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Ms K Palmer
 Deputy Director, Homes and Places
 Welsh Government
 Cathays Park
 Cardiff
 CF10 3NQ

Dear Ms Palmer

High Streets Campaign

I write with reference to your letter regarding the above and my response of 12th May 2014 in respect of the same.

I can advise that the matter was reported to Cabinet on 16th June and as a result, the attached proforma was approved as the Council's suggestions for High Streets to be involved in the campaign.

You will note that we suggest a variety of High Streets and whilst these have been listed in your proforma they are not in any priority order. The reason for this is that the various High Streets have different attributes and have varying strengths. In addition, given the event calendar in the Vale relates to differing events within various High Streets at differing times of the year, different centres will be more appropriate at certain times.

If you require further information, please do not hesitate to come back to me.

Yours sincerely

Rob Thomas
 Director of Development Services

Enclosure

High Street Proforma

| Priority (highest first) | High Street | Justification | Suggested Events |
|--------------------------|-------------------|---|---|
| | Barry Island | Full summer season of visitor based events and sporting events. In addition Barry Island has benefited from a comprehensive regeneration scheme during the last twelve months and can be used to promote coastal tourism and the importance of the visitor economy to our towns and wider region. | Barry Transport Festival 8 June Beach Volleyball Championships 5- 6 July Isle of Fire Event 19 – 20 July Street Music Weekender 26 – 27 July Street Theatre Weekender 2 – 3 August WW1 Military encampment event 10 August Sports, Art and Play Weekender 16 – 17 August Cinema By The Sea 23 – 24 August Aquathon 28 September Firework Fiesta 5 November |
| | Barry High Street | Traditional High Street with a large number of independent retailers. | Summer Carnival Mid July - TBC Christmas Light Switch On Event 28 th November |
| | Barry Holton Road | Barry's primary retail centre. The centre has benefited from regeneration investment in recent years and has also seen a number of key sites being redeveloped. Kings Square and Central Park provides an impressive "public area" for events and promotion. | Christmas Light Switch On Event 29 th November Let it Snow Christmas Event 13 th December |

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|--|----------------|---|---|
| | Penarth | Penarth has a full and varied summer events programme. In addition, the recent investment at Penarth Esplanade (Pier Pavilion, Pier of the Year 2014 and the Beachcliffe premises) indicates that the Esplanade is also a suitable option and opportunity for promotional events. | Summer Festival 11 July – 10 July Penarth Summer Sounds (6 weekends) July to August Penarth Firework Display 5 November |
| | Llantwit Major | Recent regeneration scheme at Boverton Road completed with the aid of rural regeneration funding. The Town is the gateway to the Heritage Coast. | Summer Carnival 21 June Firework Event 5 November Christmas Lights Events December – TBC |
| | Cowbridge | Cowbridge, High Street has a mix of independent and national retailers. Historic town centre with a significant number of important listed buildings. | Cowbridge Reindeer Parade 30 November Cowbridge Food Festival May 2015 |

Note

The High Streets/Centres are not listed in priority order. The various suggestions may well be appropriate for different campaigns of differing nature and at different times of year.