

Meeting of:	Cabinet
Date of Meeting:	Thursday, 28 May 2026
Relevant Scrutiny Committee:	Place Scrutiny Committee
Item Type	Part I
Report Title:	Pride in Place Programme - Barry
Portfolio Holder:	Executive Leader and Cabinet Member for Performance and Resources
Strategic Leadership Team:	Director of Place
Lead Officer:	Operational Manager, Regeneration
Officer Consultation:	<p>Head of Finance/Section 151 Officer Director of Corporate Resources Monitoring Officer/Head of Legal and Democratic Services Director of Environment and Housing Director of Education and Learning Director of Social Services Legal – Committee Reports Operational Manager, Accountancy Finance Support Manager, Resource Management Programme Development Officer (Plan for Neighbourhoods)</p>

1.0 What is this report about?

- 1.1 This report seeks Cabinet endorsement of the Barry Plan for Neighbourhood Board 4-Year Regeneration Plan 2026-2030 and 10-Year Vision, developed by the Barry Neighbourhood Board and approved by UK Government for the purposes of the Pride in Place Programme.
- 1.2 Barry has been allocated £20m through the UK Government’s Pride in Place Programme, previously known locally as the Long-Term Plan for Towns / Plan for Neighbourhoods. The programme supports community-led regeneration over a ten-year period, with the first investment period running from 1 April 2026 – 31 March 2030.
- 1.3 The report seeks authority for the Council, as accountable body, to enter into the Memorandum of Understanding (MoU) with the Secretary of State for Housing, Communities and Local Government and the Barry Neighbourhood Board. The MoU is required to release programme funding and sets out expectations for financial management, monitoring, reporting, evaluation, assurance, branding, communications and compliance.

- 1.4 The Barry Neighbourhood Board is an independent community-led partnership and is the decision-making body for the use of programme funding in Barry. The Council is not being asked to determine individual projects through this report.
- 1.5 Cabinet is asked to approve delegations linked to the Council's accountable body role, including the financial, legal, procurement, subsidy control, staffing, equalities, data protection, environmental and assurance controls needed to support lawful and effective delivery of Board-approved projects.
- 1.5 This is a matter for Executive decision by Cabinet.

2.0 What are the Recommendations?

	Recommendations – What and How?	Reason for Recommendation – Why?
2.1	That Cabinet endorses the Barry Plan for Neighbourhoods 4-Year Regeneration Plan 2026-2030 and the 10-Year Vision, as Board-approved plans for the Pride in Place Programme.	To recognise the strategic direction developed by the Barry Neighbourhood Board and approved by UK Government, recognising that the priorities within both documents align strongly and add value to the work of Vale 2030.
2.2	That Cabinet authorises the Chief Executive and/or Head of Finance/Section 151 Officer, in consultation with the Executive Leader and Cabinet Member for Performance and Resources, Director of Place and Monitoring Officer/Head of Legal and Democratic Services, to enter into and sign the Pride in Place Programme Memorandum of Understanding (MoU) with the Secretary of State and the Barry Neighbourhood Board, and to agree any non-material amendments required to complete that document.	To enable the Council, as accountable body, to satisfy the requirements for release of programme funding and put in place the formal arrangements required by UK Government.
2.3	That delegated authority be granted to the Director of Place, in consultation with the Executive Leader and Cabinet Member for Performance and Resources, Chief Executive, Head of Finance/Section 151 Officer and Monitoring Officer/Head of Legal and Democratic Services, to take all necessary actions to implement the Council's accountable body responsibilities for the programme.	To ensure the Council can discharge its compliance, assurance, monitoring and delivery support responsibilities efficiently throughout the programme period.
2.4	That delegated authority be granted to the Director of Place, in consultation with the Executive Leader and Cabinet Member for Performance and Resources, Chief Executive, Head of Finance/Section 151 Officer and Monitoring Officer/Head of Legal and Democratic Services, to approve and amend, where necessary, the governance, assurance	To ensure that the Board's independent decision-making role is supported by proportionate Council assurance arrangements covering value for money, deliverability, risk and compliance.

	Recommendations – What and How?	Reason for Recommendation – Why?
	and resource arrangements required to assess, support and monitor projects and investments approved by the Barry Neighbourhood Board, including optional use of the Investment Advisory Panel for major or higher-risk proposals.	
2.5	That delegated authority be granted to the Director of Place, in consultation with the Executive Leader and Cabinet Member for Performance and Resources, Chief Executive, Head of Finance / Section 151 Officer and Monitoring Officer / Head of Legal and Democratic Services, to submit, agree and amend monitoring returns, statements of grant usage, change control requests and any other documentation required by UK Government in relation to the programme.	To enable the Council to meet UK Government monitoring, reporting and change control requirements in a timely way.
2.6	That delegated authority be granted to the Monitoring Officer/Head of Legal and Democratic Services to prepare, complete and execute all required legal documentation associated with the programme, including the local working protocol or MoU between the Council and the Barry Neighbourhood Board, funding agreements, grant agreements and third-party delivery agreements, in consultation with the Director of Place and Head of Finance/Section 151 Officer.	To ensure the Council has appropriate legal documentation in place to manage risk and support compliant delivery of Board-approved projects.
2.7	That delegated authority be granted to the Head of Finance/Section 151 Officer, in consultation with the Executive Leader and Cabinet Member for Performance and Resources, Chief Executive, Director of Place and Monitoring Officer/Head of Legal and Democratic Services, to approve additions, deletions or transfers to or from the Capital Programme for the Pride in Place Programme where required, subject to annual grant determinations and confirmation that no unfunded commitment is created for the Council without separate approval.	To enable the Council to reflect the capital and revenue profile of the grant in its financial systems and Capital Programme while protecting the Council from unapproved financial exposure.
2.8	That Cabinet receives an annual update report on programme delivery, expenditure, assurance and performance.	To provide ongoing transparency and Member oversight of the Council's accountable body role and the progress of the Barry Plan for Neighbourhoods.

3.0 What is the background to this report?

- 3.1 The UK Government launched the Pride in Place Programme on 25 September 2025. The programme builds on the Long-Term Plan for Towns / Plan for Neighbourhoods model and provides long-term funding and support for selected places across the UK, including Barry.
- 3.2 Barry has been awarded £20m to support local regeneration priorities. A Barry Neighbourhood Board has been established and has operated for a number of years, supported by capacity funding. The Board is chaired independently and includes representatives from local business, community, education, policing, Welsh Government, UK Parliament, the Council and Barry Town Council.
- 3.3 The Board has developed a 10-Year Investment Plan and a 4-Year Regeneration Plan for Barry. The vision is for Barry to be “a vibrant, safe and connected town where everyone feels empowered to take advantage of opportunities and contribute to their communities. A welcoming and inclusive place where all residents can flourish and proudly call their home.”
- 3.4 The plans identify five Barry Plan for Neighbourhoods objectives: people feel safer in Barry; people have vibrant places to shop, work and enjoy; people are active in, and proud of, their community; young people can fulfil their potential; and people have access to quality jobs.
- 3.5 The plans have been shaped by extensive data and local engagement undertaken between 2023 and 2025 through the Barry Placemaking Plan, Your Place and Plan for Neighbourhoods workstreams. The 4-Year Regeneration Plan records engagement with over 3,000 residents and stakeholders, including school and youth engagement, community events, stakeholder workshops, trader meetings, public-space outreach, community venue engagement and online consultation.
- 3.6 The Council is identified as the accountable body for the programme. The MoU confirms that the Secretary of State and the Council are parties to the agreement, while the Barry Neighbourhood Board signs in acknowledgement of its role and responsibilities in programme delivery. The MoU also confirms that it is not intended to create legal or binding obligations, but it sets out the understanding between the parties for use of the funding and the expectations that accompany it.
- 3.7 The MoU requires the Council and Board to agree a way of working which recognises and upholds the Board’s role as decision-maker in relation to how programme funding is used to deliver the strategic aims of the programme locally, while enabling the development and embedding of appropriate processes and controls for the funding allocation.

4.0 What issues are there to be considered?

- 4.1 **Independent Board decision-making and Council accountability.** The Barry Neighbourhood Board is the decision-making body for programme investment priorities and project selection. The Council’s accountable body role is to ensure funding is managed properly and all legal, financial, procurement, subsidy control, monitoring, staffing, evaluation, risk, fraud, data protection, environmental and equalities controls are in place.
- 4.2 **Memorandum of Understanding.** The MoU covers the first investment period from 1st April 2026 to 31st March 2030. Annual grant payments will be made to the Council subject to grant determinations and compliance with the programme prospectus, guidance,

monitoring and reporting requirements. A separate MoU is expected for financial year 2030-31 and beyond.

- 4.3 **Section 151 Officer role.** Funding will be managed within the Council's financial governance framework and under the oversight of the Council's Chief Financial Officer/Section 151 Officer. The Section 151 Officer will submit annual Statements of Grant Usage to MHCLG confirming that necessary checks have been actively applied and funding has been managed with propriety, regularity and value for money.
- 4.4 **Assurance and compliance.** The Council will need to apply management controls to mitigate fraud risk, ensure compliance with subsidy control and public procurement rules, meet statutory equality obligations, assess environmental impacts and comply with data protection legislation. The Investment Advisory Panel may be used to provide independent scrutiny and advice on major or higher-risk investment proposals approved by the Board.
- 4.5 **Financial exposure and cost control.** The MoU provides that the Council accepts responsibility for meeting costs over and above the Secretary of State's contribution, including potential cost overruns and underwriting any funding contributions expected from third parties. The delegations in this report allow financial management within the grant allocation and any confirmed match funding, but do not create unfunded Council commitments without separate approval.
- 4.6 **Changes to the agreed plan.** The Council will notify UK Government of changes to activities, expenditure, management processes and governance arrangements through routine monitoring returns. Approval from the Secretary of State will only be required where a change constitutes a material change under the programme guidance.
- 4.7 **Delivery capacity.** Capacity funding has been used to establish programme staffing, community engagement, communications, website development, pilot projects and early interventions. Future capacity funding will support training for the Board and Action Groups, feasibility studies, legal and technical advice and continued community engagement.
- 4.8 **Strategic fit.** The 10-Year Investment Plan identifies significant wider public sector capital investment already committed in Barry, including Barry Making Waves, Cardiff and Vale College's Waterfront Campus, Western Gateway social housing and public realm investment, St Richard Gwyn High School expansion and town centre asset investment. Pride in Place funding can connect, add value to and leverage wider regeneration investment in Barry.
- 5.0 How has evidence been used to inform the report, including the views of others?**
- 5.1 The 10-Year Investment Plan draws on demographic, economic, health, skills, tourism, town centre, safety, connectivity and natural environment evidence. It highlights persistent inequality within Barry, including Lower Super Output Areas within the 10% most deprived neighbourhoods in Wales, and wider evidence of income, employment, skills, health and community safety challenges.
- 5.2 Community engagement has been central to the plans. The 4-Year Regeneration Plan records engagement with 1,650 people through Barry Placemaking and 1,737 people through Your Place, with additional engagement through Plan for Neighbourhoods events and action groups.

5.3 Five thematic Action Groups have been established to support the Board and shape project development: Safer Barry; Vibrant Barry; Barry Futures; Barry Thriving Communities; and Barry Together. These Action Groups are made up of, and will act as connectors with local residents, businesses, community organisations and partner agencies throughout delivery.

6.0 What are the next steps if the recommendations are approved?

- 6.1 As set out in recommendation 2.2, the Chief Executive and/or Head of Finance / Section 151 Officer will sign the Pride in Place Programme MoU, following consultation with the Executive Leader and Cabinet Member for Performance and Resources, Director of Place and Monitoring Officer/Head of Legal and Democratic Services, and any final legal and financial checks and any necessary non-material amendments.
- 6.2 Officers will prepare and agree a local working protocol or MoU between the Council and the Barry Neighbourhood Board, setting out respective roles and responsibilities, including the Board's role in investment decision-making and the Council's role as accountable body.
- 6.3 The Council will finalise programme governance, assurance, risk, financial and legal processes, including arrangements for funding agreements, procurement, subsidy control, data protection, equality impact assessment, environmental assessment, monitoring, evaluation and reporting.
- 6.4 The Council will receive annual grant determination letters and will update revenue and capital budgets as required. Any additions, deletions or transfers to or from the Capital Programme will be managed by the Head of Finance / Section 151 Officer under the delegation recommended in this report, subject to grant determinations and no unfunded Council commitment being created without further approval.
- 6.5 The Board and Action Groups will continue developing and prioritising projects. Feasibility work, consultation, commissioning and procurement will follow in accordance with the Board's priorities and the Council's accountable body requirements.
- 6.5 Close working with Council departments and other partners will continue to identify synergies across the work of the organisation.
- 6.6 Cabinet will receive an annual report on delivery progress, expenditure, assurance and performance.

7.0 How does this report support Vale 2030 and Reshaping?

- 7.1 The proposals support Vale 2030, the Council's Corporate Plan 2025-2030, and its vision of Strong Communities with a Bright Future. The Barry Plan for Neighbourhoods aligns particularly strongly with the objectives to create great places to live, work and visit; give everyone a good start in life; support and protect those who need us; respect and celebrate the environment; and be the best Council we can be.
- 7.2 The plans support the creation of great places by focusing investment on public realm, town centres, high streets, green spaces, community facilities, safety, culture, heritage, skills, jobs and local business support. They also support a good start in life by focusing on young people, training, mentoring, school-based programmes and pathways into employment.
- 7.3 The proposals support the Council's Reshaping agenda by using external funding, partnership delivery and community-led decision-making to deliver outcomes that the

Council could not deliver alone. The approach also supports efficient public service delivery by clarifying the Council's accountable body role and embedding proportionate financial, legal and assurance arrangements.

- 7.4 The plans also align with the Council's Project Zero strategy. Potential interventions include green infrastructure, improved public spaces, active travel opportunities, environmental improvements, biodiversity enhancement, better use of local assets and procurement approaches that can reduce environmental impact. Project-level assessment will be required to identify, mitigate and report any adverse climate or nature impacts.

8.0 How does this demonstrate the Five Ways of Working?

- 8.1 **Long term and prevention.** The programme is inherently long term, with a 10-year investment plan and a first four-year regeneration plan. The plans seek to address root causes of inequality in Barry, including poor health outcomes, limited access to opportunities, anti-social behaviour, skills gaps, vacant units and weaker community infrastructure.
- 8.2 **Integration and collaboration.** The programme brings together the independent Board, Council services, Barry Town Council, South Wales Police, education representatives, community organisations, businesses, residents and other partners. It also aligns with wider regeneration and investment activity including Barry Placemaking, Barry Making Waves, active travel, town centre regeneration, education investment and community-based initiatives.
- 8.3 **Involvement.** The plans have been shaped by extensive engagement with residents, young people, schools, traders, community groups and stakeholders. The Action Groups will continue to involve local people in project development and delivery so that investment remains responsive to Barry's communities throughout the programme.

Resources

9.0 Finance

- 9.1 Barry has been allocated £20m through the Pride in Place Programme. The MoU confirms that funding will be issued to the Council as grant payments under Section 50 of the United Kingdom Internal Markets Act 2020. Annual funding allocations, including the split between capital and revenue, will be confirmed through annual grant determination letters.
- 9.2 The 2026-27 grant payment and grant determination letter will be issued after the MoU is signed. Payments for 2027-28, 2028-29 and 2029-30 will be paid in Quarter 1 of each year, subject to satisfactory Statement of Grant Usage and monitoring reports in the preceding year and ongoing compliance with the programme prospectus and guidance.
- 9.3 Any underspend from capacity funding payments made in 2023-24, 2024-25 and 2025-26 may be retained and brought forward to future years in line with the funding flexibility rules. Capital grant may only be used for capital expenditure. Revenue grant may be used for revenue or capital expenditure in line with the Council's accounting practices.

- 9.4 The Council will act as accountable body and will manage funding within its finance governance framework, under the oversight of the Section 151 Officer. The Council will ensure that expenditure is eligible, supported by evidence, subject to appropriate approval and managed with propriety, regularity and value for money.
- 9.5 The MoU states that the Council accepts responsibility for costs over and above the Secretary of State's contribution, including potential cost overruns and underwriting third-party funding contributions. To manage this risk, individual project approvals, funding agreements and procurement decisions will need to confirm the funding envelope, match funding position, risk allocation and any ongoing revenue implications before commitments are entered into. No unfunded Council commitment will be created without separate approval through the Council's normal financial governance arrangements.

10. Workforce

- 10.1 Programme posts have been appointed and are funded through programme / capacity funding. These posts support programme management, community engagement, communications, project development, monitoring and delivery support.
- 10.2 The recommendations do not, in themselves, create any additional unfunded permanent staffing commitments for the Council. Any changes to staffing structures, employment terms, secondments or posts beyond the scope of available grant funding will be managed through the Council's usual HR, finance and governance procedures.

11. Legal and Equalities

- 11.1 An Equalities Impact Assessment has not been completed for this report because the recommendations relate to the Council entering into the Memorandum of Understanding and establishing the governance, assurance and accountable body arrangements required to support the Barry Plan for Neighbourhoods programme. The report does not, in itself, approve individual projects, services, assets, procurement exercises or physical interventions. Those decisions will be developed through the Barry Neighbourhood Board's project approval arrangements and will be subject to appropriate equality consideration and where required a project-specific Equality Impact Assessment, before implementation.
- 11.2 The overall programme is expected to have positive equality impacts, as the 10-year vision and 4-year regeneration plan are explicitly focused on reducing deprivation and inequality in Barry, supporting young people, improving access to quality jobs, improving health and wellbeing, strengthening community facilities and targeting areas of greatest need. The 4-year plan has also been informed by extensive community engagement, including school and youth engagement, stakeholder workshops, community events, outreach and online consultation. However, as the detailed design, location and delivery method of individual interventions will be determined at project level, equality impacts are best assessed at that stage.
- 11.3 The Council, as accountable body, will ensure that equality duties are considered through programme governance and assurance arrangements, including compliance with statutory equality obligations as required under the Pride in Place Memorandum of Understanding.
- 11.2 An Equality Impact Assessment will be completed for Board approval and will inform programme and project delivery. Equality Impact Assessments will also be completed or updated at project level where required, particularly for interventions involving public spaces, services, grants, community facilities, events, buildings, employment or skills

provision. This will ensure that the impacts on protected characteristics, Welsh language, socio-economic disadvantage and community cohesion are identified and considered before specific projects proceed.

- 11.2 The Pride in Place Programme MoU states that it is not intended to create legal or binding obligations, but it sets out the conditions and expectations for the programme. The Council must comply with the programme prospectus, guidance, grant determination letters and all relevant legal and statutory obligations when acting as accountable body.
- 11.3 The MoU confirms that funding is provided under Section 50 of the United Kingdom Internal Markets Act 2020. The Council will need to ensure compliance with public procurement law, subsidy control, financial regulations, data protection legislation, statutory equality duties and any environmental duties relevant to the specific activity being funded.
- 11.4 The Council will prepare a local working protocol or MoU with the Barry Neighbourhood Board to clarify roles and responsibilities. This will be important because the Board is the community-led investment decision-maker, while the Council remains accountable for proper administration of the funding and compliance with legal and financial requirements.
- 11.5 Funding agreements and third-party delivery agreements will be required where projects are delivered by external organisations or where grants are awarded. These agreements will need to set out eligible expenditure, payment and claims processes, outputs and outcomes, monitoring requirements, audit rights, clawback provisions, change control, branding requirements, subsidy control, procurement obligations, data protection, insurance and termination provisions.

12. **Key Contacts**

12.1 **Who are the primary officers to contact with any comments and/or queries on the report?**

Lead Officer: Phil Chappell, OM Regeneration Example Text: prchappell@valeofglamorgan.gov.uk	Democratic Services Officer Matthew Swindell, Cabinet and Committee Services Officer, m1swindell@valeofglamorgan.gov.uk
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Appendices

Appendix A – 10-year vision – Barry Neighbourhood Board.

Appendix B – 4-year regeneration plan – Barry Neighbourhood Board.

Appendix C – UK Government Memorandum of Understanding.

Background Documents

[Pride in Place Prospectus UK Government](#)

[Barry Neighbourhoods Board Website](#)

[Vale of Glamorgan Council key documents](#)

Barry – Plan for Neighbourhoods

10 year vision

Section 1: Local context

Barry is an historic former coal port, a proud industrial town and a popular seaside resort with a global reach.

Originally a small fishing village, it transformed quickly into an industrial powerhouse in the late 19th century. In 1881, there were no more than 500 people living in the three parishes of Barry, Merthyr Dyfan and Cadoxton. During the 1880s, David Davies and other leading industrialists selected Barry to be developed as a coal port to relieve congestion at Cardiff Docks. A group of colliery owners formed the Barry Dock & Railway Company and connected the South Wales Valley coalfields with Barry, thus developing an industrial scale port. Barry Dock no.1 opened in 1889 and Dock no.2 in 1898. By 1913, Barry was the largest coal export port in the world.

The port attracted workers from around the globe, creating a rich multicultural community living in newly built rows of terraced houses in local limestone and brick. From 1885 to 1914 the population grew to 38,000. Barry Urban District Council was formed in 1894, which imposed proper building standards based on the 1875 Public Health Act. Well-built streets, parks and amenities quickly developed and the town flourished thanks to the workers and their families.

Amid the industrial boom day trippers and visitors began flocking in their thousands to Barry Island's beaches, the funfair and the newly built Promenade. On a Bank Holiday Monday in 1938 there were 250,000 visitors.

However, Barry faced challenges as the coal industry declined in the second half of the 20th century. The closure of mines and changes in trade patterns dealt a severe blow to the local economy, leading to unemployment and social upheaval. The closure of the holiday camp on Barry Island in the 1990s also had a negative impact on tourism.

In recent years, several development and regeneration projects have taken place in Barry, mostly around Dock no.1. The development of the mixed-use Waterfront scheme on brownfield land adjacent to Dock no.1 is on-going with further house building on sites to the east of the dock. Completed development in the area north of the dock included the renovation of two important heritage buildings: the Pumphouse and Goodsheds. These mixed-use developments include retail, leisure, office, and apartments (residential and short-stay). Two Business Service Centres, a medical centre, hotel and restaurant were also built in this area.

The development of the Waterfront continues with the recent opening of Ysgol Gymraeg Sant Baruc and imminent plans for a Waterfront College Campus (CAVC). In 2023 the Council, in partnership with ABP, was successful in securing £20M Levelling Up funding to build a water sports centre, business incubation centre and active travel improvements around the Dock.

The Port of Barry is still a critical part of Barry's economy, supporting around 5000 jobs and the region's manufacturing and construction sectors. Recent initiatives include the Clean Growth Hub, which aims to transform the port into a low-carbon industrial hub.

The eastern end of Barry Island's Promenade was refurbished in 2014 and a new link road completed, relieving traffic congestion to and from the Island at peak times. Tourism has also benefited from 'Gavin and Stacey' as fans visit to pay homage to the sights and locations of the internationally popular TV show.

Barry benefits from its proximity to Cardiff Airport, its four train stations and easy connection to Cardiff in just 20 minutes. Barry is also consistently assessed as a desirable place to live, not only for its great coastline (and numerous beaches) but ranked by work-life balance, access to good schools and green spaces. There is a vibrant and friendly community spirit here, with lots of clubs and activities to get involved with. Proof of this was seen in the fantastic response to the call-out for volunteers to join thematic action groups to support the delivery of the Plan for Neighbourhoods programme.

However, the distribution of deprivation is unequal in the communities that make up Barry, with three **Lower Super Output Areas (LSOAs)** – within Buttrills, Gibbonsdown and Court – within the 10% most deprived neighbourhoods in Wales. This persistent inequality is a challenge that the Barry Plan for Neighbourhoods will seek to address.

Section 2: Spatial targeting

Figure 1: Barry Plan for Neighbourhoods agreed geography



The agreed geography for the Barry Plan for Neighbourhoods is the default ONS Built-up Urban Area provided by the UK Government. It is noted that the defined boundary extends eastwards to include the parish of Sully, a community not typically considered a part of Barry. As highlighted later in this plan, the Board's ambition is to focus on areas of greatest need for investment based on local socio-economic characteristics and local community benefits.

A key challenge for Barry is the persistent inequality of opportunity within small communities that make up the wider town. The latest available data from the Welsh Index of Multiple Deprivation (WIMD) highlights the central and north-eastern areas of Barry being of greatest concern. These localities are surrounded by otherwise prosperous areas of the wider Barry built-up urban area

including Romilly, The Knap and Sully which are in the 10% least deprived localities in Wales. Responding to those areas in greatest need will be a key priority for the Barry Plan for Neighbourhoods programme and these include Gibbonsdown, Cadoxton, Treharne, Pencoedre and Colcot. However, that will not preclude other areas from receiving investment where there is a strong case for intervention such as Castleland or Barry Island.

Barry's town centre, located around King Square and Holton Road, is an area of concern with a high vacancy rate and a shrinking range of shops. This area of Barry will be a priority area for the Barry Plan for Neighbourhoods programme. Local centres to the east of the town, namely in Cadoxton, also have high vacancy rates and in both areas, there are persistent vacancies.

[The data analysis presented in this plan covers the ONS defined Built up Urban Area as shown above. Other general references to Barry, refer to the town itself, omitting Sully Ward.]

Section 3: Vision for the future

“Barry is a vibrant, safe and connected town where everyone feels empowered to take advantage of opportunities and contribute to their communities. A welcoming and inclusive place where all residents can flourish and proudly call their home.”

Barry's history of coal export, international trade and reputation for art and education has influenced the town's entrepreneurial spirit and community resilience which is to be nurtured as Barry moves forward. We aim to recapture that confidence and civic pride and drive forward a clear vision for our place, making things happen and yet again drive change.

There will be a focus on young people over the next decade and all or most initiatives will support young people in some way, ensuring that they fulfil their potential. There will be support for under 16s as well as school leavers and initiatives with local colleges and businesses to ensure young people get the support and training they need to access work. There will be activities, events and venues for young people, ensuring they are included and feel part of the life of the town.

Barry residents and businesses will be empowered to be active in their community, to initiate change and improvements whether that be through volunteering or creating community-led projects. Through the work with our thematic action groups and with other community groups, people will be given tools to enable them to take a more active part in their community.

Barry's public realm will be cared for, attractive, healthy and safe. The high streets and neighbourhood hubs will be vibrant and welcoming; the health benefits and potential for biodiversity of our parks and green spaces will be maximised. Businesses will thrive and residents will be proud of their town centre again. People will spend more time outside, reaping the health benefits of clean air, exercising, socialising, and connecting with nature.

The physical and palpable improvements in Barry over this period will attract further investment and create new jobs, ensuring that the next ten years continue the upward trajectory.

Areas of focus

There are specific areas in Barry which need investment in public realm and in services more than others. A detailed explanation of this is provided in Section 4.

There has been an east/west divide in Barry for many decades with the more affluent communities mostly in the west and less affluent communities mostly in the east. There are a range of reasons for this including the concentration of Council and Social housing in certain areas, easier access to the coast and larger parks in the west as well as to public transport, particularly the train stations, and the topography of the town.

Areas to the east include Gibbonsdown, Cadoxton, Treharne, and Pencoedtre and we will focus on these areas in terms of improvements to the public realm, the quality of green space, access to the services that people need, supporting people into work and creating a community vibrancy through events and activities. We will also aim to improve the connections to other areas of the town, particularly to the town centre and Barry Island, so that people can participate fully in what the town has to offer.

Successful outcomes will be that more people are physically active, walking to local destinations, including to places nearby where they can socialise, learn, be entertained, shop or enjoy quality green space.

The town centre is another area of focus, with people telling us that they have very little reason to visit, feel unsafe there, and that it looks dirty and run down. Whilst we may not be able to bring back the national chains that have left over the past 20 years, there will be interventions to make the area clean and attractive again, support businesses or social enterprises into the vacant units, and tackle the ASB. In 10 years' time, success will be fewer vacant units, an attractive public realm that people not only enjoy spending time in but also feel safer. An even greater success would be to see a town centre with an evening economy that is well advertised and marketed, so that residents are aware of what is on offer and support events.

Section 4: Strategic case for change

This section explores some of the challenges facing the communities of Barry drawing on a variety of data sources, research evidence and local policy context. The analysis doesn't seek to resolve the issues but, together with the community mapping, has helped inform the Barry Plan for Neighbourhoods Board's understanding of the local priorities for change as part of the Regeneration Plan for the town.

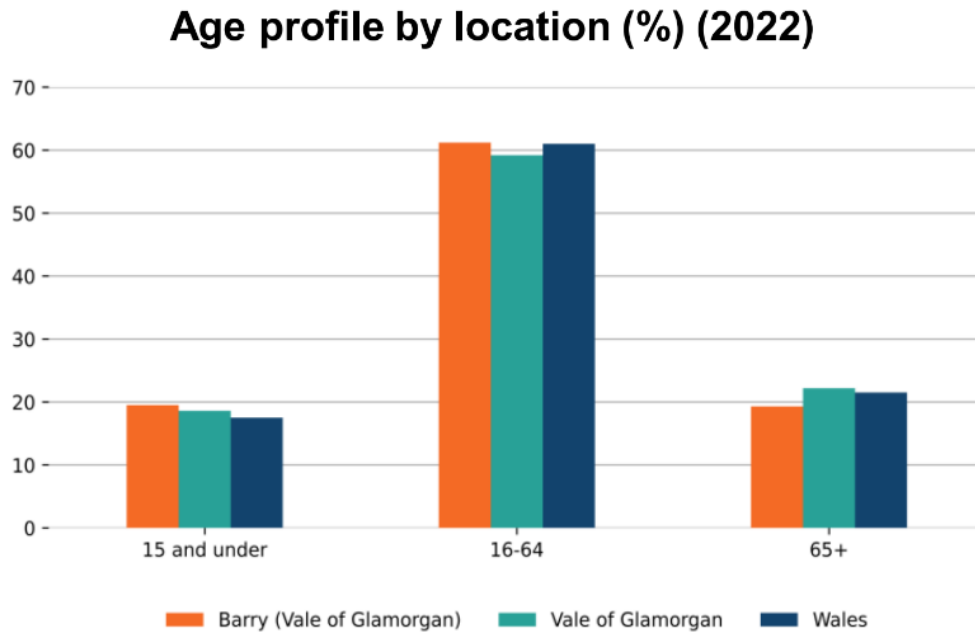
4.1 Demographic Context

Barry is the largest town in Wales with a built-up urban area population of 57,244 in 2022; around 43% of the total population in the Vale of Glamorgan. Between 2011 and 2022, Barry's population increased by 4.7%. For context, the population increased by 5.8% in Vale of Glamorgan and increased by 2.3% in Wales. Much of this growth has been focused on the post-industrial regeneration of the Barry Waterfront and capitalises on the town's strategic connectivity with Cardiff.

Barry is expected to continue to grow and is identified as a key settlement in the emerging Replacement Local Development Plan (2021-2036) for the Vale of Glamorgan with potential to deliver over a quarter of the area's housing need to 2036.

The population of Barry is generally younger than the rest of the Vale of Glamorgan and Wales generally. In 2022, 19.5% of people in Barry were under 16 years of age and 19.3% were aged 65 and over. This compares with the Wales average of 17.5% and 21.5% respectively.

Figure 2: Population by Age Comparisons



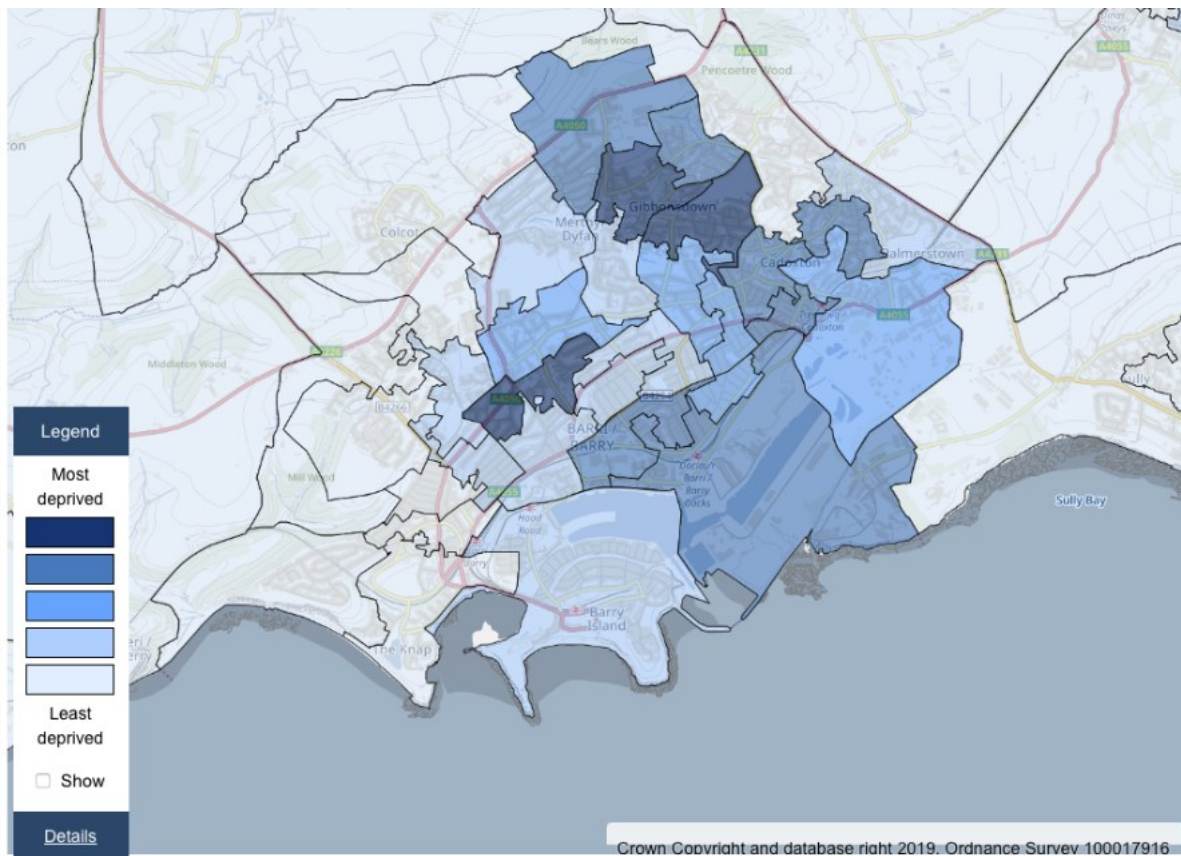
Source: ONS Census 2022

Crucially, analysis of the [Vale of Glamorgan Well-being Assessment 2022](#) highlights concerns over lower life expectancy in many parts of Barry by as much as 6 years for women and 7 years for men; together with challenges around healthy ageing which will have a bearing on the age profile of the town.

4.2 Community Inequalities

A key challenge for Barry is the persistent inequality of opportunity within small communities that make up the wider town. The latest available data from the Welsh Index of Multiple Deprivation (WIMD) highlights the central and north-eastern areas of Barry being of greatest concern as illustrated below.

Figure 3: Welsh Index of Multiple Deprivation 2019 (Overall Context)



Source: Welsh Government WIMD 2019

Some 28% of Barry’s population live in the 10 Lower Super Output Areas (LSOAs) which are among the worst 20% in Wales from the WIMD 2019. These localities are surrounded by otherwise prosperous areas of the wider Barry built-up urban area including Romilly, The Knap and Sully which are in the 10% least deprived localities in Wales. Responding to those areas in greatest need will be a key priority for the Plan for Neighbourhoods for Barry.

4.3 Health inequalities

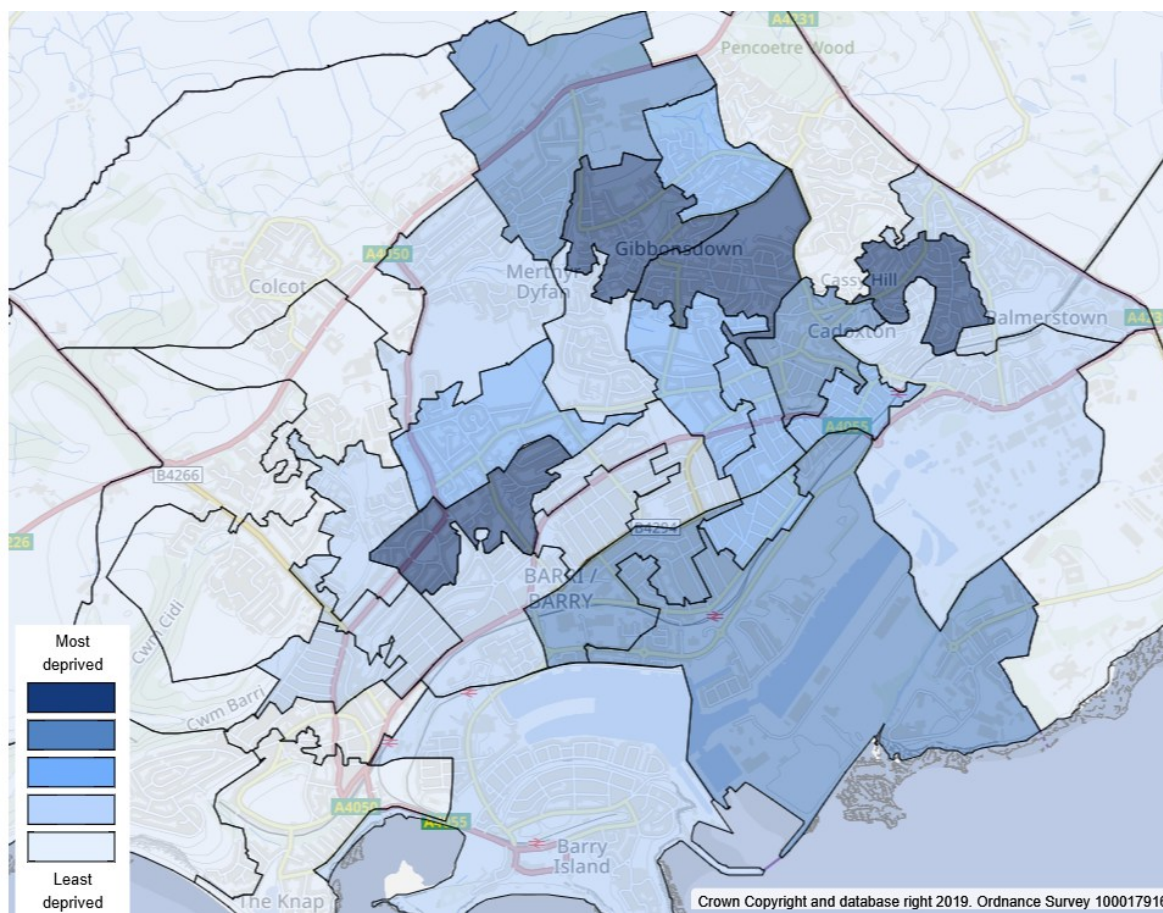
Cardiff & Vale University Health Board breaks down its area into clusters and Barry sits within the Central Vale Cluster. Central Vale Cluster is made up of 7 GP practices: 6 in Barry and 1 in Sully.

Some health indicators from 2022 show a marked difference between Barry and the rest of the Vale.

- Smoking: it is estimated that 20.6% smoke in Central Vale, compared with 12.8% and 13.2% in Eastern and Western Vale respectively.
- Obesity: it is estimated that 10.4% of GP registered patients in Central Vale are obese, compared with 6.6% and 8.1% in Eastern and Western Vale respectively.
- Diabetes: Prevalence of diabetes in Central Vale is 7.4% compared with the Cardiff & Vale prevalence of 6.6%

There are also clear health inequalities between different areas within Barry.

Figure 4: Welsh Index of Multiple Deprivation 2019 (Health)



Source: Welsh Government WIMD 2019

Whilst the healthy life expectancy for males and females is higher in the Vale of Glamorgan than in Wales generally, the healthy life expectancy in the most deprived areas of Barry is significantly lower.

The table below includes data that helps explain why the three wards are in the 10% most deprived in Wales.

	Wales	Vale	Gibbonsdown 2	Court 3	Buttrills 2	3 LSOAs as a total
Population total	3107500	132500	1603	1761	1500	4864
Population <16 years (%)	18%	18%	26%	25%	21%	24%
17-65 years (%)	61%	60%	59%	59%	59%	59%
Population >65 years (%)	21%	22%	15%	16%	20%	17%
People in income Deprivation %	16%	13%	38%	34%	28%	33%
Working Age People in Employment Deprivation %	10%	8%	21%	19%	21%	20%
KS4 Leavers Entering Higher Education %	29.9%	34.6%	9.7%	19.4	23.8%	18%
Adults Aged 16-64 with no Qualifications %	19.4%	14.1%	35.8%	29.7	31.4%	32%
Limiting Long Term Illness (rate per 100)	22.7	20.1	32.6	30.2	30.5	31.1

GP Recorded Chronic Condition (rate per 100)	14.3		20.8	19.4	20.5	20.2
GP Recorded Mental Health Condition (rate per 100)	23.0		32.0	33.6	37.2	34.3
Premature Death Rate (per 100,000) (<75)	335.9		610.3	629.0	857.4	698.9

Source: data from 2019 WIMD

Access to healthy food outlets and access to GP and other health services are contributing factors, which are exacerbated by public transport issues and the cost of living. Poor mental health resulting in anxiety and lack of confidence, prevents people accessing services such as GP, dental, social services, or the police, and prevents people from taking better care of themselves and having aspirations.

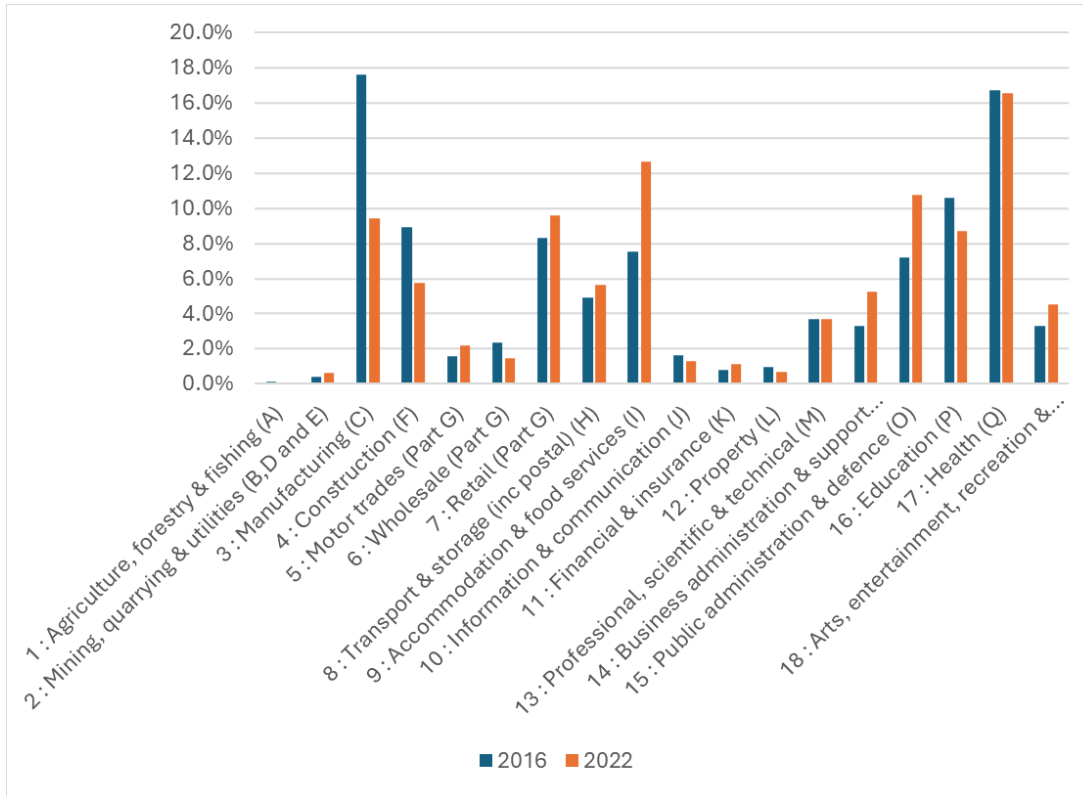
4.4 Employment Base

Despite being the largest town in Wales, the local employment base of Barry is relatively small. There are around 16,600 jobs within the Barry Urban Area as of 2022, an increase of 1.9% since 2016. Employment growth at this level is more than double the Welsh average but considerably lower than that of the wider Vale of Glamorgan at 4.1% over the same period.

Although still important locally, the proportion of manufacturing jobs in Barry has fallen from nearly 18% of all jobs in 2016 to around 9% in 2022 and is now behind all Wales figure of 10%. There has been a significant shift in employment in Accommodation & Food Services, typically associated with the tourism sector, which now represents nearly 13% of all jobs in the Barry Urban Area as of 2022.

The Public Sector continues to dominate the local employment base in Barry, comprising some 36% of all jobs in Health, Education and Public Administration although there are early signs of growth emerging in other Business Administration and support services which now comprise around 5% of all local jobs, above the average for the wider Vale of Glamorgan.

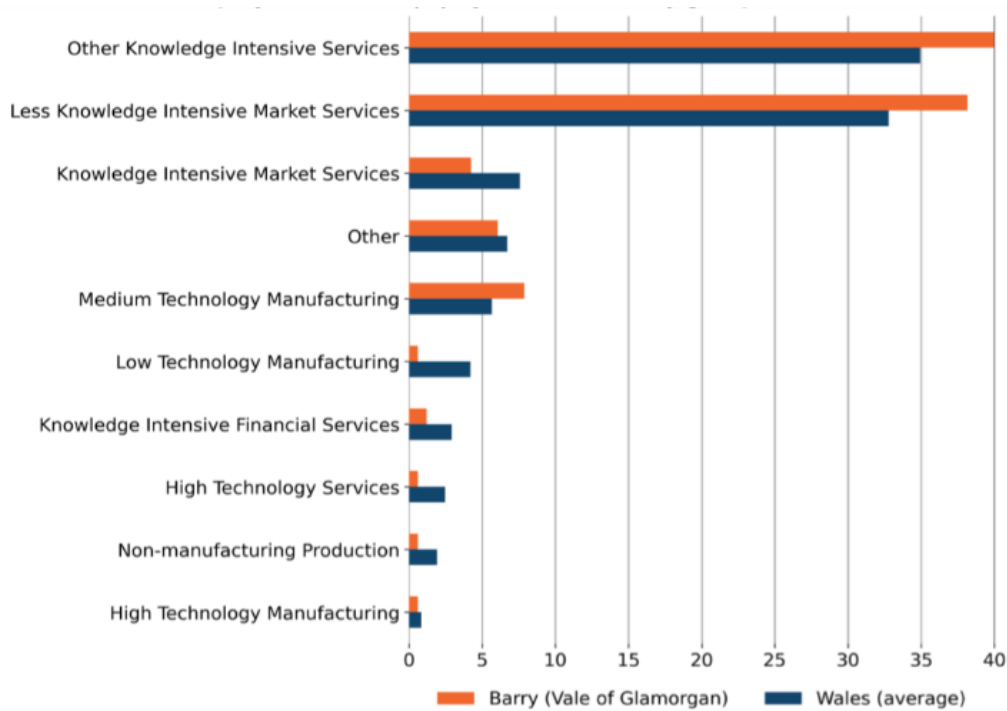
Figure 5: Proportion of all Employment by Sector in Barry 2016 - 2022



Source: BRES Open Access Data by Ward Area (NOMIS)

Data released by ONS for the Plan for Neighbourhoods Data Profile as shown below, demonstrates a relatively low-tech business base in Barry compared with Wales overall, although there are positive signs emerging in some knowledge intensive services. Whilst Barry cannot compete in sectors more likely to be attracted to nearby Cardiff, many Barry residents will have employment opportunities in the wider region. Indeed, some 60% of local residents in work were shown to commute out of the area in the 2011 Census, mostly to the capital.

Figure 6: Employment share (%) by HTEC* industry groups 2019



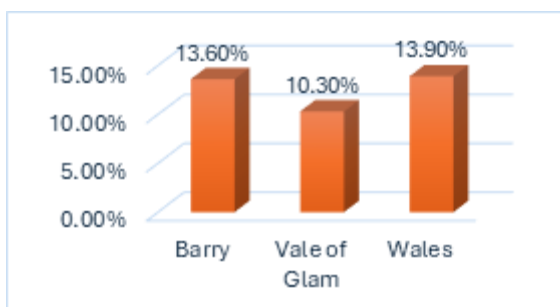
Source: [ONS, 2019](#)

*HTEC: High-tech industry and knowledge-intensive services industry groups. Calculations are based on rounded data.

4.5 Skills Challenge

Although below the overall Welsh average, Barry has a relatively high proportion of residents with no formal qualifications. However, according to previous commuting data from the 2011 Census, some 60% of the jobs in Barry are taken by local residents. This tends to indicate a close skills match in the local employment base which requires fewer formal qualifications as shown earlier.

Figure 7: Proportion 16-64 year olds with no formal qualifications



Source: ONS Census 2021 (DLUHC Data Pack)

There has been significant investment in local Barry schools through the Welsh Government's programme for Sustainable Communities for Learning and two new educational campuses are currently planned by Cardiff and Vale College at Barry Waterfront and an Advanced Technology Centre near Cardiff Airport on the outskirts of Barry which will raise local capacity for skill development to meet future employment needs.

The Barry economy is clearly changing and considerable effort will be needed to ensure **a balance of suitable sites and premises** are available to attract and retain local employment whilst also

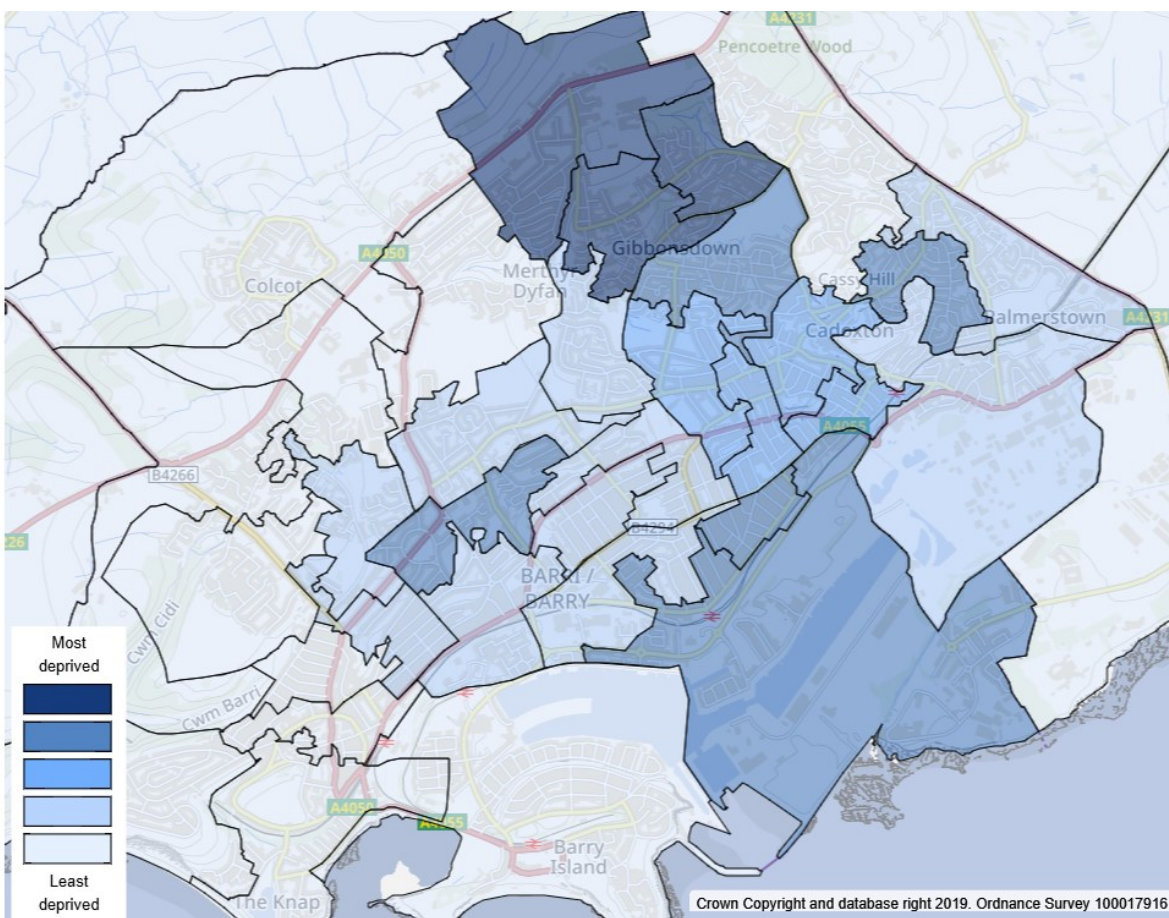
seeking to improve the local skill base of residents – especially to **meet the potential future demand for green and digital future facing skills and sectors**.

4.6 Local Community Skills & Employment

The Employment & Skills challenge is exacerbated in some local communities within Barry as highlighted in the Welsh Index of Multiple Deprivation (2019). This shows the areas of **greatest disadvantage in the central and eastern parts of Barry** and potentially areas in greatest need of intervention and support.

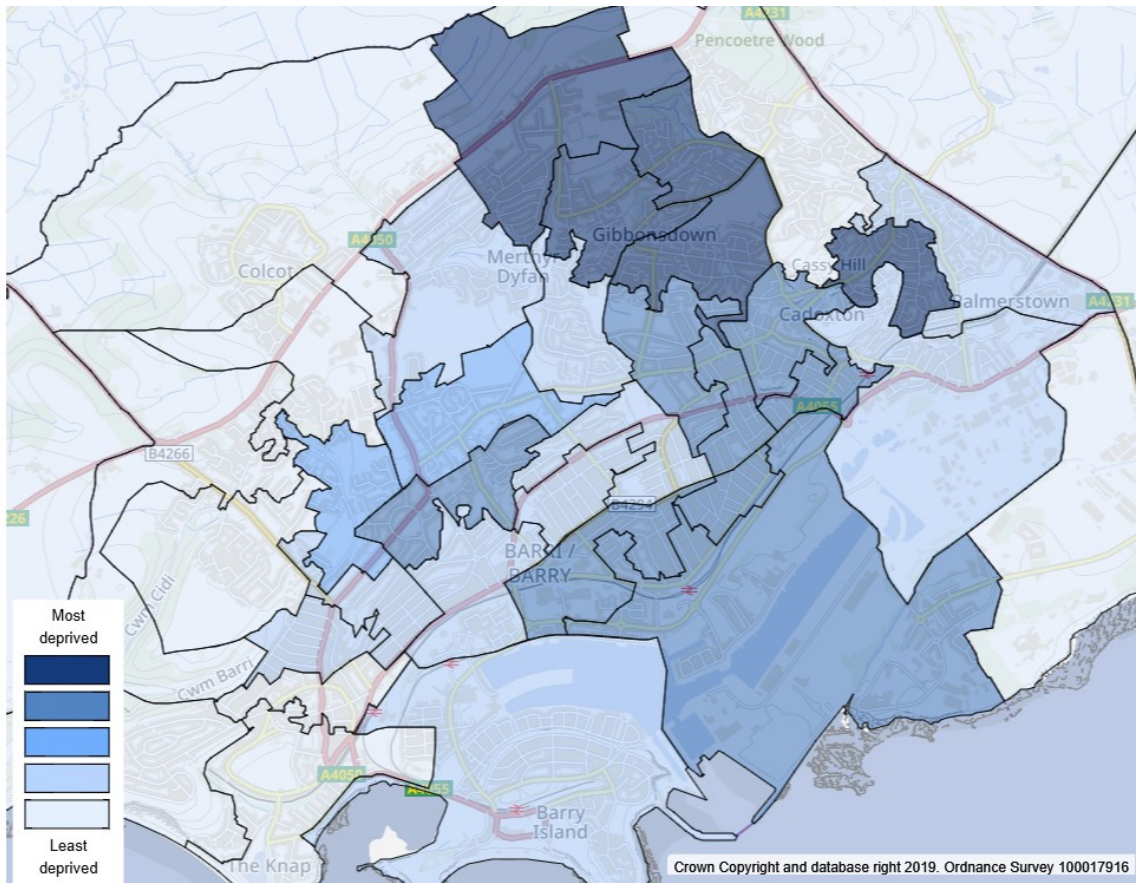
The continued and persistent local skills gap also impacts the more deprived neighbourhoods of Barry in terms of low income and employment options which may be compounded by distance and access to the main centres of employment in and around Barry.

Figure 8: Welsh Index of Multiple Deprivation 2019 (Education)



Source: Welsh Government WIMD 2019

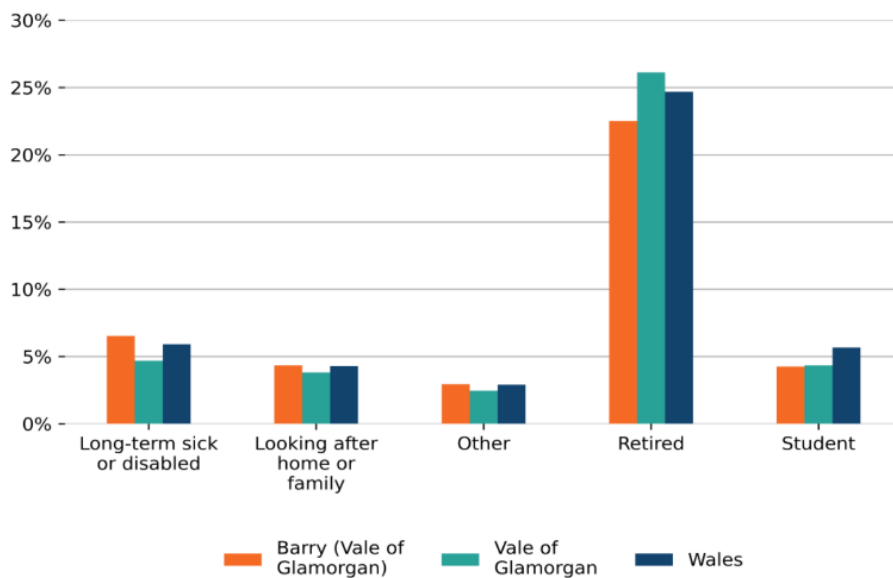
Figure 9: Welsh Index of Multiple Deprivation 2019 (Income)



Source: Welsh Government WIMD 2019

These two maps should also be read in conjunction with the Health map (Figure 4) as poor health is a key factor for the economically inactive in Barry, as shown in the graph below. It is important to acknowledge that for a proportion of those not in work, there is a health issue to address before they are able to access training or work.

Figure 10: Population (16+) that are economically inactive, by reason (%) (2021)



Source: ONS 2022

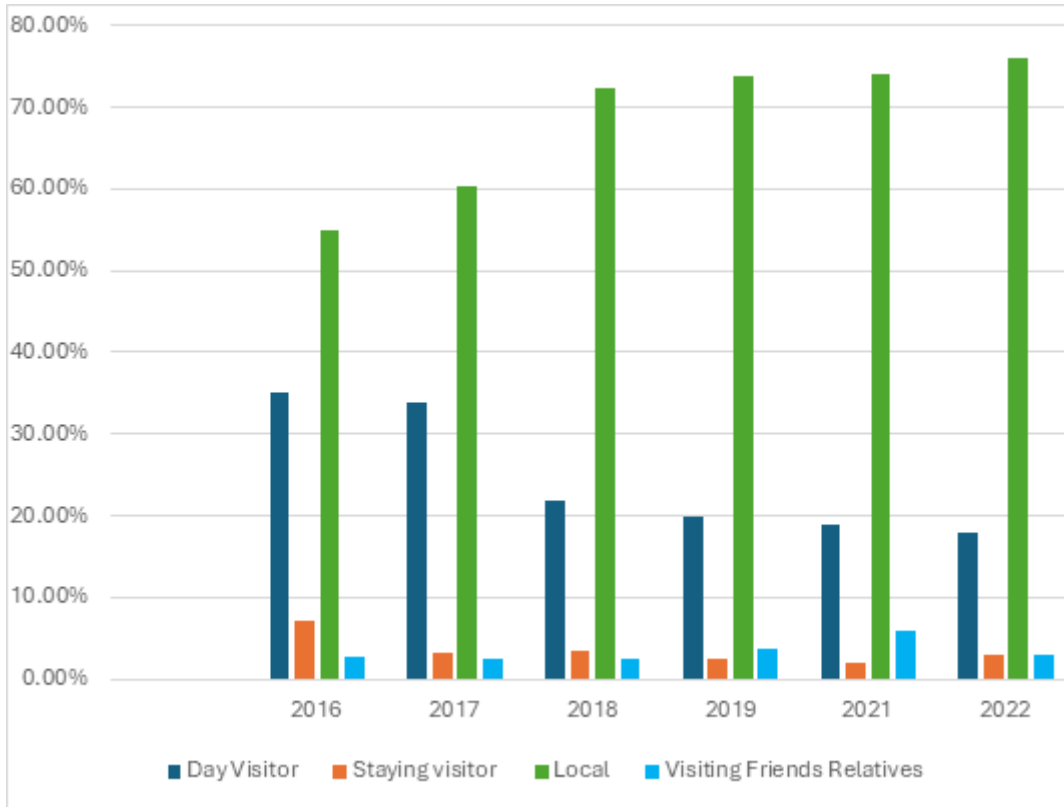
4.7 Tourism

The Tourism industry is vitally important locally, not only in its economic contribution and employment opportunities, but culturally as well, with the historic resort of Barry Island playing an important role in Barry's story and identity as a town.

Barry celebrates three unique beaches (Whitmore Bay, Jacksons Bay, and the Knap) and another three beaches known by locals (Watchtower Bay beach, the Bendricks, and Porthkerry beach). There is an impressive 12kms of stunning coastline which is part of the Wales Coast Path, joining with the Glamorgan Heritage Coast from nearby Aberthaw. The varied natural environment combined with the leisure park at Barry Island truly has something for all generations but has tended to be predominantly a day visit centre with significant scope to broaden the tourism appeal.

The sector is estimated to contribute some £350.41m to the economy of the Vale of Glamorgan overall in 2024 and is beginning to return to pre-Covid levels with some 5.89m visits, compared with 5.9m at the peak in 2019 (latest STEAM model analysis 2024). There is no comparable data specifically for Barry but a qualitative survey of visitors to Barry Island provides some useful insights with potentially growing numbers of local residents visiting the area on a daily basis but a corresponding fall in day and staying visitors to the Island over the same period and a likely reduction in the economic value for the local area.

Figure 11: Barry Island Visitors – Changing Type of Visit



Source: Barry Island Visitor Surveys, Vale of Glamorgan Council

The general sentiment of visitors to Barry Island has waned over the years with fewer people rating their experience as Excellent or Good in 2022 than in previous years. Whilst the cleanliness of the area remains a positive experience for most visitors, the quality of attractions and retail offer has declined to “average” rating in 2022 compared with previous years.

Significant improvements were made over a decade ago to the main causeway and Eastern Promenade, improving access and strengthening the appeal to visitors. More recently, pedestrian waymarking signposts were delivered across the town including on the Island funded through SPF, Transforming Towns and Section 106 contributions. Further funding has now been secured to deliver changing cubicles, showers and a digital information screen on the Promenade.



Photos: Barry Wayfinding signage at Barry Island

More overnight accommodation is needed, however, and a wider range of tourism offer such as restaurants and all-weather activities to encourage longer stays and realise local growth potential. There is no hotel on the Island itself, but a Premier Inn nearby at the Waterfront which has received planning approval to expand from 80 rooms to 101 rooms.

The gateways to the Island, including Barry Island Station, also need attention to enhance the visitor arrival experience and Transport for Wales are reviewing the use of the building and exploring pop-up uses for the land adjacent to the platform.

More could be done to promote Barry's heritage assets and features and to broaden the range of cultural events to cater for both residents and visitors. With the planned LUF investment in the new Watersports Centre and Waterfront Park at the Mole within Barry Dock, further opportunities will arise to attract water-based tourism and events to Barry. Significant regeneration potential also exists on the Island with sites such as Nell's Point having potential for a major tourist attraction and hotel accommodation. A spatial masterplan for Barry Island is currently being completed for the Vale of Glamorgan Council (as part of the Barry Placemaking Plan) which will further inform the vision and investment potential on the Island.

4.8 Town Centres

Barry's town centre is located around King Square and Holton Road; however this is not the only retail area in the town. Historically, Barry developed three commercial districts linked to the docks at different locations: at Broad St/High St (adjacent to Barry train station), at Dock View Rd/Thompson St/Holton Rd (adjacent to Barry Docks station), and at Vere St/Main St (adjacent to Cadoxton train station). Today, there is also the Waterfront Retail Park which accommodates larger footprint stores in a retail park to the south of the town centre. It would be an easy walking distance between the town centre and retail park but for the train line dividing the two areas. This is discussed further at 4.10 Connectivity.

The Barry Docks commercial centre is now, in planning terms, the town centre, and has a vacancy rate of 21% (up from 15% in the previous year), including a large store across a whole 'block', and units which are persistently vacant. The district centre of High Street/Broad Street is doing better than the national average in terms of vacant units and is full of independent stores.

2025					
		Vacancy rate %	Units occupied	Units vacant	Total units
Town centre	Holton Rd	21%	79	21	100
District centre	High St/Broad St	5.1%	37	2	39
Local centres	Barry Rd, Cadoxton	11.1%	8	1	9
	Main St, Cadoxton	25%	12	4	16
	Park Cres.	21.6%	29	8	37
	Upper Holton Rd	6.25%	30	2	32
	Vere St, Cadoxton	25%	9	3	12
Retail park	Waterfront (Morrisons)	0%	10	0	10

Source: Vale of Glamorgan LDP 2011-2026 7th Annual Monitoring Report 2024-25

To add to the vacancy rate data, there is the public perception of Holton Road. Despite being the official town centre, with banks, a post office, the main library and other useful services, it is always noted during public engagement and in surveys as being disappointing or 'on its knees'. The level of persistent vacancy along Holton Road is of particular concern as the units detract from the appearance of the town centre, many of which were previously filled by national retailers. The number of outlets in Barry per 1,000 population is 1.6 compared with 1.9 in Wales, which may indicate why many residents feel that the range of shops on offer is limited.

The local centres are all small shopping centres, such as Vere Street and Park Crescent, where a relatively small number of individual vacant units will tend to inflate the vacancy rate as a proportion of the total. The Barry Placemaking Plan (due to be published soon) will highlight opportunities for physical improvement, targeted regeneration and projects that support businesses start-up and/or maintain their business in the long term, which could be supported through future investment from Plan for Neighbourhoods.

A clear challenge for Barry is the **lack of a collective voice for local traders** with no formal, town level, business network or chamber of commerce, which is also complicated by the dispersed nature of the two main centres. Previous attempts at forming a Business Improvement District failed to gain support and would unlikely gain traction again soon. Funding support for local business capacity building, however, would encourage a stronger commercial input to placemaking and help identify locally based solutions to tackle future change.

Like many town centres across the UK, Barry experiences significant challenges as shopping and leisure habits of consumers have changed. The Vale of Glamorgan Replacement Local Development Plan (due for submission in 2026) will seek to introduce more flexibilities in terms of town centre uses and planning options.

4.9 Safety and Security

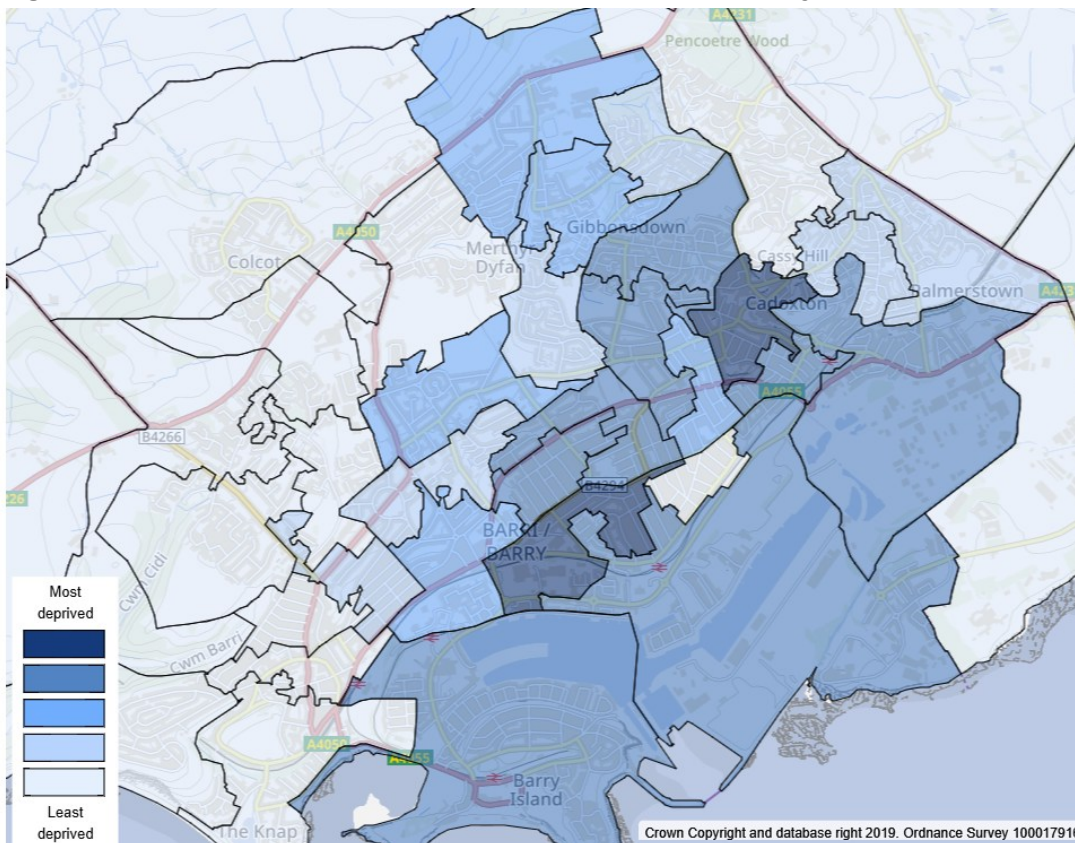
Most people feel generally safe whilst walking around Barry or in their own home according to the survey conducted by the Vale of Glamorgan Council (Your Say December 2023). This is confirmed by the South Wales Police survey (South Wales Listens) where a significant majority felt Very Safe or Fairly Safe. The recorded crime rate in Barry is 104.8 crimes per 1,000 population compared

with 75.8 in the wider Vale of Glamorgan and 95.8 across Wales generally according to data provided by data.police.uk (2023).

When compared with other urban areas, Barry appears to perform relatively better. For example, the rate of recorded crime per 1,000 population in Cwmbran (122), Merthyr Tydfil (111) and Wrexham (110.1) are all higher than Barry.

At a local community level, although the areas of concern are more widely spread than other community issues, a similar pattern of concentration in the central and eastern areas of Barry are highlighted in the Community Safety domain of the Welsh Index of Multiple Deprivation (2019) as shown in Figure 12 below.

Figure 12: Welsh Index of Multiple Deprivation 2019 (Safety)



Source: Welsh Index of Multiple Deprivation (WIMD) 2019

The South Wales Listens data reveals that people's top concern is **ASB**, followed by **road safety**, and **drug dealing/taking**. Within recorded crimes in the period 2023-24, the top three types of recorded crimes were **Stalking and Harassment**, **Shoplifting**, and **Public order** offences, with **Shoplifting** and **Drug Trafficking** showing the greatest increase from the previous year. In 2024, compared with the Vale of Glamorgan and Wales generally, the recorded **Shoplifting** and **Public order** crimes per 1000 population were significantly higher in Barry.

Local insights provided by South Wales Police indicate a high proportion of reported crimes are related to domestic incidences. Whilst still worrying, the issues do not necessarily manifest themselves physically on the streets hence the wider perception of community safety among local residents. There are also growing concerns over drugs and alcohol use in Barry with support being provided locally through the Cardiff & Vale Alcohol & Drug Service based on Holton Road.

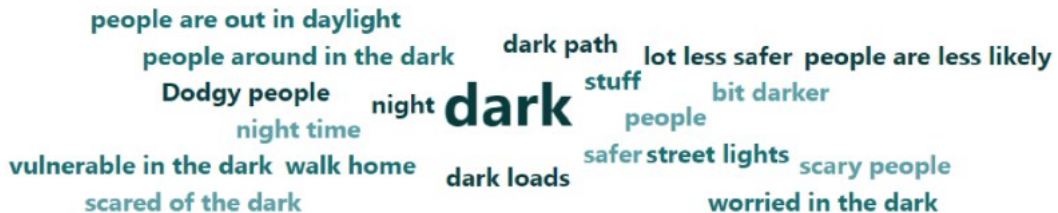
Clearly perceptions of safety will also vary according to the time of day and activities people undertake. Extensive community engagement has been led by Her Voice Wales; a group of girls aged 13-17 from across the Vale of Glamorgan. Inevitably young women feel much less safe in the dark and especially around the local train stations, parks and the lanes around Barry as highlighted in the graphics below.

Figure 13: Her Voice Wales – Safety Surveys (2022)

9 respondents (13%) answered **train station** for this question.



32 respondents (43%) answered **dark** for this question.



The Plan for Neighbourhoods Board will look to engage further with these and other community groups to identify particular hotspots and locations to build-in safety by design and explore specific interventions to improve the sense of safety for the whole community.

4.10 Connectivity

Strategic Road & Rail Links

Barry is very well connected strategically with strong links by rail into the capital city of Cardiff, including four main railway stations and good road connections to the wider vale, Cardiff International Airport and strategic employment destinations which surround the town. **The railway does, however, create a physical barrier which constrains linkage between the growing Waterfront and the main town centre.**

There are two road crossing points over the railway between the town centre and the Waterfront retail park. Gladstone Road Bridge is a traffic dominated road and requires crossing a busy junction to reach it from the bottom of Holton Road. The pedestrian bridge which is reached from the bottom of Thompson Street leads to the retail park, however the retail park cannot be seen from this point, the bridge appears to lead you into a residential area.

There are four road tunnels under the railway providing vehicle and pedestrian access although these are often cited for safety concerns by people. Work has been completed recently to improve the quality of lighting and visual experience for pedestrians at the Broad Street to Hood Road tunnel illustrated below, and also at the Subway Road tunnel. Similar solutions could be investigated for the other two tunnels and pedestrian links.

Figure 14: Rail Tunnel Light Improvements



Source: Architainment Lighting and Jessica Lloyd-Jones

Local Bus Services

Barry is served by a combination of Cardiff Bus, Adventure Travel and First Cymru services, providing good strategic bus routes to and from Barry. The Welsh Government and Transport for Wales are currently undertaking a comprehensive review of bus services in Wales to deliver a more integrated, franchise system to create One Network – One Timetable – One Ticket solutions. The **Bus Services (Wales) Bill**, introduced in March 2025, provides the legal framework for franchising and integrated services. The **Roadmap to Bus Reform**, updated in March 2025, outlines the transition to a franchised bus system that integrates with rail and active travel modes.

The reform aims to deliver:

- **One integrated network** across Wales.
- **Unified timetables** for easier journey planning.
- **Single ticketing systems** valid across operators and modes.
- **Better coordination** between buses, trains, walking, wheeling, and cycling.

No specific timeline for rolling this out has yet been published.

The map below shows the main transport routes within Barry with the bus routes marked in yellow. This highlights the circular bus route connectivity within the town. Local residents, however, have raised concerns over a lack of some direct links, with the need to travel into the town centre and back out to get to some parts of the town. Better communication and transparency of local timetables and frequency of services may need to be supported, and the Plan for Neighbourhoods Board could potentially support Transport for Wales in prioritising real-time information system and digital displays across Barry.

Figure 15: Barry Key Transport Routes

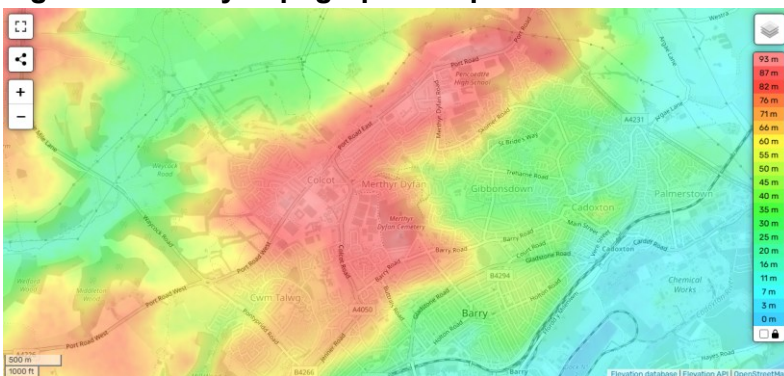


Source: Barry Making Waves Masterplan 2022

Active Travel Plans

The elevation across Barry also constrains local connectivity. The morphology of the town quickly rises from sea-level around the Waterfront and Docks (and a consistent 14 metres along the railway line) to an initial plateau which accommodates the main town centre (in the range of about 31-37 metres) but rises rapidly again to 80-90 metres above sea level limiting the potential for walking and cycling into the town or to catch a train, from the wider communities.

Figure 16: Barry Topographic Map



Source: www.topographic-map.com – Open Street Map

The Vale of Glamorgan Council is, however, working to promote and improve travel options throughout the area through the Active Travel Plan and Regional Transport Strategy. Current priorities include improvements to active travel conditions in the East of Barry (Cadoxton). Whilst

the main improvements will be funded through the Welsh Government Active Travel Fund, the Barry Plan for Neighbourhoods Board will look to engage further to identify opportunities for added value improvements or to accelerate delivery of key routes through the Plan for Neighbourhoods funding.

4.11 Natural Environment

Barry has an important relationship with the sea and its stunning coastal environment which is complemented by the wider rural backdrop to the north and other important landscape environments, including Porthkerry Country Park to the west (just outside the designated urban area boundary). The Draft Green Infrastructure Strategy for the Vale of Glamorgan (December 2023) highlights the important benefits of improved green linkages to not only enhance local biodiversity but also improve social cohesion and support sustainable economic development.

The historic heart of the town centre features a dense urban grain, with limited green space embedded within. It is important to distinguish between parks and recreation grounds, as they attract different users and uses. Parks with interesting planting and seating include the Knap and Romilly Park in the west, Gladstone Gardens near the town centre and Victoria Park in the east. To the north are a few public recreational facilities such as Buttrills playing fields, Merthyr Dyfan recreation ground, and Pencoedre Park in the east, which are within walking distance of residential areas.

A key public space is in the town centre adjacent to the public library - King Square and Central Park. Despite the central location, Central Park is generally underused and would benefit from greater visibility and improved safety measures to support greater community use.

Both the Vale of Glamorgan and Barry Town Council have declared Climate Emergencies and are committed to realising Net Zero Carbon before 2030. The Vale of Glamorgan Council has adopted a Tree Strategy (2024-2039) with a commitment to increase tree canopy by at least 5% over the next 15 years. Barry has one of the lowest levels of urban tree cover in the Vale of Glamorgan with just 8.9% compared with the Vale average of 13%, and an estimated 16.3% for Welsh Urban areas on average. Natural Resources Wales' own data on tree cover shows a large discrepancy between Barry and other towns in the Vale – Penarth and Cowbridge – which indicates we need to prioritise Barry within our Tree Strategy. Given the limited amount of green space for leisure and relaxation rather than sport activity in the north and east of the town, every pocket of green space needs to be maximised. The Plan for Neighbourhoods Board will work with residents to identify potential spaces for a green make-over, to create urban oases for nature.

A programme for environmental improvement can have lasting benefits for community health, tackling effects of climate change and improving local air quality. Indeed, community concerns over air pollution were expressed in the Wellbeing Surveys for the Vale of Glamorgan with Barry being affected by both transport and heavy industry emissions.

4.12 Priorities for Change

The Vale of Glamorgan Council has undertaken place-based community engagement in Barry between 2023-2025 around three work streams:

- Barry Placemaking Plan (a Welsh Government funded project to undertake community mapping, stakeholder engagement and prepare a Placemaking Plan for Barry).
- Your Place (an SPF funded project looking specifically at identifying the needs of the three most deprived wards in Barry and co-developing solutions).

- Plan for Neighbourhoods (formerly Long Term Towns, a UK funded programme to reduce deprivation and inequality in Barry).

Between these three work streams we have extensive data to analyse and understand residents' priorities for change. (An outline of the community engagement activity and the numbers of people engaged with is provided in Section 7)

The key priorities identified for the **Barry Placemaking Plan** include:

1. **Safe and welcoming for all.** Create a better perception of Barry by improving the quality of the local environment, addressing crime and anti-social behaviour, and maintaining the public realm including reducing litter and vandalism.
2. **Fair, thriving communities.** Ensure that all of Barry's residents can play their role in the life of the town, help to shape their own future, benefit from regeneration, and can lead healthy and active lives.
3. **A place for young people.** Provide more spaces and activities that are accessible and affordable for young people, helping to ensure that they feel included, valued, and active in the community.
4. **Vibrant retail.** Respond to changing trends in high street retail, ensuring Barry retains its role as a key service centre with a renewed focus on independent retail and complementary leisure, community, and culture.
5. **A place to visit.** Transform Barry's visitor economy to attract more people, for longer stays and throughout the year in a way which generates economic benefits for Barry's communities.

The community mapping data from the Placemaking work and the insight from the Your Place project was reviewed in conjunction with the specific engagement workshops undertaken for Plan for Neighbourhoods, which focused more closely on the programme themes. This was presented to the Board and through discussion generated these five objectives for the Barry Plan for Neighbourhoods programme:

- People feel safer in Barry
- People have vibrant places to shop, work and enjoy
- People are active in, and proud of their community
- Young people can fulfil their potential
- People have access to quality jobs

Alignment with the Plan for Neighbourhoods programme

Plan for Neighbourhoods Programme objectives	Barry Plan for Neighbourhoods objectives
<p>To build stronger communities – All places should have strong relationships and a collective sense of belonging to their community. This helps bring people together to build community cohesion and resilience, helping people to feel proud of their area and safe in their neighbourhood.</p>	<p>People feel safer in Barry: tackling crime and ASB and supporting schemes that prevent and rehabilitate, will support community cohesion, helping people feel safe in their area.</p> <p>People are active in, and proud of their community: support for initiatives to improve health and access to health and wellbeing services, improving community</p>

	<p>spaces to enable the co-location of services that people need.</p> <p>Young people can fulfil their potential: opportunities to take part in sports, creative and positive activities for young people who are or are at risk of becoming disengaged, as well as wider opportunities for young people to take part in events and volunteering.</p>
<p>To create thriving places – Every part of the UK deserves to have vibrant neighbourhoods and communities with busy high streets, a good range of local amenities and high-quality physical infrastructure.</p>	<p>People have vibrant places to shop, work and enjoy: improved public realm in the town centre and other hubs, improved green spaces, and support for arts, culture and heritage offer. Tackling empty units by supporting meanwhile uses and working with traders to provide the support they need.</p> <p>People feel safer in Barry: town centre areas will be designed and managed to be safer, supporting footfall and the evening economy.</p> <p>People are active in, and proud of their community: develop and support community hubs and amenities where there is currently little provision, including spaces to socialise, learn, and improve well-being.</p>
<p>To empower people to take back control – Everybody should be empowered and in control of their lives and have a say over the future of their community.</p>	<p>Young people can fulfil their potential: we will work with partners to train and mentor young people to gain qualifications, both school and community based.</p> <p>People are active in, and proud of their community: communities will be supported to develop and manage their own projects that improve where they live or provide a needed service.</p> <p>People have access to quality jobs: support for economically inactive people into work, and we will work with partners to support businesses to start, grow and sustain.</p>

Long term outcomes

There are many aimed-for outcomes from the Plan for Neighbourhoods investment, and we will be looking at various data sources that measure outcomes such as the Wales Index of Multiple Deprivation, to see whether there are improvements in the areas of health, education, and employment. There are also annual surveys such as the 'Let's Talk About Life in the Vale' which

covers a range of issues including resident satisfaction with their area, whether they feel safe, whether their local area meets their needs, whether they are currently volunteering, how they get around, and about their mental and physical health. We will be selecting outcomes to measure for each project intervention but overall, these are general outcomes we would like to achieve given the objectives stated above.

1. Communities in the more inequitable wards of Barry will be happier and healthier, easily accessing local amenities, with essential services provided to them in their area. They will have the same opportunities as other areas of Barry to socialise, learn, shop and access services, and have structures in place to further develop their communities into the future.
2. Barry's public realm will be cleaner, well maintained, with more attractive routes for walking, which will encourage more people to walk to destinations and use their local amenities.
3. Barry will feel safer, ASB will be much reduced and public spaces will be safer due to greater activity and footfall, and there will be spaces for young people where they can participate in activities that interest them.
4. The town centre will have a greater variety of shops and fewer empty units; there will be an evening economy supporting more businesses, and more residents will use their town centre for shopping and leisure.
5. More young people will have opportunities to enter a wider range of careers and will have access to training and clear pathways to gain qualifications and employment. Young people will feel more positive about staying in Barry after leaving school or graduating.

Section 5: Alignment with other programmes and investments

The ability to direct £2m per annum towards local community priorities across Barry provides a unique opportunity to connect and reinforce other major investment projects already emerging in the town which will further transform the Waterfront and reinforce Barry as a centre to live, work, learn, visit and enjoy.

Around £141m of capital investment is currently committed from public sector partners alone to deliver transformational change in Barry with potential for further private sector investment in new housing and other facilities in the continued regeneration of the Waterfront.

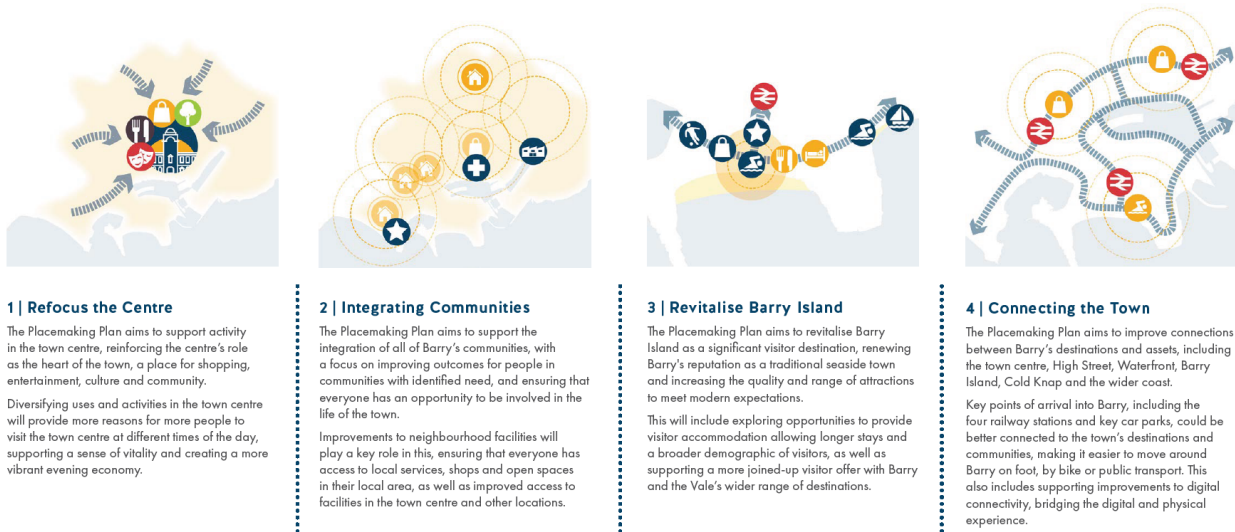
Key investment plans for Barry include:

- £20m investment via UK Government for the Barry Making Waves project delivering a new Watersports Centre, linear park and infrastructure work to facilitate approximately 60 new dwellings and Barry Dock Office Enterprise Centre
- £40m investment into new Waterfront Campus for Cardiff & Vale College
- £20m social housing & public realm improvement to the Western Gateway
- £60m investment into expansion of St Richard Gwyn High School
- £1m purchase of superstore in the town centre for commercial and community use

Each of these projects align with the Board's Strategic Aims and the Board will look to explore further opportunities to ensure local communities can easily access new facilities.

The Barry Placemaking Plan has been drafted and will be published soon. There is close alignment between the Barry Plan for Neighbourhoods priorities and the Barry Placemaking Plan priorities (listed at 4.12) and four spatial strategies:

Figure 17: Spatial Strategies



Source: Draft Barry Placemaking Plan

The Barry Placemaking Plan will be delivered through a range of funding mechanisms including WG Transforming Towns, Wales Active Travel Fund, Cardiff Capital Region City Deal, Visit Wales funding, WG Structural funding, to name a few. However, the Council is not responsible for delivering everything contained within the Plan and will seek to work collaboratively to support other organisations to invest in Barry such as Transport for Wales, Cardiff & Vale UHB, Housing Associations, private developers and businesses.

Section 6: Match funding and leveraged investment

The Barry Plan for Neighbourhoods Board will aim to be creative and proactive to maximise the long-term benefits of the Plan for Neighbourhoods funding for Barry. The flexibility of Plan for Neighbourhoods will ensure a wide range of community driven projects and initiatives can be supported – especially those with no alternative funding sources available as fund of 'last resort'.

For the most part, however, we will look to use the Plan for Neighbourhoods funding to leverage and unlock additional match-funding and investment.

Early commitment, at least 'in-principle', of funding support from Barry Plan for Neighbourhoods can be helpful for organisations making other funding applications such as to the Lottery or Arts Council of Wales. These will, however, need to be time-limited, clearly offered subject to match-funding being secured and closely monitored to avoid disruption by locking out other potential projects.

Elsewhere, Plan for Neighbourhoods funding will itself be used as match funding, helping other investment go further and unlock potentially stalled projects and initiatives. This could include proactive alignment with S106 money to re-invest in the town, gap-funding with private sector partners, other public sector organisations including the Vale of Glamorgan Council, Barry Town Council, Cardiff Capital Region and Welsh Government funded programmes such as Transforming Towns.

Developing a Longer-Term Endowment Strategy

The Barry Plan for Neighbourhoods Board is acutely aware that many community-based initiatives will rely on revenue funding support more than capital investment. Initial capital development will also have revenue consequences in terms of operational running costs, maintenance and repairs. The Board will, therefore, look to develop an ongoing endowment strategy through selective and appropriate community-based investment to generate recycled revenue streams to further invest in community projects and provide longer term support as well as potential capital appreciation over time.

The Board will look to develop the strategy and establish clear principles and structure with support from the Vale of Glamorgan Council's experience of similar initiatives. The fund will not be invested outside of Barry and will still be used to deliver against the Board's Strategic Aims – for example acquisition of vacant shop premises to support small enterprises and regenerate our town centres, or investment in new business units to diversify our economy and encourage business growth whilst also generating a revenue stream for further investment in community projects.

Section 7: Community and stakeholder engagement

There has already been a significant amount of community engagement over the past two years or so, as outlined at 4.12, and this is covered in more detail in the 4 year plan.

As well as establishing a Neighbourhood Board we have also established thematic action groups to support the Board in developing and delivering project interventions. Members of action groups were selected following a public call-out to Barry residents to apply to join and the role and purpose of the action groups are explained later in this section. Each action group is chaired by a member of the Board.

7.1 Barry Plan for Neighbourhood Board

Our board is the Barry Plan for Neighbourhoods Board, made up of a talented team of local representatives, business people, and community leaders working alongside government bodies and residents. Chaired by David Stevens, co-founder and former CEO of Admiral Group, the Board members are:

- David Stevens, co-founder and former CEO of Admiral Group
- Cllr Lis Burnett – Leader of Vale of Glamorgan Council
- Cllr Bronwen Brookes - Deputy Leader of Vale of Glamorgan Council and Cabinet Member for Sustainable Places, Leader of Barry Town Council.
- Matt Blumberg – Events organiser and Barry resident. Barry Together Action Group Chair
- Ch.Supt Marc Attwell - South Wales Police Commander for Cardiff and The Vale of Glamorgan. Safer Barry Action Group Chair
- Innes Robinson - Executive Headteacher at Whitmore High School and Pencoedtre High School (2 of 4 secondary schools in Barry). Barry Futures Action Group Chair
- Fay Blakeley – Branding Consultant and Barry resident. Vibrant Barry Action Group Chair

- Sarah Cutting – South Riverside Community Development Centre Trustee and Senior Community Development Officer. Barry Thriving Communities Action Group Chair
- Shirley Hodges – Local historian (Victorian Barry) and Town Councillor.
- Kanishka Narayan MP
- Jane Hutt MS

7.2 Ways of working and independence

We are currently drafting a Memorandum of Understanding between the Board and the Local Authority to establish an effective working relationship for delivering the Plan for Neighbourhoods programme. This will set out a collaborative framework to deliver the UK Government’s Plan for Neighbourhoods (2026–2036) in Barry. Success will depend on open cooperation and transparency among all parties.

Purpose: To establish an effective partnership to design and implement Barry’s Plan for Neighbourhoods plan.

The Board will:

- Develop a 10-year vision and approve investments.
- Engage stakeholders and the community.
- Ensure proposals are practical, match-funded, and aligned with wider strategies.

The Council will:

- Act as the accountable body for managing funds.
- Conduct financial due diligence and compliance checks.
- Oversee monitoring, evaluation, and reporting.
- Provide secretariat and media support.

7.3 Securing buy-in

The Barry Plan for Neighbourhoods will take a grassroots community-led approach to secure buy-in from local businesses, residents, and community groups. Our five action groups are made up of local residents, business leaders, and community organisations, selected for their passion and alignment with the aims of each group. These members will use their existing relationships and networks where they have built trust to get open and honest representation from the community and ensure that the peoples’ voices are considered, heard and reflected in decision-making.

The action groups act as connectors—reaching out to community groups, businesses, and individuals to gather ideas, feedback, and support. This is complemented by the multi-skilled staff team, who bring expertise in engagement, facilitation, and partnership working. Together, the Board, action groups, and staff team drive a cross-sector, multi-agency approach, ensuring that the project is inclusive, collaborative, and rooted in the priorities of Barry’s communities.

7.4 Intervention delivery

The Plans for Neighbourhoods Board and staff team will oversee delivery through a structured process that ensures interventions remain community led. Ideas for projects will be put forward by

the action groups, partner organisations, or staff teams following consultation and engagement with local residents. (There may be a grant scheme, this is yet undecided.) All proposals will be checked against the agreed interventions list and assessed using a matrix to ensure alignment with the board's aims and priorities. Approved projects will then be project-managed either by the staff team (or other Council team as appropriate) or by a partner organisation. There will be strong community involvement in how projects are delivered as well as co-delivery alongside partner organisations. This approach guarantees that interventions are not only strategically aligned but also shaped by local voices and delivered collaboratively.

7.5 Engagement and consultation

To ensure the Barry Plan for Neighbourhoods remains community-led throughout its delivery period, we will continue to engage and consult local residents and key stakeholders through a structured and inclusive approach. Central to this are our **five action groups**, each aligned to one or more of the plan's investment priorities. These groups are made up of **selected community members**, chosen for their lived experience, local knowledge, and passion for the themes they represent—whether that's youth, business, safety, wellbeing, or community cohesion. The action groups are chaired by members of the Board and are:

- Safer Barry – Safe streets, parks and public spaces
- Vibrant Barry – Breathing new life into Barry's places to shop, work and enjoy
- Barry Futures – New jobs, training and skills
- Barry Thriving Communities – United neighbourhoods building stronger communities
- Barry Together – Celebrating community through culture, art, food and sport

Action group members are not only volunteers but active connectors within Barry. They will **reach out to local groups, networks, and residents**, gathering ideas, feedback, and concerns to shape and refine projects. This outreach will be supported by the **Barry Plan for Neighbourhoods staff team**, who will continue to engage the wider community through events, surveys, and targeted sessions in schools, community centres, and public spaces along with the action group members. This ongoing engagement ensures that the plan remains responsive, inclusive, and rooted in the priorities of Barry's residents, with community voice guiding delivery every step of the way.

Section 8: Governance

8.1 Governance structure

The Barry Plan for Neighbourhoods Board is the decision-making body for the Plan for Neighbourhoods programme.

The Barry Plan for Neighbourhoods Board includes the Leader of the Council, and the Deputy Leader of the Council (who is also the Leader of Barry Town Council).

The Chief Executive of the Council and the Section 151 Officer are invited to Board meetings, as well as the Head of Place (Planning & Regeneration).

The make-up of the Board ensures that the Board are well informed of relevant strategies, major projects, and local services that would impact on the investment decisions of the Board. Board membership will be reviewed to ensure that decisions can be made with an understanding of the local funding context and existing programmes of work in regeneration, health, policing, education, youth services and health.

A separate Memorandum of Understanding will be agreed ratifying the roles and responsibilities and ongoing relationship between the Barry Plan for Neighbourhoods Board and the Vale of Glamorgan Council as accountable body for the funding.

It has been agreed for the time being that the Board will not be a formally constituted, legal organisation but an informal partnership with representative stakeholders acting in the best interests of the wider Barry community. As such, the Board itself will not be in receipt of funding but will make clear recommendations for the direction of investment in consultation with the Action Groups, the local community and other stakeholders. The Board will take account of these local priorities in the full context of wider regeneration, planning and other operational plans established by the Vale of Glamorgan Council. Care will also be taken to ensure realistic and practical delivery of project proposals and availability of match funding, where necessary.

The Vale of Glamorgan Council will be the accountable body for managing the funding on behalf of UK Government and ensuring adherence to financial due diligence; including assessment of Subsidy Control and eligibility criteria before releasing grant funding to project partners.

In due course we will explore alternative governance structures, for instance constituting the Board as a Community Interest Company (CIC) or a Charitable Incorporated Organisation (CIO) if we find that one of these governance options would be advantageous to achieving our aims.

8.2 Barry Plan for Neighbourhoods Board transparency

The Barry Plan for Neighbourhoods Board has adopted clear Terms of Reference and a Code of Conduct which are aligned to the Nolan Principles of transparency and responsibility for managing public money. The approved documents are set out in Appendix 1 and address:

- Roles & Responsibilities, voting rights & quorate
- Individual member conduct, declarations of interest and complaint handling

These documents are published on the website: barry.cymru. The Board is facilitated by a Programme Development Officer appointed by the Council, who ensures every member has copies of these documents and complete a Declaration of Interest form. All Board meetings are minuted and the minutes are also published on barry.cymru.

The Programme Development Officer and the Finance and Monitoring Officers will be responsible for ensuring that all projects are commissioned and managed in line with the standards of Managing Public Money. As outlined below, there are internal procurement processes which will be followed. We are currently in the process of agreeing the criteria matrix for selecting projects to be funded, which will include the criteria of value for money and feasibility, as well as several others.

8.3 Processes for approving investment and managing spend

This document sets out the broad strategy and priority framework for the Barry Plan for Neighbourhoods and is a starting point for more detailed project development and investment. Having established the overall programme and direction of travel based on identified local

priorities, the Barry Plan for Neighbourhoods Board has established five thematic Action Groups to tackle the programme areas in more depth and provide a rolling four-year investment plan for submission to Government.

The thematic Action Groups comprise local stakeholders with an interest in and knowledge of each theme and will be tasked with undertaking further research and engagement to identify potential intervention projects for consideration by the Board. The Board will also engage with the Barry Place Board as it begins to deliver the Barry Placemaking Plan.

This combination of work, together with the initial funding directed towards feasibility testing and local capacity building will ensure a clear pipeline of potential projects are identified and carefully scrutinised in the full context of the Plan for Neighbourhoods for Barry. The thematic Action Groups will be encouraged to develop project ideas and potentially manage small grant schemes.

It is important to note that the Action Groups also have Terms of Reference and Code of Conduct documents which clarify that members of action groups do not personally benefit from being members and need to declare any conflicts of interest.

The Barry Plan for Neighbourhoods Board is mindful of the need to retain flexibility and empower local communities to maximise the potential of Plan for Neighbourhoods funding. A balance will need to be struck, however, in maintaining a relatively simple process to release the funding whilst also capturing sufficient evidence to satisfy the value for money assurance process and provide transparency of investment decisions.

As projects are identified, the Board will use a criteria matrix to appraise suitability for delivery and assist them in approving projects to be funded. A simple project pro-forma will be devised to capture consistent information on each scheme and test projects against a set of criteria. Each project will be assessed in a two-stage process:

1. Eligibility Criteria:

- Is there evidence of need? Is there community mapping data or other data that identifies a challenge or need?
- Does the project align with one or more of the priorities for Barry?

2. Scoring Criteria:

- **Community impact.** Is there broad reach with moderate impact or targeted reach with high impact. What is the outcome of the impact? Are there wider community benefits? This will include looking at whether the project involves community partners or volunteers. How well does it empower the community?
- **Value for money.** Is the budget reasonable and proportionate to the expected outcomes? Potential to attract match funding?
- **Long term viability.** Does the project build local capacity? Will the project become self-sustaining?
- **Leverage impacts with other interventions.** Is there collaboration with public body organisations? Does the project complement and support other initiatives?
- **Feasibility/ deliverability.** Is the project realistic and achievable? How long will it take to complete? Does it need a feasibility study or are there other steps required before committing funds?

Further consideration will be given as to whether to provide weightings to the criteria.

There will be more than one route by which projects are brought forward such as:

- Thematic Action Groups will develop project proposals to present to the Board for approval/rejection. The Board intends to meet quarterly from April 2026 and Action Groups will have the schedule of meetings to plan their work.
- Thematic Action Groups may propose to the Board to set up a grant scheme to deliver an intervention. The Board would approve a particular sum for the grant scheme.
- Board members may bring project proposals to the Board for approval/rejection.
- The Board will work directly with organisational partners with funding and decide to joint fund interventions.

Projects will also be commissioned in a range of ways:

1. Projects will be managed directly by the Vale of Glamorgan Council and commissioned through a competitive process, following the Council's procurement guidelines. There are options for setting up a Framework Agreements/Dynamic Purchasing Systems, to streamline the procurement process in certain sectors.
2. Projects funded through a grant application process will be monitored and grant recipients will be required to enter into separate grant funding agreements with the Vale of Glamorgan Council. Beneficiaries will be required to provide evidence of financial stability, confirmation of any match funding required, capability to deliver project outputs and demonstrate value for money from the investment. The funding agreement will also identify the process for approving stage payments, procedure for acceptable change control, which may be subject to approval by the Board, and confirmation of any monitoring data to be collected.
3. Projects commissioned and managed in collaboration with other organisations may include a direct award under special circumstances. For instance, if an organisation has a proven track record of delivering a specialist service and the Board wishes to commission them to extend their work into another area.

Section 9: Assurance

The Vale of Glamorgan Council will be the accountable body for financial assurance and achievement of value for money in the delivery of the Plan for Neighbourhoods for Barry. The Barry Plan for Neighbourhoods Board will comply with the Council's established assurance processes for handling third party grants and investment programmes which is drawn from years of experience in delivering European, UKSPF, LUF and Welsh Government funding. Effective processes and staff capacity is in place to manage all aspects of financial and legal assurance and delivery compliance to support the Board and community organisations. Similar procedures were recently established to manage the governance and assurance process for the delivery of £14m of UK SPF funding across the Vale of Glamorgan.

This includes:

- Project funding request form – including information required on fit with objectives, reasons funding is needed, evidence of match funding/progress, and applicant/ organisation details.
- Project review process – including validation, risk assessment and identity check procedures.

- Funding agreement notification – including the terms and conditions applied, performance indicators and monitoring requirements.
- Funding claim process and drawdown – including evidence of expenditure against eligible costs, progress against outputs and outcome targets applied where funding is to be phased.

The Council has recently established Place boards for the four towns in the Vale of Glamorgan, drawing multi-disciplinary project teams together to oversee project and funding programme delivery across the Vale of Glamorgan. Where there is a collaborative project or partnership delivery between the Barry Plan for Neighbourhoods Board and the Council, the project will be scrutinised by the Place Board for Barry. The Place Board for Barry includes senior officers able to provide initial technical assessment and governance assurance of projects. An Investment Advisory Panel will then provide the necessary independent scrutiny of project proposals to ensure full compliance, mitigate risk and consider value for money from the proposed grant investment. This Panel would also provide advice on all major investment proposals that the Barry Plan for Neighbourhoods decides to approve.

4-Year Regeneration Plan (2026–2030)

Barry Plan for Neighbourhoods

1. A Community-Led Plan Shaped by Local Voices

This regeneration plan has been shaped through a comprehensive programme of community engagement and stakeholder collaboration between 2023 and 2025. Engagement has been delivered through three complementary workstreams:

- Barry Placemaking Plan (a Welsh Government funded project to undertake community mapping, stakeholder engagement and prepare a Placemaking Plan for Barry).
- Your Place (an SPF funded project looking specifically at identifying the needs of the three most deprived wards in Barry and co-developing solutions).
- Plan for Neighbourhoods (formerly Long Term Towns, a UK funded programme to reduce deprivation and inequality in Barry).

Together, these have ensured that the priorities within this plan are grounded in lived experience, local insight, and community aspiration.

The Vale of Glamorgan Council has undertaken place-based engagement across Barry, reaching a wide cross-section of residents, community groups, businesses, and stakeholders through a diverse range of methods and settings.

2. A Strong Evidence Base: Reaching Over 3,000 Residents and Stakeholders

Engagement activity has ensured broad and inclusive participation across Barry.

Activities have included:

- School engagement (primary and secondary)
- Youth forums and Youth Council sessions
- Stalls at community events and festivals
- Stakeholder workshops and trader meetings
- Outreach in public spaces and community venues
- Online consultation

In total:

- 1,650 people engaged through Barry Placemaking
- 1,737 people engaged through Your Place
- Additional engagement through Plan for Neighbourhoods events and action groups

This depth and breadth of engagement has directly informed the priorities, challenges, and opportunities identified within this plan.

3. Building a Shared Vision Through Partnership

The Plan for Neighbourhoods programme has established a strong partnership model, bringing together residents, stakeholders, and organisations through themed action groups.

Five action groups have been created to shape project development:

- Safer Barry – Safe streets, parks and public spaces
- Vibrant Barry – Breathing new life into Barry's places to shop, work and enjoy
- Barry Futures – New jobs, training and skills
- Barry Thriving Communities – United neighbourhoods building stronger communities
- Barry Together – Celebrating community through culture, art, food and sport

These groups are central to co-designing interventions, ensuring that delivery remains community-led and responsive over the four-year investment period.

4. Priorities for Investment: Tackling Local Challenges and Unlocking Opportunity

Thriving Places - Improving the Quality, Safety and Vitality of Barry's Places

Through community engagement and data analysis, key **challenges** have been identified affecting the quality and perception of place, particularly in the town centre and surrounding neighbourhoods.

These include:

- Environmental issues (litter, dog waste, maintenance of public realm)
- Crime and anti-social behaviour
- High vacancy rates on Holton Road
- Lack of green infrastructure
- Limited community and youth facilities
- Absence of a large multi-use venue

Alongside these challenges, significant **opportunities** exist, including:

- Re-use of vacant buildings (including Holton Road assets)
- Redevelopment of the former leisure centre
- New funding streams for cleansing and environmental improvements
- Partnership working with police and community safety groups

Stronger Communities - Supporting Health, Inclusion and Community Resilience

The plan identifies a range of social and community **challenges** that impact quality of life and opportunity:

- Barriers to delivering community events

- Anti-social behaviour and youth offending
- Poor physical and mental health outcomes
- Lack of local identity and civic pride

At the same time, Barry has strong community assets and **opportunities**:

- Established community hubs and grassroots initiatives
- Interest from local artists and community organisations
- Potential to expand youth and prevention programmes
- Opportunities to invest in event infrastructure and shared spaces

Taking Back Control - Strengthening Local Leadership, Skills and Economic Participation

Residents and stakeholders have identified structural **challenges** relating to communication, economic opportunity, and local coordination:

- Lack of trader representation and business networks
- Weak communication channels across the town
- Increasing NEET levels
- Skills gaps impacting local employment

Opportunities include:

- Expanding community-led training and construction programmes
- Supporting local businesses and social enterprises
- Developing meanwhile and long-term uses for key town centre assets
- Creating better communication platforms for residents and businesses

5. A Phased Investment Approach (2026–2030)

The four-year investment plan focuses on key intervention areas:

- Education and opportunity, such as
 - School-based programmes to support young people's development
 - Support for community-based learning and development
- Health and wellbeing, such as
 - Supporting community-level health provision
 - Integration and co-location of health and wellbeing services
- Regeneration, high streets and heritage, such as

- Funding for improvements to town centres, neighbourhoods, and high streets, including capital spend and running costs
 - Creating and improving green spaces, community gardens, watercourses and embankments in the local area, along with incorporating natural features into wider public spaces
 - Enhanced support for arts, cultural, heritage and creative activities, projects and facilities and historic institutions that make up the local cultural heritage offer
 - Funding for local arts, cultural, heritage and creative initiatives.
- Safety and security, such as
 - Design and oversight of the built and landscaped environment to ‘design out’ crime and encourage positive behaviour
 - Town Centre management
 - Policing interventions to target crime prevention in specific locations, in particular town centres
 - Interventions to tackle anti-social behaviour, crime and minimise reoffending
- Work, productivity and skills, such as
 - Support to improve awareness of, and access to, local provision that moves people closer to and into sustained employment
 - Developing and expanding existing local business support and networks for smaller businesses and social enterprises.

The first two years focus on early delivery priorities identified by the Board and Action Groups, with later years allowing for flexibility as projects are developed and refined.

6. Strategic Use of Funding to Enable Long-Term Impact

The indicative spend profile reflects:

- Early-stage project development and pilot activity
- Increasing capital investment over time
- A significant uplift in Year 4 to support major acquisition

This phased approach ensures that:

- Projects are well-developed before major investment
- Community engagement continues to shape delivery
- Long-term regeneration opportunities can be realised

7. Delivering Through Strong Governance and Local Leadership

Project selection and investment decisions will be led by the Barry Neighbourhoods Board, supported by the thematic Action Groups. Where appropriate, governance assurance or technical assurance will be provided by the Vale of Glamorgan Council’s Barry Place Board and Independent Investment Advisory Panel.

All projects will be assessed against clear criteria including:

- Evidence of need
- Community impact
- Value for money
- Deliverability
- Long-term sustainability

Conflict of interest procedures and governance structures are in place to ensure fairness and transparency.

8. Building Capacity to Deliver Change

Capacity funding has been used to establish a strong foundation for delivery, including:

- Programme staffing
- Community engagement
- Communications and website development
- Pilot projects and early interventions

Future capacity funding will support:

- Training for Board and Action Groups
- Feasibility studies
- Legal and technical advice
- Continued community engagement

9. Milestones for the First Four Years: From Engagement to Delivery

Key milestones across the first investment period include:

- Further targeted community consultation (Year 1)
- Feasibility studies for major projects
- Project development through Action Groups
- Commissioning and procurement (from Year 2 onwards)

This ensures a structured transition from planning to delivery while maintaining community involvement.

10. Delivering Responsibly and Sustainably

The Vale of Glamorgan Council will act as the accountable body, ensuring:

- Robust financial management

- Compliance with procurement and subsidy regulations
- Effective monitoring and evaluation
- Risk and fraud management

Environmental sustainability is embedded through alignment with:

- Project Zero (Climate Change Challenge Plan 2021–2030)

11. A Skilled and Experienced Delivery Team

Delivery will be supported by:

- A multi-disciplinary staff team
- Experienced Board members from business, community, policing, and youth sectors
- Wider Council expertise and project management capacity

This combination ensures strong local knowledge alongside technical delivery capability.

MEMORANDUM OF UNDERSTANDING

Between

The Secretary of State for Housing, Communities and Local Government

-and-

Vale of Glamorgan Council

-and-

Barry Neighbourhood Board

1. Purpose

- 1.1. This Memorandum of Understanding (MoU) sets out the terms that will apply to the relationship between the Secretary of State for Housing, Communities and Local Government (the Secretary of State), Vale of Glamorgan Council (the local authority) and the Barry Neighbourhood Board regarding the administration and delivery of the Pride in Place Programme (the programme).
- 1.2. This MoU relates to the allocation set out in the [Programme Prospectus](#).
- 1.3. This MoU will be for the first investment period of the programme which spans the period 1 April 2026 to 31 March 2030. Changes will be made only where signatories deem it necessary.
- 1.4. The MoU sets out the conditions and expectations for the Programme.
- 1.5. The Secretary of State and the local authority shall be parties in this agreement.
- 1.6. This MoU is not intended to create legal or binding obligations. It describes the understanding between both parties for the use of funding specified in section 3 of this agreement.
- 1.7. The Neighbourhood Board for Barry is not a formal party to this agreement, but a signatory in acknowledgement of the Neighbourhood Board's role and responsibilities in programme delivery within their place, as set out in the programme guidance.

2. Background

- 2.1. The Pride in Place Programme was launched on 25 September 2025. The Secretary of State has agreed the Neighbourhood Board's Pride in Place Plan for Barry.
- 2.2. This MoU covers the funding commitments from the Secretary of State and the delivery, financial expenditure, agreed milestones, reporting and evaluation,

communications and branding expectations between the Parties as well as the steps the Secretary of State could take in the event of underperformance, if required.

2.3. The Secretary of State has published guidance on the delivery of the programme in the [Pride in Place Programme prospectus and guidance](#). The Secretary of State will notify the local authority of any changes to the prospectus and, if necessary, provide guidance on how changes are to be managed.

3. Purpose of the Funding

3.1. The funding from the programme is being provided to deliver activity in line with the prospectus and the priorities for investment agreed by the Neighbourhood Board, based on community engagement activity carried out throughout the programme lifetime.

3.2. The allocation to the local authority is set out in the [Pride in Place Programme prospectus and guidance](#). The local authority will receive annual grant payments as set out in this allocation, subject to the conditions in sections 5 and 6.

3.3. Any changes to the allocation will be notified to the local authority as soon as practicable. Funding will not be withdrawn unreasonably.

3.4. Funding must be spent in line with the rules set out in the [Pride in Place Programme prospectus and guidance](#).

3.5. Funding should be managed through a partnership between the Neighbourhood Board and the local authority, as set out in the [Pride in Place Programme prospectus and guidance](#).

3.6. The local authority is expected to agree a way of working with the Neighbourhood Board which:

- recognises and upholds the Neighbourhood Board's role as decision-maker in relation to how programme funding is used to deliver the strategic aims of the programme in the local area;
- enables development and embedding of appropriate processes and controls for the funding allocation; and
- ensures that residents, businesses, and grassroots organisations are actively involved in programme design and decision-making throughout the lifetime of the programme.

3.7. Funding should be used to deliver in line with the Pride in Place Plan for **Barry** which has been agreed with MHCLG. The partnership can make changes to the plan agreed by the Secretary of State. The scale, type and process for making changes is set out in published guidance and at section 10 of this agreement.

4. Reporting

- 4.1. As part of the delegated delivery model, the local authority will provide formal reporting on the use of Pride in Place Programme funding as set out in the [Pride in Place Programme prospectus and guidance](#).

5. Financial Arrangements

- 5.1. The agreed funds will be issued to the local authority as grant payments under Section 50 of the United Kingdom Internal Markets Act 2020 ('UKIM').
- 5.2. Details of the annual funding allocation, broken down into capital and revenue funding, will be confirmed in annual grant determinations.
- 5.3. The grant payment and grant determination letters (GDL) for 2026-27 will be made after this MoU is signed.
- 5.4. The 2027-28, 2028-29 and 2029-30 grant payments will be paid in Quarter 1 (April-June) of each year. Release of payments is dependent on submission of satisfactory Statement of Grant Usage and monitoring reports in the preceding year as set out in [Pride in Place Programme prospectus and guidance](#) and ongoing compliance with the Pride in Place Programme prospectus and guidance.
- 5.5. Grant determination letters (GDL) for years 2027-28, 2028-29 and 2029-30 will be provided following confirmation of the annual payment for each year.
- 5.6. The grant payment arrangements for financial year 2030-31 and beyond will be set out in a separate memorandum of understanding.
- 5.7. Where the local authority is holding any underspend from the Pride in Place programme capacity funding payments made in 2023-24, 2024-25 and 2025-26, this may be retained and brought forward to be spent in future years in line with the Funding Flexibility rules outlined in the [Pride in Place Programme prospectus and guidance](#). The 2026/27, 2027-28, 2028-29 and 2029-30 grant payments from MHCLG will not be adjusted as a result of any brought forward funding.
- 5.8. Capital grant funding, as set out in grant determinations, may only be used for capital expenditure.
- 5.9. Revenue grant funding may be used for revenue or capital expenditure, in line with the local authority's accounting practices.
- 5.10. If the Secretary of State has concerns around future spending plans, based on the experience of local delivery to date, or wider financial issues or governance affecting delivery, then the Secretary of State may pay in instalments, withhold or recover funding.

5.11. The local authority accepts responsibility for meeting any costs over and above the Secretary of State's contribution, agreed in the annual grant determination. This includes potential cost overruns and the underwriting of any funding contributions expected from third parties.

6. Conditions of Approval

6.1. MHCLG's agreement of the Pride in Place Plan for Barry is conditional upon the following condition/s being completed:

a) N/A

6.2. In the event that the above conditions are not met by the date set out, the Secretary of State may withhold further annual payments until such time as the conditions are satisfactorily completed.

7. Branding and Communication

7.1. The Secretary of State will provide the local authority with guidance on the Branding and Communication associated with the programme in due course.

7.2. The Parties agree to adhere to the guidance and any updates subsequently released by the Secretary of State or HMG on communications linked to the programme.

7.3. The local authority agrees to publish details of Neighbourhood Board membership, place governance arrangements and key documents regarding delivery of the programme in the local area, as outlined in the [Pride in Place Programme prospectus and guidance](#).

7.4. The local authority agree to make monitoring returns submitted to the department publicly available as outlined in the [Pride in Place Programme prospectus and guidance](#).

8. Evaluation

8.1 The Secretary of State will publish an evaluation strategy, setting out how the programme will be evaluated, in due course.

8.2 The local authority will support any evaluation of the fund through capturing and providing relevant monitoring data and engaging as appropriate with MHCLG or its contractors.

9. Assurance

9.1. The Secretary of State has set out the approach to assurance for the programme in the [Pride in Place Programme prospectus and guidance](#).

9.2. Funding will be managed within the finance governance framework adopted by local authorities and the existing local authority accountability and assurance regime, under the oversight of the local authority's Chief Financial Officer [England and Wales: Section 151, Scotland: Section 95, Northern Ireland: Section 54].

9.3. The Chief Financial Officer will be required to submit an annual Statement of Grant Usage return to MHCLG. This will provide confirmation that they have undertaken to actively apply all the necessary checks to ensure proper administration of its financial affairs regarding the funding programme, and that the funding has been managed with propriety, regularity and value for money.

9.4. The local authority is expected to have the necessary governance and assurance arrangements in place and that all legal and other statutory obligations and consents will be adhered to.

9.5. As set out in the [Pride in Place Programme prospectus and guidance](#), the local authority is responsible for applying management controls that:

- mitigate the risk of fraud;
- ensure funding has been used in accordance with UK subsidy control legislation;
- ensure that any procurement undertaken by a contracting authority funded by the fund has complied with public procurement rules;
- ensure compliance with its statutory equality obligations;
- ensure adequate assessment of environmental impacts arising from programme activities and compliance with environmental duty; and
- ensure that any personal data obtained in connection with the fund's activities is handled in compliance with data protection legislation.

9.6. The local authority will respond directly to questions addressing the local delivery of the fund and cooperate with the Secretary of State in any inquiries regarding the delivery of the fund.

10. Changes to agreed Pride in Place Plan

10.1. The local authority will notify the Secretary of State of any changes to the activities, expenditure, management processes and governance arrangements set out in their Pride in Place Plan through routine monitoring returns. The local authority does not need approval from the Secretary of State to make changes to its delivery unless the change constitutes a 'material change' as set out in the [Pride in Place Programme prospectus and guidance](#).

10.2. Requests for material changes can be made to the Secretary of State as and when required during delivery, following the published process.

10. Compliance with the MoU

10.1. The Parties to this MoU are responsible for ensuring that they have the necessary systems and appropriate resources in place within their respective organisations to comply fully with the requirements of this MoU.

11. Changes to the MoU

11.1. The arrangements under this MoU will be kept under review. Amendments to this MoU may only be made upon written agreement between the Parties.

12. Resolution of Disputes

12.1. Any dispute that may arise as to the interpretation or application of this MoU will be settled by consultation between the parties.

Signed on Behalf of the Local Authority (by Chief Executive / Chief Financial Officer):

Name:

Job Title:

Date:

Signed on Behalf of Secretary of State:

A handwritten signature in black ink, appearing to read 'Kay Withers', written in a cursive style.

Name: Kay Withers

Job Title: Director, Communities, Cohesion and Inclusive Growth

Date: 31 March 2026

Signed on Behalf of the Neighbourhood Board in acknowledgement of the Neighbourhood Board role in delivery of the programme:

Name:

Job Title:

Date: