takeaway and drinking) in the centre.	Barry Town Council. Traders Association. Local Groups and Organisations. VoG Council.	Review of grants.	Medium	Medium	<p>The Vale of Glamorgan has established a strong reputation as a destination that offers quality events, attracting visitors throughout the year, The New 'Event Grant Scheme' aims to provide support to events that raise the profile of the Vale of Glamorgan to support its reputation as a quality event destination, complimenting existing events, bringing economic benefit to the region and has the potential to attract both staying and day visitors.</p> <p>The Council has also established the Stronger Communities Grant fund to assist groups and organisations to increase their viability and sustainability by encouraging income generation activities.</p>

Cowbridge

1. **Improve the tourism and leisure offer** – Capitalise on Cowbridge’s historic built environment and increase leisure and tourist offer.
2. **Develop a transport strategy** – Establishment of a parking strategy to alleviate parking problems in Cowbridge.
3. **Marketing** – Promote Cowbridge’s festivals, retail identity and leisure offer.

Framework and objectives	Action	Responsibility	Delivery Mechanisms	Estimated Costs	Time	Progress
<p>1. Improve the tourism and leisure offer Capitalise on Cowbridge’s historic built environment and increase leisure and tourist offer</p>	<p>Seek to promote and develop the Town’s strong schedule of events possibly developing events around the town’s independent and night-time economy function (e.g. day or night markets, shop local, key tourist events). This should include consideration of a strategy for event marketing and signage.</p>	<p>VoG Council. Cowbridge Chamber of Trade and other organisations such as Hub Cowbridge and the Charter Trust. (Sarah Jones & TCM)</p>	<p>Events schedule.</p>	<p>Low</p>	<p>Short/Medium</p>	<p>There is a good base of events already happening – food festival, Reindeer parade, Book Festival, Fashion Week – supported by the Council.</p> <p>Council funding has partly supported the new Christmas lighting in the town which was installed for Xmas 2017.</p> <p>The Council’s Events Network continues to support each of the events.</p> <p>The Vale of Glamorgan has established a strong reputation as a destination that offers quality events, attracting visitors throughout the year, The New ‘Event Grant Scheme’ aims to provide support to events that raise the profile of the Vale of Glamorgan to support its reputation as a quality event destination, complimenting existing events, bringing economic benefit to the region and has the potential to attract both staying and day visitors.</p>

<p>1. Improve the tourism and leisure offer (cont'd) Capitalise on Cowbridge's historic built environment and increase leisure and tourist offer</p>						<p>The Stronger Communities Fund has been developed by the Council to support initiatives that support communities in line with the Council's vision of 'strong communities with a bright future'.</p>
	<p>Seek to investigate potential opportunity sites for a potential Tourist Information Centre/outpost. This should seek to advertise Cowbridge and provide interpretation of these but also key attractions in the surrounding areas.</p>	<p>VoG Council. Cowbridge Town Council. Cowbridge Chamber of Trade. Cowbridge Hub/Charter Trust. Wales Tourist Board.</p>	<p>New Tourist Information Centre/Outpost.</p>	<p>Low</p>	<p>Medium</p>	<p>Cowbridge has a number of Tourist Information Points (TIP's) located in areas of high footfall. This is part of the new approach to tourist information in partnership with the private sector. The TIP's have a vast amount of information with staff who are happy to help with any questions that might arise.</p> <p>All existing tourist information boards have been upgraded and a number of interpretation panels were installed as part of CRC's Destination Management project, located throughout the town. The Iolo Morgannwg project also saw the development and installation of interpretation regarding the local icon in key destinations throughout the town.</p>
	<p>Seek to introduce positive planning policies which seek to allow of (appropriate) diversified uses within the centre. New uses could be leisure, retail</p>	<p>VoG Council. (planning)</p>	<p>LDP. SPG.</p>	<p>Medium</p>	<p>Short/Medium</p>	<p>LDP Policy MG 14 enables other non-A1 uses – particularly outside of the primary shopping frontage. However this is restricted to 50% A1 uses with the Secondary Shopping area (and 65% A1 uses within the Primary Shopping area)</p> <p>See response under Holton Road above.</p>

	and service uses.					
	Seek to introduce positive planning policies which continue to ensure upper floors within the centre are used.	VoG Council. (Planning / Dave Williams)	LDP. SPG.	Medium	Short/Medium	<p>LDP Policy MG 14</p> <p>Proposals for non-A1 retail uses at ground floor level within the town and the district centres will be permitted where:</p> <ol style="list-style-type: none"> 1. They would not result in more than 35% of non-A1 retail uses within the primary shopping frontage; 2. They would not result in more than 50% of non-A1 retail uses within the secondary shopping frontage; 3. They would not create an over concentration of non-A1 retail uses within the centre; 4. They complement the character of the existing centre, benefit the daytime economy and maintain an attractive shop frontage; and 5. They would not prevent the beneficial use or reuse of upper floors.
	Seek to relax restrictions on opening hours for certain business types.	VoG Council.	Revised licences.	Low	Short	<p>In many cases consent is not required to open later and it is the choice of the business. Some shops open late (e.g. Tesco, Co-op, Waitrose) but a coordinated later closing time has been tried and failed. Shops do open later for some events, for example the food & drink festival.</p>

						The Stakeholder Group should encourage greater partnership working which would encourage the businesses to work more closely together and deliver more collective initiatives.
	Consider the capacity of existing community facilities to be used for new uses (e.g. ad-hoc theatre, more frequent community cinema etc.). An emphasis should be placed upon using existing facilities to full effect.	VoG Council.	Community Facility Review.	Low	Medium	<p>The proposed Market Hall (The Exchange) if implemented could help improve Cowbridge town centre in terms of its retail and visitor destination offer.</p> <p>Creative Rural Communities (CRC) supported the development of, and investment in, the Cowbridge Community Cinema.</p>

	<p>Develop a 'destination management plan' for the town which will ensure that visitors experience Cowbridge in the best possible way. That they are able to find.</p> <ul style="list-style-type: none"> - Key transport nodes (bus stops and car parking provision), - Key points of interest (local walks, Physic Garden), - Car parks, - Retails areas, and, - Areas of interest outside the town such as St Quentin's Castle and nearby villages. 	VoG Council.	Destination Management Plan.	Low	Short	<p>The Vale's Destination Management Plan has been approved and adopted by the Council, with actions relevant to Cowbridge.</p> <p>The Destination Action Plan identifies 7 key priority areas which are required to make significant improvements to the visitor experience in the Vale of Glamorgan.</p>
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<p>2. Develop a transport strategy Establishment of a parking strategy to alleviate parking problems in Cowbridge</p>	<p>Seek to undertake a comprehensive review of transport provision and car parking within Cowbridge centre currently. An assessment of sign-posting to these key transport linkages (with particular reference to car parks) should be included within this review. This assessment should identify a set of prioritised improvements and should consider the future impact of potentially developing the cattle market site, in terms of car parking provision.</p>	<p>VoG Council.</p>	<p>Transport strategy.</p>	<p>Medium</p>	<p>Medium</p>	<p>The proposed mixed use regeneration of Cowbridge Livestock Market could result in additional town centre car parking.</p> <p>The assessment of sign-posting to key transport links work will be undertaken as part of the Integrated Network Map for Active Travel submitted to Welsh Government in November 2017.</p> <p>All cycle routes linking communities as part of the Active Travel Act were considered and the Active Travel Existing Routes Map was forwarded to Welsh Government for approval. These plans were approved by the Welsh Government in 2017 and are now live on the Council's website.</p>
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<p>3. Marketing Promote Cowbridge's festivals, retail identity and leisure offer</p>	<p>The Marketing Plan for Cowbridge should be focussed on advertising Cowbridge's historical assets and shopping provision targeting tourists in particular. It should be community-led but undertaken in collaboration with the VoG Council.</p>	<p>This campaign should be spearheaded by local community groups but aided/enabled via VoG Council.</p>	<p>Marketing campaign/strategy.</p>	<p>Medium</p>	<p>Medium</p>	<p>The TCDO presented to Cowbridge Town Council in March 2018 on the benefits of establishing a Stakeholder Group to collectively address the challenges and opportunities faced by the town centre. It is hoped that this will lead to a more joined up approach between the various groups and organisations involved with the town centre. A further presentation is intended to be held in the New Year will include key stakeholders in the town.</p> <p>CRC assisted the local history group in digitalising the museum's collections. The Museum is housed in the cells of the Cowbridge Town Hall, right in the centre of the town.</p>
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Llantwit Major

1. **A new image for Llantwit Major** – Creating one brand for the town.
2. **Harnessing the coastal attraction and the town’s heritage to provide a cohesive offer** – Exploiting Llantwit Major’s unique surroundings to capture benefits of increased visitor numbers.
3. **Improving the street scene** – Ensuring good management, maintenance and stewardship of the town’s built fabric with consistently good shop front design.
4. **Creating a destination** – Diversifying Llantwit Major’s offer so that it creates a destination and caters for visitors as well as residents.

Framework and objectives	Action	Responsibility	Delivery Mechanisms	Estimated Costs	Time	Progress
<p>1. A new image for Llantwit Major Creating one brand for the town</p>	<p>Seek to agree an events schedule for the centre based around the town’s historical and coastal links targeted at tourists. This should seek to include a large scale event in order to begin to create a ‘destination’.</p>	<p>VoG Council. Chamber of Trade. Local groups. Llantwit Major Town Council. Visit Wales.</p>	<p>Events schedule.</p>	<p>Medium</p>	<p>Medium</p>	<p>The Council supports events held in the town.</p> <p>A successful programme of speciality/craft markets is being held in the Poundfield Shopping Centre to help drive footfall to the town centre.</p> <p>The Events Network continues to support each of the events. There is also a new initiative inviting new/innovative events to come forward for support</p> <p>Much work is currently being done with St Illtyd Church to explore opportunities to raise awareness of the church to visitors which will in turn increase footfall to the town.</p> <p>CRC is currently supporting the story of how St Illtyd and his followers established and spread Christianity throughout European Celtic regions which will raise the profile of the town and</p>

						generate increased pride among local people of all ages. (Faith Tourism)
2. Harnessing the coastal attraction and the town's heritage to provide a cohesive offer Exploiting Llantwit Major's unique surroundings to capture benefits of increased visitor numbers	Investigate the feasibility of improving sustainable transport linkages to the coast. Recommended improvements should focus on providing new on-road pedestrian access, cycle and/or bus linkages.	VoG Council. External Consultants on behalf of VoG Council.	List of prioritised, recommended improvements to existing transport linkages.	Medium	Medium	All cycle routes linking communities as part of the Active Travel Act were considered and the Active Travel Existing Routes Map was forwarded to Welsh Government for approval. These plans were approved by the Welsh Government in 2017 and are now live on the Council's website.
	Investigate new ways to encourage people to use sustainable transport linkages between the centre and the coast (e.g. bus shuttle service between town and beach,	VoG Council.	New ways of encouraging sustainable transport linkages between the centre and the coast.	Medium	Medium	As above.

	cycle hire for patrons of centre businesses, 'gimmicks' such as tuc-tucs etc.).					
3. Improving the street scene Ensuring good management, maintenance and stewardship of the town's build fabric with consistently good shop front design	The Public Realm audit for Llantwit Major should focus on improving the approach into the town from the Railway Station specifically, as well as ensuring clear links between the new and old parts of the centre.	VoG Council. Llantwit Major Town Council.	Public Realm audit and corresponding action plan.	Medium	Medium	The TCDO has completed an audit of street furniture in the town centre that require maintenance. Improvements will be considered as funding allows.
4. Creating a destination Diversifying Llantwit Major's offer so that it creates a destination and caters for visitors as well as residents.	Consider the feasibility of and opportunities to attract a new tourist attraction to help complement the town's image as a gateway to the Heritage Coast.	VoG Council. Llantwit Major Local History Society. Visit Wales. Llantwit Major Town Council.	New tourist attraction.	High	Medium /Long	New interpretation panels have been installed at the train station and town hall showcasing the coast and history as well as improved directional signage and map. Further interpretation has been installed promoting the Llantwit region Vale Tales. Creative Rural Communities (CRC) joint funded the transformation of Galilee Chapel visitor

	<p>This could be a Heritage Coast centre, museum etc.</p>					<p>centre for exploring the origins of Celtic Christianity. The CRC Coastal Communities Officer has worked with businesses along the Heritage Coast, including Llantwit Major. A feasibility study has been undertaken to consider commercial opportunities for coastal communities.</p> <p>Upgrade to existing tourist information points is now complete.</p> <p>The Heritage Coast Centre at Southerndown has been considerably improved and it is not considered appropriate to explore such a centre in Llantwit Major. It is more appropriate to promote the linkages between the two.</p>
	<p>Investigate the potential mechanisms which could help encourage uses which make a positive contribution to the town's tourist vision (e.g. new tourist shops, gift shops, surf shops, restaurants/cafes or other key tourist attractions such</p>	<p>VoG Council. Town Council. Llantwit Major Town Council.</p>	<p>LDP. SPG. Local Development Orders.</p>	<p>Medium</p>	<p>Medium</p>	<p>LDP Policies would enable this. LDP Policy MG 14 enables other non-A1 uses – particularly outside of the primary shopping frontage.</p> <p>The Council has assisted the Llantwit Major Events Group and traders in terms of their planned events in the town. These included the Christmas Market and Easter Market. Helped prepare an event plan, marketing & social media & increased their stallholder reach. Liaised with the council teams where relevant. Main objective was to increase their event footfall and promote the power of social media and a better branded event as part of their capacity raising profile.</p>

	as a satellite centre of the Heritage Coast Visitors Centre).					This is an ongoing action.
	Investigate potential mechanisms for encouraging appropriate night-time economy uses (those not focussed on drinking and takeaways) – temporary e.g. night market, outdoor theatre – Permanent e.g. later opening cafes/restaurants	VoG Council – Economic Development Department. Llantwit Major Town Council.	LDP. SPG. Purple Flag Initiative.	Medium	Medium	The Council is working in partnership with the Town Centre Steering Group to deliver initiatives to improve the viability of the town centre. In terms of policy refer to comments under Holton Road.

Penarth

1. **Imagine Penarth** – Creating one brand for the town.
2. **Fostering connections** – Exploiting Penarth’s unique surroundings and other attractions to capture benefits for the centre by encouraging internal and sustainable connections.
3. **Widening Penarth’s offer** – Diversifying daytime and night-time offer so that it caters for visitors and supports the brand.
4. **Building upon the centre’s heritage** – Building upon Penarth’s unique qualities stemming from its role as a historic seaside resort.

Framework and objectives	Action	Responsibility	Delivery Mechanisms	Estimated Costs	Time	Progress
1. Imagine Penarth Creating one brand for the town	Seek to investigate potential for setting up a community group/steering group with the remit of seeking to better market Penarth as an artistic/artisan centre. A key target audience should be Cardiff day-trippers.	VoG Council. Penarth Society. Penarth Town Council. Penarth Traders Association.	Image Steering Group actions.	Low	Short	<p>The TCDO held the first meeting of the Penarth Business Group in September 2017 to establish a trader group to undertake the following role -</p> <ul style="list-style-type: none"> • Promotion of the shopping offer to visitors and locals • Coordinating marketing and promotional initiatives • Liaising with the local councils for improvements to the towns infrastructure and facilities and responding to consultations <p>Since the establishment of the group the traders, in partnership with the Council, coordinated a highly successful ‘Late night shopping event’ in Penarth which resulted in increased sales for the local traders and a greater number of retailers were open than previous events. A further meeting was held in September to coordinate activities for Christmas</p>

						<p>2018. The attendees held a further Late night shopping event on the 5th December.</p> <p>Following the meeting the traders want to create a Business Group to encompass all the local businesses in the town not just retailers</p> <p>The launch of the Business Group took place in November 2017 and last met in September 2018.</p> <p>The Council's Principal tourism and Marketing Officer is a member of the towns 'Penarth Tourism Association (PTVA) and the Events Officer works closely with the Town Council in developing sustainable Events.</p>
	<p>Seek to agree an events schedule for the town centred on the town's historic and artistic vision e.g. markets (food, crafts etc.), historical festival, ghost trails etc. This should be spearheaded by a new community group/steering group with the</p>	<p>New Penarth Community Group/Steering Group. Aided by;</p> <ul style="list-style-type: none"> - VoG Council. - Penarth Society. - Penarth Town Council. - Penarth Traders Association. 	<p>Events schedule.</p>	<p>Low</p>	<p>Medium</p>	<p>All of the current events are supported by the Council through its Events Officer, with some benefitting from funding through the New Events Grant fund.</p> <p>The Council supported the Late Night Shopping event to raise the profile of the town centre and to drive footfall to the town</p> <p>A further Picnic Penarth was held in June 2018 which was supported by the Council.</p> <p>The Events Network, which now extends throughout the Vale, supports each of the events.</p> <p>The Vale of Glamorgan has established a strong reputation as a destination that offers quality</p>

	<p>remit of seeking to better market Penarth's image.</p>					<p>events, attracting visitors throughout the year, The New 'Event Grant Scheme' aims to provide support to events that raise the profile of the Vale of Glamorgan to support its reputation as a quality event destination, complimenting existing events, brining economic benefit to the region and has the potential to attract both staying and day visitors.</p> <p>The Stronger Communities Fund has been developed by the Council to support initiatives that support communities in line with the Council's vision of 'strong communities with a bright future'.</p>
	<p>Seek to investigate potential mechanisms which could help encourage (temporary or permanent) uses which make a positive contribution to the town's branding and expresses truly the DNA or personality of the town (e.g. new art</p>	<p>VoG Council.</p>	<p>LDP. SPG. Local Development Orders.</p>	<p>Medium</p>	<p>Medium</p>	<p>As a result of all initiatives Penarth has been very successful in attracting this type of business.</p>

	galleries, restaurants/cafes and renovation of historic buildings).					
<p>2. Fostering connections Exploiting Penarth's unique surroundings and other attractions to capture benefits for the centre by encouraging internal and sustainable connections between the town and beach.</p>	<p>Review of sustainable (cycling, bus and pedestrian) connections between centre and neighbouring areas – Pier, Cardiff Barrage, Penarth Marina and Esplanade – Pier, Cardiff Barrage, Penarth Marina and Esplanade – with identified recommendations/improvements. Tuc-Tuc system or similar to aid accessibility between the Esplanade and the centre.</p>	<p>VoG Council. Penarth Greening. Penarth Town Council.</p>	<p>Sustainability Transport review</p>	<p>Low/Medium</p>	<p>Medium</p>	<p>Funding has been secured through S106 to provide more cycle parking at key locations in Penarth and works are complete.</p> <p>Officers are currently working with Cardiff Council to provide improvements to signage on the Bay Trail.</p> <p>The Council has completed the Zig Zag path between Penarth Marina and the town centre to attract visitors to the town from Cardiff Bay. Lighting has recently been installed along the path.</p> <p>Feasibility work ongoing for the Esplanade development.</p>

	<p>Review of gateway approached into the centre from neighbouring areas with a view to considering how these may be improved – e.g. approach along Windsor Road, approach along Beach Road etc.</p>	<p>VoG Council. Penarth Town Council.</p>	<p>Penarth Gateway review.</p>	<p>Low/Medium</p>	<p>Medium</p>	<p>Work is almost complete on a face-lifting scheme for Windsor Road approaching the town centre from Cogan. This is the first of a new style of Housing Regeneration project which targets economic development benefits as well as housing condition.</p> <p>The works include stone cleaning, new timber doors and windows, renewing the gutters, boards, bay roof coverings, and garden walls.</p>
	<p>Car parking provision should be identified as a key consideration to inform future planning applications in Penarth centre.</p>	<p>VoG Council. Penarth Town Council. (Highways/Planning)</p>	<p>Car parking SPG.</p>	<p>Low</p>	<p>Medium</p>	<p>An updated Parking Standards SPG has been approved.</p> <p>The Council has been working in partnership with independent technical consultants on developing a new Parking Strategy for the county, including Barry town centre. A draft Parking Strategy report identifying the main principles of a proposed charging regime in various car parks and on-street locations throughout the Vale was presented to the Council's Cabinet on 2 July 2018. This was followed by a widespread engagement and consultation from Monday 06 August until Friday 28 September in order to seek the view of all interested parties on all aspects of the draft proposals. The Council is currently reviewing and considering all valid comments made as</p>

						part of the consultation process before reporting back the Council's Cabinet on the outcome after which the way forward will be carefully considered. The draft parking strategy will encourage turnover within current parking areas for shoppers and therefore create additional parking opportunity for visitors / shoppers to the benefit of the local businesses and traders in the town centre.
	Tourist Information Hub – explore opportunities for locating this in the centre – could be in addition to Esplanade centre or a replacement.	VoG Council. Visit Wales.	New Tourist Information Hub.	Medium/High	Long	All Tourist information has been reviewed and a new partnership approach with the private sector rolled out. Tourist information at Holm House and Pier Pavilion. All TIP's hold a comprehensive supply of tourism literature covering attractions, activities, events, walks, and town guides in the Vale of Glamorgan. The TIP's are currently being updated throughout the Vale with information that strengthens links throughout each of the 4 towns.
	Seek to investigate and identify opportunities for new car parking provision in/on the edge of the centre.	VoG Council.	Car Park site search.	Medium-High	Medium	There are currently no active plans for the town centre apart from the redesign of street parking/review of double yellow lines at some stage in future, subject to funding. The Penarth Business Group is investigating the potential of relaxing loading bays time restrictions to increase customer parking in the centre. The results of their survey were forwarded to Highways for consideration under the current parking review.

<p>3. Widening Penarth's offer Diversifying Penarth's daytime and night-time offer so that it caters for visitors and supports the brand</p>	<p>Seek to investigate mechanisms for encouraging appropriate temporary night-time economy uses –e.g. night market, outdoor theatre etc. - which support the artisan/artistic image for Penarth – as well as appropriate new permanent uses.</p>	<p>VoG Council. (Planning Policy & TCM) Penarth Town Council.</p>	<p>LDP. SPG.</p>	<p>Medium</p>	<p>Medium</p>	<p>In terms of policy refer to comments under Holton Road.</p> <p>The TCDO will work with Penarth Business Group on this and other event type projects. Following the 'Christmas Late Night Shopping' event several traders and members of the public suggesting holding seasonal late night shopping events. This was discussed at the meeting in September and members agreed to hold another late night shopping event on Wednesday 5th December 2018 which was supported by the TCDO.</p> <p>Picnic Penarth held on the Esplanade in June in conjunction with the Volvo World Yacht race attracted large crowds to the town.</p>
	<p>Seek to relax restrictions on opening hours for certain business types (i.e. those uses not just focussed on drinking or takeaway uses) within Penarth – particularly in</p>	<p>VoG Council. (Licensing)</p>	<p>Revised licenses.</p>	<p>Low</p>	<p>Short</p>	<p>The Council has recently reviewed its licensing policy. The policy requires consideration on a case by case basis but is designed to support development of town centre economies in balance with issues of disorder and public nuisance. The policy encourages applications from establishments which provide food, and a family based environment</p>

	relation to Sunday trading as this represents a key time for visitors/tourists to Penarth.					
	Seek to investigate potential grants which can be used to encourage new evening economy uses in the centre.	Penarth Town Council. Penarth Traders Association. VoG Council.	Review of grants.	Medium	Medium	<p>The Vale of Glamorgan has established a strong reputation as a destination that offers quality events, attracting visitors throughout the year, The New 'Event Grant Scheme' aims to provide support to events that raise the profile of the Vale of Glamorgan to support its reputation as a quality event destination, complimenting existing events, brining economic benefit to the region and has the potential to attract both staying and day visitors.</p> <p>The Stronger Communities Fund has been developed by the Council to support initiatives that support communities in line with the council's vision of 'strong communities with a bright future'.</p>
4. Building upon the centre's heritage Building upon Penarth's unique qualities stemming from its	Seek to investigate opportunities for the education of Penarth's built heritage and centre history. Target audience	This should be led by the Penarth society. To be aided by VoG Council.	Historic Education plan.	Low-Medium	Short	The Penarth Pier Pavilion focuses on interpreting Penarth's history. The Penarth Tourism Association is investigating how to attract day trippers into the Town; this is also a focus for the Future Partnership Group and Business Group.

role as a historic seaside resort	should be potential day-trippers from near-by areas including Cardiff.					