

THE VALE OF GLAMORGAN COUNCIL

COUNCIL: 14<sup>TH</sup> JULY, 2025

REFERENCE FROM CABINET: 22<sup>ND</sup> MAY, 2025

**“C9                RESHAPING SERVICES – ASSETS AND OPPORTUNITIES FOR CONCESSIONS (DL/SP) (SCRUTINY – PLACE) –**

The Deputy Leader presented the report to consider and to seek delegated authority for short term trial concessions at Barry Island and Penarth Pier.

The Deputy Leader said that the Penarth Pier hut concession would include a space to the side of the hut, to be used for a seating area, which would be identified prior to advertisement.

Councillor Wilson said that concessions of those types were vital for the resilience of seaside communities in Barry Island and Penarth and it was important to increase the range of different providers within the coastal resorts. It was important to be agile and supported giving providers an opportunity to trial concessions and offer support to the providers as a Council.

This was a matter for Executive decision.

Cabinet, having considered the report and all the issues and implications contained therein

**RESOLVED –**

- (1)     T H A T a pilot kayak concession operated by a third-party provider at Barry Island beach for a maximum of 1 year from July 2025 to June 2026, at a location at the Eastern shelter, be agreed.
- (2)     T H A T a pilot fruit stall concession operated by a third-party provider at Barry Island beach for a maximum of 1 year from July 2025 to June 2026, at three locations, to be located at either number 2, 4 or 6 beach access points be agreed, with the concession holder being able to move between the 3 locations identified as desired.
- (3)     T H A T the marketing of an opportunity for a concession at the former fishing hut at the seaward end of Penarth Pier for a period of 5 years be agreed and that delegated authority be granted to the Head of Finance/S151 officer to progress the advertising and subsequent tendering of the opportunity in consultation with the Head of Neighbourhood Services.

(4) T H A T delegated authority be granted to all relevant Service Directors in consultation with the Chief Executive, the Deputy Leader and Cabinet Member for Sustainable Places, the Executive Leader and Cabinet Member for Performance and Resources and the Head of Finance/S151 Officer to facilitate the progression of future small-scale concession opportunities for up to 1-year trial periods and if viable following the trial period to let these concessions for up to 3 years following an open marketing exercise.

(5) T H A T, in pursuance of Resolutions (1)-(4), the Monitoring Officer / Head of Legal and Democratic Services be authorised to execute all the necessary licenses to allow all such licences to complete.

**(6) T H A T the use of Section 15.14 of the Council's Constitution (urgent decision procedure) be authorised to allow the third-party provider to begin operation from July 2025.**

#### Reasons for decisions

(1-2) To enhance Barry Island's leisure offerings, boosting tourism and the local economy and to establish commercial arrangements for the summer of 2025.

(3) To promote sustainable tourism and generate income for the Council.

(4) To have a more efficient and streamlined process for approving concession opportunities by delegating authority, thereby removing the need for each individual trial to be referred to Cabinet for approval.

(5) To effect and complete the necessary legal documentation.

**(6) To enable delivery of the concession from the proposed start date."**