

PRIDE IN BARRY

*An association of voluntary organisations, local authorities and others
who have combined together to strive to improve the local environment*



Strategy Document

2012

**Produced by
Pride In Barry
18th April 2012**



PRIDE IN BARRY

An association of voluntary organisations, local authorities and others who have combined together to strive to improve the local environment

Foreword

This Strategy Document was produced in April 2012. It builds on our first Strategy Document of 2004.

The document states out our core values and beliefs, and our aims and goals. It sets out the way we intend to operate, the initiatives we intend to work on, who we need to work with, and the timeframes.

The Honorary Life President, Gareth Howe, and Immediate Past Chairman, Derek Bryer, who were founders of Pride In Barry have sadly passed away. We recognise their immense contribution to Pride In Barry and to the Town of Barry, and we give thanks for their unstinting contribution, guidance, and friendship.

The Executive Committee are:

Chairman	Paul Haley
Vice Chairman	Geraint Evans
Secretary	Richard Thomas
Treasurer	Paul Goodwin
Officers	Peta Goodwin, Mark Harris, Andy Green, Lyndsey Adams

The Secretary's address for correspondence is:

Pride In Barry	Telephone: 029 2053 1894
11 Porlock Drive	E-mail rta@cix.co.uk
Sully, Penarth	
Vale of Glamorgan	
CF64 5QA	

We extend a welcome to anyone who shares our values and beliefs, and wants to become involved. We believe that anyone can help to make a difference and all contributions in whatever form are of equal value and importance.

P.S.Haley

Paul Haley
Chairman
Pride In Barry

18th April 2012

PRIDE IN BARRY

*An association of voluntary organisations, local authorities and others
who have combined together to strive to improve the local environment*

Contents	Page No.
Foreword	2
Contents	3
1. Introduction	4
2. What is Pride In Barry.....	4
3. Purpose.....	4
4. Our Values.....	4
5. Our Goals.....	5
6. Our Beliefs.....	5
7. How Pride In Barry Operates...	5
8. Review of 2004 Strategy.....	6
9. Conclusion.....	7
10. 2012 Strategy.....	8
Appendix A – Constitution.....	10

PRIDE IN BARRY

An association of voluntary organisations, local authorities and others who have combined together to strive to improve the local environment

1. Introduction

1.1. This Strategy Document represents the current position of Pride In Barry and sets out the future direction as at the date of publication. It is intended to review the Strategy Document at least annually.

2. What is Pride In Barry?

2.1. A non-political association of voluntary organisations, authorities and others who have combined together to strive to improve the local environment.

2.2. The organisation is properly constituted and a full copy of the current Constitution can be found at Appendix A.

3. Purpose

3.1. The purpose of Pride In Barry is to increase civic awareness, promote environmental improvement and enhancement, steer regeneration programmes and to generate a pride in the town.

4. Our Values

4.1. We believe that the Town of Barry is special: We want to keep it special for present and future generations.

These are the things that we appreciate and which make Barry special

Environment	<ul style="list-style-type: none">• An attractive place to live, work and visit• Pleasant coast, countryside and urban landscape• A rich heritage
Community	<ul style="list-style-type: none">• Thriving sporting clubs; excellent recreation and leisure facilities• Large numbers and variety of community groups• A diverse and dynamic environment – entrepreneurial and successful• A balance and respect of young and old, ethnicity and culture• A friendly atmosphere which welcomes newcomers• Good schools & the FE College is going from strength to strength
Economy	<ul style="list-style-type: none">• A mixed economy with commercial organisations of all sizes working in partnership with the community• Economic prosperity for self, family and wider community• Supporting economic opportunity for all

PRIDE IN BARRY

An association of voluntary organisations, local authorities and others who have combined together to strive to improve the local environment

5. Our Goals

5.1. Barry will not remain special by itself. Standards and expectations rise and we face competition from outside. As a result we need to protect what Barry currently has but we also need to improve Barry. We need to continually invest in new projects and to review these on a regular basis. It takes effort and commitment to do this. Pride In Barry is committed to promoting these efforts and supporting those who demonstrate commitments to the Town that we share and the values we appreciate.

6. Our Beliefs

6.1. We believe in:

- Quality in design
- Imaginative use of land
- Quality Landmark buildings
- Quality restoration, regeneration and renaissance
- Investing for the Future
 - Town Hall, King Square and Central Park
 - Holton Road
 - The Waterfront
 - Barry Island
 - Developing Education and Training facilities
 - Environmental enhancements
- Partnerships
- Developing Business and Community links
- Self-help

7. How Pride In Barry operates

Independently	Without influence from party politics or other non-Barry organisations
Honest and Fair	We abide by all well-established norms of behaviour in our dealing with people and with money.
Integrity	We always remember that developments have irreversible effects on the environment, on people and the economy, and that we have a responsibility to hand on an improved inheritance to future generations. This means attempting to think through the likely consequences of actions that we take in order to avoid undesirable consequences.
Socially and Ethically Responsible	All our actions should be equitable and should not disadvantage one group or person for the benefit of another group or person.

PRIDE IN BARRY

An association of voluntary organisations, local authorities and others who have combined together to strive to improve the local environment

8. Review of our 2004 – 2011 Strategy

No.	Description	Status	
1	Welcome to Barry signs – ensure that good quality information signs welcome visitors at all access points into Barry		Installed on all entrances into Barry
2	Greening of the Town and coastal perimeter – maximise opportunities to enhance environmental landscape within the Town and along the coastal perimeter		Footpaths around Nell’s Point and allotments re-opening
3	Creation of Town heritage trails - with appropriate information signage that is well maintained		VOG put display trail boards in place
4	Visual improvement to the seaward side of Broad Street - to open up a visual link between the main inner arterial road and the Waterfront		
5	Removal of the Waterfront Tank Farm - from the Barry Island side of the Waterfront		Completed
6	Public Art - to be commissioned and installed, with well funded annual maintenance provision set aside		PIB consulted by Consultants who produced Arts Strategy Document for VOG in 2005 and reflected in Powell Dobson Urbanist Report of 2010
7	Maintenance of Barry Island - mosaics and features		Limited repairs
8	Make A Difference Day – Litter and Environmental Awareness scheme, whereby Pride In Barry oversees a programme of litter collection and environmental competitions for groups and sponsors each bag of litter collected at, say, £2 a bag.		Not progressed, although a number of Enviro groups carrying out beach cleaning etc
9	“Adopt a ……” Programme - Extend opportunities for others to make a difference. Set up schemes to adopt a litter bin, bench, tree, roundabout, flower basket, street etc.		Not progressed
10	Reintroduce the Pride In Barry Award Scheme – an Award to any group in Barry, Street, area, association, school, who undertakes a good environmental improvement scheme. This could be combined with other projects listed.		Not progressed
11	Encourage business involvement in enhancing Civic Pride		Attracted sponsorship from businesses
12	Use existing Barry web site as an information portal		Also created our own website
13	Ambassador and Young Ambassadors		Ambassador Awards held

PRIDE IN BARRY

An association of voluntary organisations, local authorities and others who have combined together to strive to improve the local environment

	Programme - Participants trained and given support to give talks, presentations and take advantage of opportunities to talk the town up. This can be to existing residents and community groups, schools and colleges, businesses and wider business networks.		
14	Re-invigorate the “Building a Brighter Barry Campaign” - could be a banner under which all the above programmes could operate, to win hearts and minds.		For much of early period, PIB led hearts and mind, town self-image has improved.
15	Annual opinion survey - to monitor the effectiveness of all the above programmes on residents and surrounding area inhabitants against a baseline study to be conducted in 2004 subject to funding.		BTC undertook this
16	Encourage retention and storage of material of local interest - that could form a readily accessible historical archive of Barry.		Supporting a “Barry Museum”
17	Blue Plaque Scheme – a scheme to identify and then recognise buildings, and places of historical significance due to previous ownership, occupation, event etc.		10 Blue Plaques installed
18	Event Strategy – to support the need for a properly funded event programme within an overall event strategy for Barry.		VOG put budget In place, an Event Committee, and Waterfront Festival established but more to be done

9. Conclusion

9.1. Our conclusion is that Pride In Barry achieved success in encouraging elements of the 2004 Strategy.

9.2. It must also be recorded that, due to circumstances, much time was diverted into campaigning for the continued funding of the Barry Regeneration Project. In fact, this campaign took over 4 years of effort, which culminated in Barry being awarded **Strategic Regeneration Area status in 2010** and a funding element of **£9million** (subsequently increased to **£9.8million** due to diligence of Pride In Barry).

9.3. Pride In Barry is represented on the Barry Regeneration Board by Paul Haley and will look to achieve similar status on any new or amended regeneration programmes.

9.4. Our aim has been to move forward from the list of initiatives above, to provide **Vision, Ambition, & Leadership** into the Barry Regeneration programme, recognising that Pride In Barry is one of the few participants who have been continuously involved since the programme began in 1994.

9.5. This is reflected in our following list of Strategic Projects, which we will aim to work to achieve with any stakeholders who share our Vision & Ambition.

PRIDE IN BARRY

*An association of voluntary organisations, local authorities and others
who have combined together to strive to improve the local environment*

10. 2012 Strategy

Ref No.	Description	A B C Category	Identify Others	Timeframe Short – 1-2 years Medium -3-5 yrs Long – 6-10 yrs	Implementation Date	Status
1	Marina - linking Barry/Waterfront/Barry Island, and also ensuring water is utilised, creating direct and indirect jobs, leisure and tourism, and further quality investment in cafes and restaurants	C	WG, VOG, ABP, WHC	Long		
2	Attractions at Barry Island . Nationally-recognised indoor all year round, with better marketing, further accommodation/hotels	C	VOG, WG	Medium		
3	Cardiff & Vale College “Super Campus” on Waterfront , near train station, and linking with Business Park, linking high quality education, opportunities through education, and business links.	C	WG, VOG, CVC	Long		
4	Business Park , with an anchor tenant, in front of Dock Office end of Waterfront, near train station. Creating local jobs, reducing travel to Cardiff and retaining income within the Town.	C	VOG, WG, ABP, WHC	Long		
5	Regeneration Funding to be extended. Longer extension to regeneration time horizon to give certainty and confidence to investors, say 5+ years. Pride In Barry will make the case for Barry to be included within the Assisted Area Maps in 2014.	B	VOG, WG	Short/ Medium		
6	Upgrading of lower road linkage to Cardiff road network. The success of Barry will be undermined if the road network does not support economic & social activity.	C	VOG, WG	Long		
7	Redevelopment of The Mole , with cafe's, restaurants, sailing club, and enabling access to the water especially for Youth Sailing Groups – which could be enabled with a short term solution.	C	WHC, WG	Medium		

PRIDE IN BARRY

*An association of voluntary organisations, local authorities and others
who have combined together to strive to improve the local environment*

8	Proper Events programme to be created and funded to build on increase of visitors, rejuvenated town, and bring footfall and spend,	C	VOG	Short		
9	Holton Road & Mary Portas Review. The Government at Westminster are looking for 12 towns in England to become guinea pigs. Welsh Government to experiment with Barry. The Powell Dobson Urbanist Report should be included within this and also to add fresh impetus to compacting the Holton Road shopping centre.	C	VOG, WG	Short		
10	Re-establish a proper Town Centre Manager with proper budget to promote the Town Centre	C	VOG	Short		
11	Create a sustainable Arts & Heritage Centre	C	VOG, WG	Short		
12	Blue Plaque Scheme – further 10 plaques, subject to funding	A		Short		
13	Public Art to be commissioned and installed with opportunities for local artists, and with public consultation	C	VOG, WG	Short		
14	Public Sector Support. Welsh Government to disperse jobs to Barry to show leadership and support for Regeneration – None at present in Barry or Vale	C	WG	Medium/ Long		
15	Create a lip on the Old Harbour to ensure it always holds water to make it an attractive approach to Barry Island	C	VOG, WG	Long		
16	More opportunities for local people to participate , through adopting benches, pocket parks, allotments, community interest companies, social enterprises	B	BTC, WG	Medium		
17	Campaign for an extension to the current WG Regeneration Funding	A		Short/ Medium		
18	Engage with WG with regard to any new Regeneration Strategies for Wales	A		Short/ Medium		
19	Car Parking for High Street, Broad Street, Market Street, Island Road. This highly popular shopping area has high retail occupancy levels and is long overdue in being supported with the provision of a car park. Sites such as Barclays Bank & RAOB should be investigated.	C	VOG, WG	Medium/ Long		

Key to ABC Category - “A” can be achieved by Members; “B” by Members with help of others; “C” by others

Key to Identify Others – “BTC” Barry Town Council, “VOG” Vale of Glamorgan Council, “WG” Welsh Government, “ABP” Associated British Ports, “WHC” Waterfront Homes Consortium, “CVC” Cardiff & Vale College

PRIDE IN BARRY

An association of voluntary organisations, local authorities and others who have combined together to strive to improve the local environment

Appendix A

Constitution

1 Name

The name of this Organisation shall be Pride in Barry.

2 Purpose

The purpose of the Organisation is to increase civic awareness, promote environmental improvement and enhancement, and to generate a pride in the town.

3 Membership

Membership of the Organisation is by invitation of the officers to any organisations, be they voluntary, a company, local or statutory authorities, together with any individuals, who share the purpose of Pride in Barry.

Members shall accept responsibility for themselves when attending an event organized by the group.

Membership of the organisation shall not be restricted or withheld by reason of class; ethnic origin, nationality (or statelessness) or race; gender; marital or sexual status; mental or physical ability; political or religious belief.

4 Powers

In furtherance of the objects but not otherwise the Executive committee may exercise the following powers:-

- to raise funds and to invite and receive contributions and shall conform to any relevant requirements of the law.
- to do such other lawful things as are necessary for the achievements of the purpose.

5 Meetings

The Organisation shall meet from time to time as necessary.

There shall be a General Meeting held annually at which Officers for the year will be elected and the financial accounts presented.

6 Officers

The Executive Committee shall comprise the Officers of the Organisation, who shall be:~

- President
- Chairman
- Vice Chairman
- Hon Secretary
- Hon Treasurer

7 Finances

The financial year shall run from 1 January to 31 December.

PRIDE IN BARRY

An association of voluntary organisations, local authorities and others who have combined together to strive to improve the local environment

The treasurer shall keep a current and accurate account of all monies and shall present an audited account to the Annual General Meeting.

The Executive Committee shall be empowered to enter into financial commitments on behalf of the Organisation any one of which shall not exceed £100 in value.

The group shall open a bank account with three signatories of which two must sign for outgoings.

All money received shall be devoted to the purpose of the group. No payment shall be made to any member other than out of pocket expenses incurred on behalf of the group

8 Voting

All matters shall be decided by a simple majority vote.

9 Extra-Ordinary General Meetings

An E.G.M. shall be arranged within 14 days of a request signed by 10 Members being presented to the Secretary.

10 Sub-Committees

The Committee may appoint such Sub-Committees as are felt necessary from time to time for various purposes.

11 Fees and Dues

Any fees, contributions or dues may be levied on Members such as the Membership sees fit at a general meeting, to make up any shortfall between commitments properly entered into and any voluntary contributions or sponsorship received.

12 Dissolution

In the case of the group disbanding or dissolving any assets remaining after the satisfaction of any proper debts and liabilities shall be given or transferred to another institution or institutions as decided by the members.

13 Alterations to the Constitution

The Constitution may be altered by a resolution passed by a simple majority of those present and entitled to vote at any General meeting of the Organisation, provided that written notice of the meeting, setting out the actual words of the resolution to be proposed, shall be sent to the members not less than 14 days before the date of the meeting.

Adopted 24 February 2004

P.S.Haley

Chairman
Hon Secretary

R. Thomas