

The Vale of Glamorgan Council

Cabinet Meeting: 26 September, 2016

Report of the Cabinet Member for Regeneration and Education

Sense of Place led Regeneration in Barry

Purpose of the Report

1. To consider the Feedback Report from the Regeneration Forum held on 25th May 2016 and agree a course of action.

Recommendations

1. That the Feedback Report from the Regeneration Forum held on 25th May 2016 as attached at [Appendix 1](#) be noted and published on the Council's website.
2. That delegated authority is granted to the Head of Regeneration and Planning, in consultation with the Leader and Cabinet Member for Regeneration and Education to continue to develop and administer the Sense of Place project based on the solutions proposed in the Feedback Report as attached at [Appendix 1](#) including engagement with the community when necessary.
3. That the report be forwarded to Barry Town Council for information and be presented to the next meeting of the Barry Regeneration Advisory Group.

Reasons for the Recommendations

1. To monitor progress and keep interested parties apprised.
2. To allow the Sense of Place project to progress.
3. To advise the Barry Regeneration Advisory Group and keep Barry Town Council apprised of progress.

Background

2. On 24th March 2014 Cabinet considered a report on options for future regeneration partnership working arrangements in Barry following the conclusion of the Welsh Government's Barry Regeneration Area Programme. At that meeting Cabinet (Minute C2265) resolved:
 - (1) That the proposal outlined in paragraph 11 (Option 5) of the report be approved.

(2) That the Director of Development Services in consultation with the Cabinet Member for Regeneration, Innovation, Planning and Transportation be given delegated authority to implement Recommendation 1.

(3) That a progress report be presented to Cabinet in no more than twelve months time.

(4) That the report be forwarded to Scrutiny Committee (Economy and Environment) for information.

Reasons for decisions

(1) To ensure that future engagement and partnership working was proportionate and would serve to assist progress.

(2) To enable the continuation of regeneration partnership working arrangements in Barry.

(3) To monitor progress.

(4) To keep Scrutiny Committee (Economy and Environment) apprised.

3. On 1st April 2014 Scrutiny Committee (Economy and Environment) considered the above mentioned report (Minute 992) and resolved:

(1) That the report be accepted and that future progress reports be presented to the Scrutiny Committee as and when available.

4. On 23rd February 2015 Cabinet considered a report which outlined the progress made with regards to regeneration partnership working in Barry following the report to the meeting of Cabinet on 24th March 2014. At that meeting Cabinet (Minute C2265) resolved:

(1) That the progress made with regards to implementing the new regeneration partnership working arrangements in Barry since March 2014 be noted.

(2) That the Feedback Report on the Regeneration Forum held on the 25th November 2014 attached at Appendix 2 to the report be noted; issued to all delegates for information; and, published on the Council's website.

(3) That the report be forwarded to Scrutiny Committee (Economy and Environment) and Barry Town Council for information.

Reasons for decisions

(1) To monitor progress.

(2) To monitor progress and keep delegates and interested parties apprised.

(3) To keep members of the Scrutiny Committee (Economy and Environment) and Barry Town Council apprised.

5. On 24th March 2015 Scrutiny Committee (Economy and Environment) considered the above mentioned report and resolved:

(1) That the progress update report on Regeneration Partnership Working Arrangements in Barry be noted.

Reason for recommendation

(1) In recognition of the appetite for involvement in regeneration projects and activities.

6. The Regeneration Forum is a key element of the above mentioned partnership working arrangements. It serves to bring together people from different parts of the Barry community, giving them an opportunity to interact and discuss the issues affecting the fabric of the town and surrounding area. Acting as a platform for engagement and a springboard for collaboration, the purpose is to trigger conversations and extract ideas from people who are passionate about the area and the future prosperity and well-being of its residents.
7. The theme for the 2016 Forum (held on 25th May at the Memo Arts Centre) was Creating a Sense of Place for Barry. Sense of Place led regeneration involves engaging with and re-inspiring community and tourism groups about their locality to harness their knowledge in order to provide improved and enriched interpretation of that place, and an increased sense of pride and ownership. Sense of Place was a workshop topic which generated considerable interest and discussion at the inaugural Forum held in 2014.
8. Attendance was encouraged from across a broad range of organisations, residents and local interest groups and 100 delegates registered to attend the 2016 Forum. Dr Matthew Griffiths (Civic Trust Cymru – Retired Director) was chair for the event with Angharad Wynne (Angharad Wynne Marketing and Communications) as guest speaker and workshop facilitator.

Relevant Issues and Options

9. Angharad Wynne is a leading Sense of Place advisor for Visit Wales and works regularly with tourism and community groups across the UK to help them to understand and promote their unique Sense of Place.
10. As part of the Regeneration Forum Angharad Wynne devised and ran a workshop to ascertain current thoughts and attitudes towards Barry, capture issues, highlight possibilities and gauge the appetite for, and priorities for change. Workshop participants were asked to prioritise activity to support redevelopment and regeneration in Barry, based on solutions which had successfully supported regeneration and place making in other towns and cities in the UK. A Feedback Report written by Angharad Wynne is attached at [Appendix 1](#).
11. The top three solutions prioritised by the workshop participants (refer to page 17 of the Feedback Report as attached at [Appendix 1](#)) were:

Improve Signage and Sense of Arrival at Gateway Points

Use Barry's Story to Inform and Inspire a New Brand Proposition for the Town, to Include an Agreed Set of Values, Tone, Imaging and Visual Language

Engagement Workshops to Refine and Define Barry's Story, Sense of Place and Inspire a Forward Vision for the Town

12. A core part of Sense of Place led regeneration is working with communities and business groups to help strengthen local identity and branding, and promote the special and particular attributes of the area. With this in mind and in light of the passion and commitment shown by delegates at the 2016 Forum it is proposed to present the report and its findings to the Barry Regeneration Advisory Group in October, in order to support the process of developing Barry's Sense of Place and drive regeneration and place making in the town. Following this it is intended to continue to engage with the community to develop the sense of place work and take forward the quick wins identified below.

13. A number of actions and activities are already programmed in respect of improvements to signage and sense of arrival at gateway points. Expenditure is currently profiled in the Capital Programme for the year 2016/17 to undertake improvements to Cardiff Road (Cadoc ward, budget £100k); High Street/Broad Street/Hood Road (Baruc and Iltyd wards, budget £729k); and, Barry Island for causeway improvements (Baruc ward, budget £328k) and interpretation/Wi-Fi (Baruc ward, budget £15k).

Resource Implications (Financial and Employment)

14. The Sense of Place project as outlined in paragraphs 9-13 (inclusive) of the report is funded from within existing budgets. Any future events will need to be funded from within budgets and any initiatives to be progressed will need to have any resource implications clearly identified.

Sustainability and Climate Change Implications

15. The Sense of Place project seeks to engender pride in place and stimulate community coherence and thereby develop more sustainable communities.

Legal Implications (to Include Human Rights Implications)

16. There are no legal implications associated with this particular report. That said decisions by the Vale of Glamorgan Council as lead partner for the approach to regeneration in Barry are made through the constituted Council, Cabinet, Lead Member and Committee structure.

Crime and Disorder Implications

17. The Sense of Place project seeks to engender pride in place and stimulate community coherence, which if successful can have a positive impact on reducing crime and disorder.

Equal Opportunities Implications (to include Welsh Language issues)

18. None as a result of this report. That said the Sense of Place project seeks to engage more fully with the communities of Barry, and draw them into the discussion and process of regenerating their town.

Corporate/Service Objectives

19. The Sense of Place project seeks to align with the current Corporate Plan 2016-2020 by contributing to the following Outcome and Objective:

Well-being Outcome 2: An environmentally responsible and prosperous Vale. The Vale of Glamorgan has a strong and sustainable economy and the local environment is safeguarded for present and future generations.

Objective 3: Promoting regeneration, economic growth and employment.

Policy Framework and Budget

20. This is a matter for Executive decision.

Consultation (including Ward Member Consultation)

21. The Sense of Place project covers Baruc, Buttrills, Cadoc, Castleland, Court, Dyfan, Illtyd and Gibbonsdown wards in Barry. Local ward members were being consulted at the time of preparing this report.

Comments were received from Councillor Richard Bertin, Elected Member in Court Ward as follows:

My comments are: 'I hope that this was just not a taking shop and we will see things happening from this event. There are lots of good ideas and I hope that these will be supported by all.'

Any additional comments received will be reported at the Cabinet meeting.

Relevant Scrutiny Committee

22. Environment and Regeneration.

Background Papers

Cabinet Report 24th March 2014 (minute C2265)

Cabinet Report 23rd February 2015 (minute C2669)

Contact Officer:

David Williams, Principal Regeneration Officer

Officers Consulted

Legal - Committee Reports

Operational Manager Accountancy

Operational Manager Regeneration

Responsible Officer:

Rob Thomas, Managing Director