

The Vale of Glamorgan Council

Cabinet Meeting: 20 March, 2017

Report of the Cabinet Member for Regeneration and Education

Sense of Place led Regeneration in Barry

Purpose of the Report

1. To provide Cabinet with an update regarding the Sense of Place project.
2. To agree a course of action to assist progression of the project.

Recommendations

1. That the progress be noted.
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 including engagement with the community when necessary.
3. That the report be forwarded to Barry Town Council for information.

Reasons for the Recommendations

1. To monitor progress.
2. To assist progression of the project.
3. To keep Barry Town Council apprised of progress.

Background

3. 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. 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.

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

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

Reason for recommendation

In order that Members can be kept informed.

5. On 23rd February 2015 Cabinet considered a report which outlined the progress made with regards to regeneration partnership working in Barry. 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.

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

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

Reason for recommendation

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

7. Cabinet on 26th September 2016 was requested to consider the Feedback Report from the Regeneration Forum held on 25th May 2016 and agree a course of action. Having considered the report and all the issues and implications contained therein Cabinet (Minute C3302) resolved:

(1) That the Feedback Report from the Regeneration Forum held on 25 May, 2016 as attached at Appendix 1 to the report be noted and published on the Council's website.

(2) That delegated authority be 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 to the report 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.

(4) That the report be referred to Scrutiny Committee Environment and Regeneration for consideration.

Reasons for decisions

(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.

(4) To allow Scrutiny Committee Environment and Regeneration to consider the report and issues therein.

8. On 8th November 2016 Scrutiny Committee (Environment and Regeneration) considered the above mentioned report and received a presentation from Angharad Wynne (Consultant - Angharad Wynne Marketing and Communications). Scrutiny Committee recommended:

(1) That the comments of the Scrutiny Committee be referred to Cabinet and to the Place Board when established in order that they can consider the comments of the Scrutiny Committee when taking forward the Sense of Place project.

(2) That Ms. Wynne be thanked for her comprehensive presentation to the Scrutiny Committee which had been welcomed by all.

Reasons for recommendations

(1) To allow for the comments of the Scrutiny Committee to be considered as appropriate.

(2) In recognition of the work undertaken and the report presented to the Committee.

9. On 12th December 2016 Cabinet, having considered the recommendations of the Scrutiny Committee Environment and Regeneration resolved (Minute C3390):

That the contents of the report be noted.

Reason for decision

To note the contents of the report.

Relevant Issues and Options

From Consultation to Big Idea and Brand

10. Following the report to Cabinet on 26th September 2016 the Sense of Place project has focused on information gathering in the form of community engagement workshops and stakeholder interviews facilitated by consultants. This is in line with

the solutions prioritised at the 2016 Regeneration Forum. Consultants have also undertaken a full review of the evidence gathered to drive out themes and points of emphasis which will inform and inspire a new brand proposition for the town. This information can be found in the consultant's draft report (Barry Regeneration through Sense of Place - from Consultation to Big Idea and Brand) attached at [Appendix 1](#) of this report.

11. The structure of the draft report is summarised as follows:

- **Community Engagement:** attendees were asked to contribute their thoughts and ideas regarding Barry's history, people, architecture and built environment, language and food culture, arts and cultural assets and relationship with the great outdoors, as well as a number of other questions aimed at drawing out ideas around personal connection, key assets and the personality of Barry.
- **Stakeholder Interviews:** key people within the town or who have an interest in it were asked to give their views about what it does well, its potential, barriers to improvement, its assets, its image and what it should focus on.
- **Clarifying The Story, Providing a Contemporary Position for Barry:** from the information and insights gathered from the consultation activity, the consultants have refined Barry's story and identified a contemporary position for the town's sense of place. The themes are drawn from the story of Barry and form two key pillars identified during the consultation process.
- **The Big Idea (Barry – Making Waves):** an approach that will help to positively change behaviour and influence decision making, development activity and how a place communicates. Like the key themes and story, it influences how a place acts, presents itself and eventually, how it is perceived.
- **How The Big Idea and The Story Themes Work Together in a Branding Context:** the story, personality, pillars, themes, vision and big idea come together to inform a new brand proposition for Barry. The Brand Wheel (p.53 of draft report - [Appendix 1](#)) demonstrates how the learning from the processes and inquiries undertaken together form a credible set of brand values, brand personality and core for Barry as it moves forwards. The Brand harnesses Barry's assets, existing and future developments, geographical position, history, sense of place and personality to build a brand offer for the town.
- **Recommendations, Ways of Moving Forward:** a number of recommendations are made in the draft report and are discussed below.

12. The processes and inquiries undertaken by the consultants have created a story and vision which in turn should inform all future developments and adjustments to the regeneration programme already in train. That said this is not work that the Council can, nor should do alone. This form of regeneration requires a united effort across many organisations, groups and communities.

13. It is considered that the fundamental principles of the Sense of Place project are well-placed and the general direction of travel in the draft report (attached at [Appendix 1](#)) is sound. The Sense of Place project will bear fruit in the future if a consistent overall approach is adopted now. With this in mind it is recommended that the following key actions are undertaken during the course of 2017:

- Develop a Place Board to drive forward the Sense of Place project (this action is covered in more detail in the next section of this Cabinet report).

- Consider, develop and communicate The Brand and the Big Idea to gain buy-in from stakeholders, communities and local interest groups.
- Scale-up from the draft report (attached at [Appendix 1](#)) to develop a Strategic Document expressing Barry's story and aspirations to be used as a key tool in terms of branding, marketing, inward investment and briefing developers. It would lay out not just the story that informs what Barry is today, but how that story is guiding its future.

Barry Regeneration Advisory Group and Regeneration Forum

14. The Barry Regeneration Advisory Group and Regeneration Forum (refer to [Appendix 2](#)) are key elements of the above mentioned partnership working arrangements. They are in keeping with the fundamental principles of the Welsh Government's regeneration framework, Vibrant and Viable Places (March 2013) which states that "successful regeneration delivery is characterised by genuine partnership". Furthermore, the Well-being of Future Generations (Wales) Act 2015 is about improving the social, economic, environmental and cultural well-being of Wales. Public bodies are now required to think more about the long term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach.
15. The Barry Regeneration Advisory Group formed in July 2014 following an open call for expressions of interest. Members were sought with a demonstrable knowledge and experience in the field of regeneration and specifically in one or more of the following areas: innovative finance initiatives; the business sector; the housing sector; the tourism sector; the retail sector; health and well-being; community regeneration; the third sector; transportation; and, the further and higher education sector. Initially formed for a two year term this was extended to the end of financial year 2016/17 to tie-in with the end of the Welsh Government's first tranche of investment under the Vibrant and Viable Places programme.
16. The Regeneration Forum 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.
17. The Vibrant and Viable Places programme is currently being refocused following the National Assembly for Wales's election in May 2016. Whilst a final decision is still to be made 2017/18 will be a transition year with some funding for finishing off current projects and pipeline schemes. Any new Programme would be likely to start from April 2018 and it is currently considered that it would reflect the previous Vibrant and Viable Places programme subject to confirmation by the Cabinet Secretary.
18. In light of the above the overall aims and objectives of the partnership working arrangements in Barry are considered to be sound and well-placed. Furthermore, it is felt that there is very little benefit in making significant changes to the arrangements and there is a strong case for continuing with a consistent approach. That said the development of a Place Board is a key element shared by successful places elsewhere in the UK. Place Board members are drawn from a broad spectrum of the place community. The Place Board provides the Council with a broad consultation base that understands the process of place making and works as a team to support and champion the changes necessary. Taking all of the above into consideration it is recommended that during the course of 2017 transitional

arrangements are put in place to phase in the introduction of a Barry Place Board in lieu of the Barry Regeneration Advisory Group following a call for expressions of interest. As part of this process the Advisory Group would be disbanded and it would be subsumed into the new Place Board.

Resource Implications (Financial and Employment)

19. The Sense of Place project is funded from within existing budgets. Any future activities will need to be funded from within existing budgets and any tasks to be progressed will need to have any resource implications clearly identified.

Sustainability and Climate Change Implications

20. 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)

21. 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

22. 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)

23. 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

24. 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

25. This is a matter for Executive decision by Cabinet.

Consultation (including Ward Member Consultation)

26. 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 and any comments will be minuted at the Cabinet meeting.

Councillor Ian Johnson, Ward Member Buttrills commented as follows:

“Cabinet will be aware that I attended the Barry Regeneration Forum in May 2016, participated in the discussion on ‘Sense of Place’ at the Environment and Regeneration Scrutiny Committee in November 2016 and am both interested and engaged with the process for developing a ‘Sense of Place’ led regeneration in Barry. However, as no details of the proposals for the Sense of Place project have been provided to councillors as part of the consultation on this item, I am unable to provide meaningful comment. Once the Sense of Place report is available I will respond with comments to be tabled at Cabinet.”

Councillor Richard Bertin, Ward Member Court commented as follows:

"We need to make the most of our docks and shipping heritage and also having the seaside on our doorsteps. We need to be engaging with community groups such as Focus Barry in order harness their knowledge and work together on this project. The Vale’s attractive coastline is a tremendous asset and can influence our ‘sense of place’.

My questions are:

How will ‘sense of place’ be factored into all future policy making?

Will culture also be considered as part of this process?

It is also important we get the views of young people – How is this taking place?

Please submit these along with the Cabinet report."

Relevant Scrutiny Committee

27. Environment and Regeneration.

Background Papers

Cabinet Report 24th March 2014 (minute C2265)

Cabinet Report 23rd February 2015 (minute C2669)

Cabinet Report 26th September 2016 (minute C3302)

Welsh Government’s Regeneration Framework, Vibrant and Viable Places (March 2013)

Well-being of Future Generations (Wales) Act 2015

Contact Officer:

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Officers Consulted

Head of Regeneration and Planning

Legal - Committee Reports

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