

Date/Dyddiad 12<sup>th</sup> May 2014  
Ask for/Gofynwch am Rob Thomas  
Telephone/Rhif ffôn 01446 704630  
Fax/Ffacs  
e-mail/e-bost drthomas@valeofglamorgan.gov.uk

The Vale of Glamorgan Council  
Dock Office, Barry Docks, Barry CF63 4RT

Cyngor Bro Morgannwg  
Swyddfa'r Doc, Dociau'r Barri, Y Barri CF63 4RT

www.valeofglamorgan.gov.uk  
www.bromorgannwg.gov.uk



Your Ref/Eich Cyf

My Ref/Cyf DDS/DRT/lje S14/36377

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



Dear Ms Palmer

## High Streets Campaign

Thank you for your letter of 7<sup>th</sup> April, in respect of the above.

I will be aiming to report the campaign to a Cabinet Meeting in due course (likely to be on 2<sup>nd</sup> June). In the interim, I can confirm the support of the Council to the initiative. Our Vibrant and Viable Places submission of last year included many town centre and High Street related elements. We have also recently driven forward many initiatives within the Vale of Glamorgan with the aim being to promote the High Street and support town centres. These include the regeneration of Holton Road in Barry, a regeneration scheme in Boverton Road, Llantwit Major and initiatives to improve premises and accommodation on Upper Holton Road, Barry.

We have also recently appointed a Town Centre Development Officer, who has already forged excellent working links with Traders and businesses. By way of example; the officer is working with Action for Market Towns and Traders to establish "Place Boards" in Llantwit Major and Cowbridge. I am also aware that Penarth Town Council is producing a "Town Plan" for Penarth.

You may be interested to know that the Council recently adopted a Town Centres Framework which can be found at the following link:

<http://www.valeofglamorgan.gov.uk/Documents/Working/Regeneration/Town-Centre-Framework.pdf>

Furthermore, we are currently in discussion with yourselves on the use of the Vibrant and Viable Places £1 million fund allocated to seven local authorities in Wales. It could well be that an element of that £1 million may be appropriate to be invested in projects that tie in with this Initiative and which support the regeneration of the town centres. Such an approach would also allow for activities to be coordinated with activities planned under the Communities First Programme.

In terms of events and activities, we already as a Council, either implement or facilitate and support a wide range of events in our town centres and attached is a list of such events for reference. You will note that these are events that are already held either on an annual or biannual basis and do not constitute a list of suggested additional events. The Council does, however support all the events listed either financially or in kind, or both.

I will forward the Proforma once the matter has been reported to Cabinet and I trust this is sufficient in the interim.

Yours sincerely

**Rob Thomas**  
**Director of Development Services**

## List of Events and Centres Currently Programmed by Centre

<u>Centre</u>	<u>Event</u>	<u>Date</u>
High St, Barry	Summer Carnival	Mid July - TBC
High St, Barry	Christmas Light Switch On Event	28 <sup>th</sup> November
Holton Rd, Barry	Christmas Light Switch On Event	29 <sup>th</sup> November
Holton Rd, Barry	Let it Snow Christmas Event	3 <sup>th</sup> December
Barry Island	Barry Transport Festival	8 June
Barry Island	Beach Volleyball Championships	5- 6 July
Barry Island	Isle of Fire Event	19 – 20 July
Barry Island	Street Music Weekender	26 – 27 July
Barry Island	Street Theatre Weekender	2 – 3 August
Barry Island	WW1 Military encampment event	10 August
Barry Island	Sports, Art and Play Weekender	16 – 17 August
Barry Island	Cinema By The Sea	23 – 24 August
Barry Island	Aquathon	28 September
Barry Island	Firework Fiesta	5 November
Llantwit Major	Summer Carnival	21 June
Llantwit Major	Firework Event	5 November
Llantwit Major	Christmas Lights Events	December – TBC
Penarth	Summer Festival	11 July – 10 July
Penarth	Penarth Summer Sounds (6 weekends)	July to August
Penarth	Penarth Firework Display	5 November
Cowbridge	Cowbridge Reindeer Parade	30 November
Cowbridge	Cowbridge Food Festival	May 2015