

## **Meeting of Economic Group 21<sup>st</sup> October 2020**

### **AGENDA**

- **Apologies for absence**
- **Involvement of local businesses in Christmas festivities.**
- **Shopper scheme. (Suggested by local resident Helen Green)**
- **Banners for lamp posts. (Proposed by Paul Griffiths)**
- **Proposed activities in 2021**
- **AoB**

### **Meeting was held via Zoom on 21/10/2020 at 6.30pm.**

The following Community Councillors attended: - Gwyn Jackson, (Chairman) Anne Jackson, Paul Griffiths, Martin Ashford, Neil Holley, Mike Davies and Karan Lane. The local business people were invited but none attended.

**Apologies for absence were received from Margaret Griffiths and Helen Green.**

The meeting was called to discuss the involvement of local businesses in the Christmas festivities following the cancellation of Christmas activities based at the Athletic Club. Unfortunately, local business representatives did not attend the meeting.

### **Local Shopper Scheme.**

Ms Helen Green, a local resident, had contacted the Community Council proposing a scheme to encourage the community of Pontyclun to support local shops. An overview of the scheme is attached to this report. The meeting fully agreed with the sentiment of supporting local businesses but were of the view that the Community Council did not have the resources needed to support the scheme. It is proposed that the scheme details are shared with local businesses who may wish to adopt it. YouTube presentation by Ms Green - <https://youtu.be/i6LiSyeRR6w>

More details can be found in appendix document

### **Benches.**

Agreement has been reached over the siting of a bench at the top end of Station Terrace.

## **Banners.**

The erection of banners on lamp posts along Cowbridge Road encouraging the community to shop locally was proposed by Paul Griffiths. Costings had been obtained for the Design, Banners, Brackets and the hire of a Cherry Picker and is estimated to be £2242.00 based on 10 banners.

There are a number of issues to clarify including

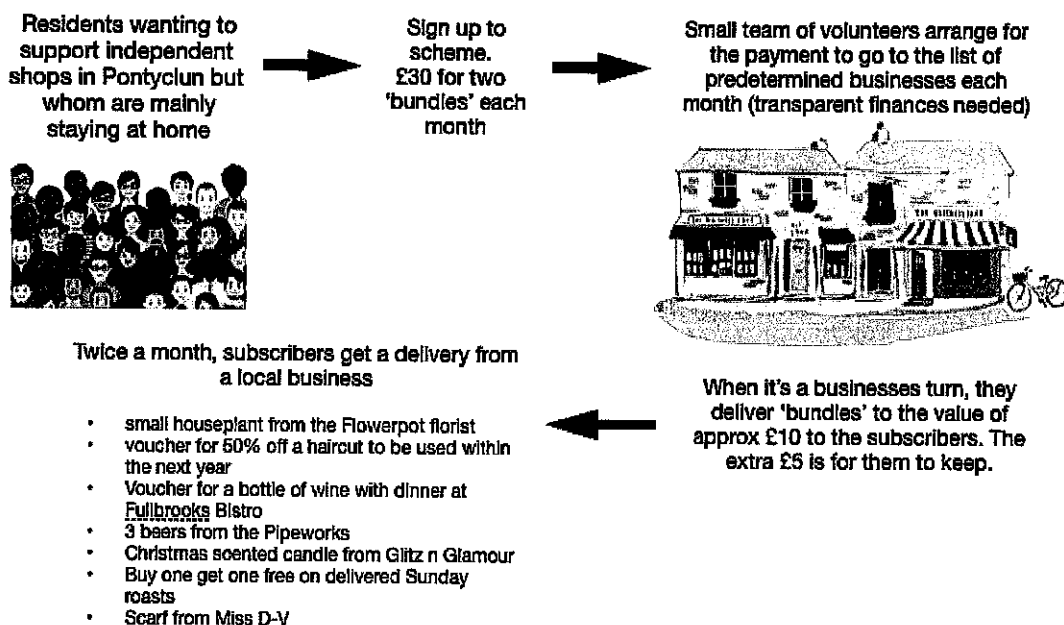
- Potential locations and if installation can be phased
- Resources to install
- Potential timescales

The working group will discuss these proposals further at its next meeting and then provide a recommendation to the Council

## **AoB**

None.

## Pontyclun Subscription Scheme- Overview



Q. What kind of things could residents signing up get?

A. Ideally, items that can be easily posted or left in a safe place e.g.

- pack of brownies delivered by a coffee shop
- pack of greetings cards from Giles Gallery
- small houseplant from the Flowerpot florist
- voucher for 50% off a haircut to be used within the next year
- Voucher for a bottle of wine with dinner at Fullbrooks Bistro
- 3 beers from the Pipeworks
- Christmas scented candle from Glitz n Glamour
- Buy one get one free on delivered Sunday roasts
- Scarf from Miss D-V
- voucher for 50% off a massage from K Beauty to be used in the next year
- 4 scotch eggs from Pontyclun Deli

Why would a business want to sign up?

- Reaching new customers
- Income that they're missing from 'passing trade'
- A chance to share promotions
- For every £15 that's paid to them, they keep at least £5

So one business will have to deliver to everyone in the same week?

Not necessarily, we could run two (or more) cycles of the scheme that people can choose between e.g.

	<b>Resident</b>	<b>Bundle cycle A</b>	<b>Bundle cycle B</b>
November week 1	Donald	Charisma hair	Flowerpot
November week 3	Minnie	Brunch Stop	Giles Gallery
December week 1	Mickey	Pontyclun Deli	Thirsty Elephant
December week 3	Daisy	Pipeworks	Butchers

Next steps?

- Create small working group
- Create promotional materials
- Approach businesses
- Advertise to local community in the run up to Christmas

Contact details

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