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County Council

Neuadd Cyngor Ceredigion, Penmorfa,
Aberaeron, Ceredigion SA46 0PA
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17 October 2023

Lisa Evans

01545574177

Dear Sir / Madam

I write to inform you that a Meeting of the Thriving Communities Overview and Scrutiny Committee will be held at the HYBRID - NEUADD CYNGOR CEREDIGION, PENMORFA, ABERAERON / REMOTELY VIA VIDEO CONFERENCE on Monday, 23 October 2023 at 10.00 am for the transaction of the following business:

1. **Apologies**
2. **Disclosures of personal interest (including whipping declarations)**
Members are reminded of their personal responsibility to declare any personal and prejudicial interest in respect of matters contained in this agenda in accordance with the provisions of the Local Government Act 2000, the Council's Constitution and the Members Code of Conduct. In addition, Members must declare any prohibited party whip which the Member has been given in relation to the meeting as per the Local Government (Wales) Measure 2011.
3. **Parking Proposals and Opportunities (Pages 3 - 20)**
4. **Food Centre Wales (Pages 21 - 24)**
5. **To confirm the Minutes of the previous Meeting and to consider any matters arising from those Minutes (Pages 25 - 28)**
6. **To consider the Overview and Scrutiny Forward Work Programme (Pages 29 - 36)**

Members are reminded to sign the Attendance Register

A Translation Services will be provided at this meeting and those present are welcome to speak in Welsh or English at the meeting.

Yours faithfully



Miss Lowri Edwards
Corporate Lead Officer: Democratic Services

To: Chairman and Members of Thriving Communities Overview and Scrutiny Committee

The remaining Members of the Council for information only.

CYNGOR SIR CEREDIGION COUNTY COUNCIL

Report to: Thriving Communities Scrutiny and Overview Committee

Date of meeting: 23 October 2023

Title: Parking Proposals and Opportunities

Purpose of the report: Provide information relating to the following recommendations made to Cabinet on the 05 September 2023

- i. That Cabinet consider undertaking a review of charging for parking along the Promenade in Aberystwyth; and
- ii. That Cabinet consider offering 2 hours of free parking between 8am and 10am on Monday to Friday in one car park in Lampeter, Aberaeron and Cardigan.

Reason Scrutiny have requested the information:

To provide detail to inform deliberations on the above proposals so these can potentially be presented to Cabinet for consideration.

Background

i. That Cabinet consider undertaking a review of charging for parking along the Promenade in Aberystwyth

Proposals to consider charging for parking on the highway element of Aberystwyth Promenade have been mooted for some time. In order to consider this more fully it is necessary to understand the process that would underpin this and the associated timelines involved with facilitating this.

ii. That Cabinet consider offering 2 hours of free parking between 8am and 10am on Monday to Friday in one car park in Lampeter, Aberaeron and Cardigan.

A report, provided as **Appendix 2**, was presented to the Committee on the 31 July 2023 with detail regarding the proposal for 2 hours free parking before 11am at Council Operated Pay and Display Car Parks. Further to discussions at the Committee meeting the following recommendation was made:

- ii. That Cabinet consider offering 2 hours of free parking between 8am and 10am on Monday to Friday in one car park in Lampeter, Aberaeron and Cardigan.

Current Situation

i. That Cabinet consider undertaking a review of charging for parking along the Promenade in Aberystwyth.

The process and timeline associated with introducing on street parking on the highway sections of Aberystwyth Promenade is provided in **Appendix 1**.

More detailed information relating to the practical, financial, political and public acceptance, implications on wider parking issues/pressure in Aberystwyth of potentially implementing of the proposal would be the subject of a further report if there is support in principle for this.

ii. That Cabinet consider offering 2 hours of free parking between 8am and 10am on Monday to Friday in one car park in Lampeter, Aberaeron and Cardigan.

The detail relating to ticket sales for 1 and 2 hour tickets before 10:00 at the car parks in Lampeter, Aberaeron and Cardigan for the period 01 April 2022 and 31 March 2023 is provided as **Appendix 3**. **Appendix 4** provides the same data for Monday-Friday only.

While it is by no means an exact science due to potential changes in behaviours as a result of a number of variables, the data provides a flavour of the income that the County Council would forego if parking at the three towns was provided for free at its Pay and Display Car Parks before 10:00.

This amounts to in the region of £45,000 for a 7-day arrangement or £38,000 for a Monday-Friday arrangement.

While the proposal relates to the free parking being afforded in one car park at each town, if free parking is deemed to be a determining and influencing factor, then it would be logical to assume that there would be migration from the car parks where charges would continue to apply to those which were free.

On this basis, for modelling purposes, it is assumed that all of the £45,000/£38,000 income would be lost.

Therefore, in practice and to avoid confusion, it would probably be easier to communicate and more operationally practicable to consider affording the free parking at all of the car parks in the respective towns before 10:00. Charging hours would start at 10:00.

The £45,000/£38,000 would be in addition to the currently forecast £40,000 per annum which is lost due to the free parking being afforded at the Pay and Display Car Parks at Tregaron and Llandysul, amounting to a total loss in income of between £78,000 and £85,000.

We are unaware of any tangible evidence to suggest free parking at Llandysul and Tregaron has had any impact on the local economy.

To retain the free parking arrangements at Llandysul and Tregaron while introducing a two-hour free parking arrangement in three of Ceredigion's towns would, as well as have a negative financial impact for the Authority, further move us away from the rationalisation of the off street parking offer in Ceredigion.

Less consistency leads to confusion, and the cleaner, simpler, clearer and more consistent the offering is, the easier this is to understand, communicate and promote. This is the direction to the Service has been eager to move towards in recent years.

However, It is clear from feedback received that there remains a lack of understanding in respect of charging structures and the charges themselves and proposals such as this would only serve to compound matters.

Wellbeing of Future Generations:

Has an Integrated Impact Assessment been completed? If not, please state why.

This report is provided for consideration following the request by the Committee to consider a general proposal.

Summary of Integrated Impact Assessment:

Long term: NA
Collaboration: NA
Involvement: NA
Prevention: NA
Integration: NA

Recommendation(s):

That the Committee notes the content of the report and on the basis of:

- **the stark wider financial challenges that the Authority is facing; and**
- **a lack of any tangible evidence to suggest free parking at Llandysul and Tregaron has had any impact on the local economy**

Does not support or recommend the progression of the proposal to afford two hours free parking at pay and display car parks in Lampeter, Aberaeron and Cardigan before 10:00.

Reasons for decision:

INSERT TEXT

Contact Name: Gerwyn Jones
Katy Spain

Designation: Corporate Manager Environmental Services
Service Manager Transport Services

Date of Report: 09 October 2023

Acronyms:

Appendix 1

The process, considerations and timelines associated with introducing on street parking on the highway sections of Aberystwyth Promenade

The proposal suggested during the Scrutiny meeting on 31 July 2023 to introduce parking charges along the Promenade in Aberystwyth, can be progressed in terms of legalities and practicalities.

Full public consultation would be required as part of the usual process for any Traffic Order, and if charges were to be introduced via a separate Traffic Order rather than as part of a larger piece of work, the legal cost of advertising would be in the region of £5,000.

Generally, there are two types of Traffic Regulation Orders (TRO) that Ceredigion County Council, as the Highway Authority, can consider introducing to prevent or restrict parking on the public highway. These are:

- a) A permanent TRO involving full formal and public consultation normally taking between 6 – 12 months to introduce. This type of Order cannot be amended/ changed without undertaking the full formal process.
- b) An Experimental TRO is an Order that can be used to try out a new highway measure and requires consultation with the emergency services. An Experimental TRO normally takes about 3-6 months to introduce and can last up to 18 months. During the first 6-month period the measures are monitored and assessed including the consideration of any objections or amendments.

Previous investigative work undertaken in 2016, identified the following locations for potential charged for parking bays (in brackets) along the Promenade:

- Northern end of Victoria Terrace to junction with Albert Place (39)
- Junction with Albert Place to the pedestrian crossing by the toilets (19)
- Pedestrian crossing by the toilets to the pedestrian crossing by Terrace Road (15)
- Terrace Road to the Royal Pier (seaward side) (27)
- Outside the Belle Vue Hotel (landward side) (8)
- Limited waiting bays near the junction with Pier Street (landward side) (20)
- South of the Pier to Castle Point (43)
- Bay outside the Cambrian Hotel/University (12)
- Castle Point to South Marine Terrace (23)
- South Marine Terrace (seaward side) (20)
- South Marine Terrace (landward side) (20)

This is not to suggest that introduction of charges might be advisable at all of these locations, as considerable opposition can be expected at a number of locations, given the proximity to hotels, bed & breakfasts, other businesses, student residences etc.

A vehicle spacing of 6 metres in length has been assumed in calculations, this falls between the usual 4.8m to 6.6m length for individual marked parking bays parallel to

kerbs and takes into account larger vehicles such as 4x4s. On street pay and display parking is usually installed in the form of zones, indicated as such by signage at entry points.

Depending on where charges are to be introduced, the cost of zone signage would have to be added to start-up costs (approximately £500 per sign and post, including installation), however, additional prohibitions of parking (e.g. double yellow lines), may also have to be installed.

A spacing of one ticket machine approximately every vehicle 11 spaces was assumed in 2016, and a cost of £5,000 per ticket machine, meaning that 26 machines at a cost of £130,000 would be required if all locations were included.

The impact on Parking Services of introducing charges on Aberystwyth sea front could be considerable, and full consideration should be given to increasing staff resources accordingly.

An alternative solution would be that parking charges would be paid through an app/phone-based system, which would remove the need for costly infrastructure, but may be of concern to those not familiar with app-based purchasing/payment mechanisms.

It was suggested that the charging structure be not too dissimilar from other Ceredigion County Council charging structures, so as to avoid confusion amongst users, and therefore a charging rate of £2.30 (1hr), £3.40 (2hrs), £4.60 (3hrs), £6.00 (per day) has been assumed for parking, which is commensurate with current charges in existing short stay car parks in Aberystwyth.

As well as the locations of any on street pay and display zones, consideration should be given to what would be a desirable maximum length of stay, bearing in mind the various reasons why motorists would seek to park here.

Positives and Negatives of Charging

Discussion during considerations in 2016, stakeholders identified the main positives and negatives to introducing parking charges along the Aberystwyth Promenade.

Stakeholders listed the positives as follows:

- Parking charges would provide much needed additional revenue to help fund other services provided by Ceredigion County Council
- Parking charges could help to create a higher turnover of spaces helping to create more spaces to park on the promenade during peak times
- A higher turnover of spaces may encourage more people to visit Aberystwyth knowing that they would have somewhere official to park on the seafront
- The number of visitors able to park on the seafront during the day may increase with a higher turnover of parking spaces.
- If this is the case it was suggested that this may help increase the customer base for local businesses along the Promenade

- Parking charges along the Promenade may help to encourage active travel in Aberystwyth

Stakeholders listed the negatives as follows:

- There would be a cost to implementing and managing the new paid parking system
- Paid parking might discourage visitors/ people parking along the Promenade
- If paid parking discourages visitors from parking along the Promenade this may be a disadvantage to local businesses
- A new paid parking zone may create negative opinions and perception from residents towards Ceredigion County Council

Should displacement parking or capacity for parking become an issue after charges are introduced then there are mitigating measures that could be introduced. This could include the consideration of a residents parking permit scheme or resident parking zones.

However, this would need careful consideration by CCC before being implemented as these schemes can be costly to operate in terms of officer time for set up and administration and also issuing of permits and may not meet stakeholder expectation in being able to secure a parking space when needed.

Appendix 2

Cyngor Sir CEREDIGION County Council

REPORT TO: Thriving Communities Overview and Scrutiny Committee

DATE: 31 July 2023

LOCATION: Council Chamber, Penmorfa

TITLE: Proposal for 2 hours free parking before 11am at Council Operated Pay and Display Car Parks.

PURPOSE OF REPORT: For consideration

REASON SCRUTINY HAVE REQUESTED THE INFORMATION:

At the Thriving Communities Overview and Scrutiny Committee meeting held on 10 February 2023 to consider the Fees and Charges for 2023/24, a proposal was put forward to give consideration to the option of allowing 2 hours free parking before 11am in all Ceredigion County Council Managed Pay and Display Car Parks.

BACKGROUND:

1.1 General Car Park information

The Council operates 21 Pay and Display Car Parks across Ceredigion at its main centres of Aberaeron, Aberystwyth, Cardigan, Lampeter, Llandysul and Tregaron. These are a mix of dedicated short stay only, short and long stay and long stay only car parks, as well as a mix of all year-round car parks which charge from 8am – 6pm and seasonal car parks which charge 8am – 10pm from 1 March to 31 October annually.

The details of these are summarised in **Appendix 1**.

The use of the Council's Pay and Display Car Parks is discretionary, with members of the public being able to choose whether to use these or alternatives which includes free on street parking or free and paid for off street parking provided by others.

In general, fees and charges at the Council's Car Parks are comparable to other local authorities offerings. To provide a flavour, the costs of some 2 hour and 24-hour tickets at what can be considered to be comparable car parks are noted below:

2 hour tickets

- Cardigan / Aberaeron / Lampeter: £2.60
- Machynlleth: £2.50
- Aberystwyth and Ceredigion Seasonal (at New Quay and Aberaeron): £3.40
- Barmouth and Aberdyfi: £1.10 - £4.00

- Tenby: £2.00
- Llandudno: £1.70 - £2.70

24 hour tickets

- Cardigan / Aberaeron / Lampeter: £4.60
- Machynlleth: £4.00
- Aberystwyth and Ceredigion Seasonal (at New Quay and Aberaeron): £6.00
- Barmouth and Aberdyfi: £6.60 (winter) - £11.00 (summer)
- Tenby: £6.00
- Llandudno: £6.00 - £12.00

Whilst the cost of parking can often be cited by individuals or groups as a significant factor affecting footfall, with calls for free parking being made, the 2015 report commissioned by Welsh Government “Assessing the Impact of Car Parking Charges on Town Centre Footfall” (<https://www.gov.wales/sites/default/files/statistics-and-research/2018-12/150610-assessing-impact-car-parking-charges-town-centre-footfall-en.pdf>), concluded that:

- *“The literature review and primary research indicated that car parking charges are only one of a number of factors at play in influencing footfall and town centre vitality.*
(5.1.2, p.32)
- *Overall, this research has indicated that the following parking related factors are important determinants of people’s behaviour in relation to town centres.*
 - *Availability of spaces*
 - *Restrictions on parking (i.e. how long people can park for)*
 - *Proximity of parking to intended destination*
 - *Traffic flow*
 - *Signage*
 - *Overall retail offering*
 - *Out of town retail offering*
 - *Out of town parking charges*
 - *Price of car parking*
 - *Security of car park*
 - *Incentives for parking*
(5.1.2, p.32)
- *These factors are subject to ongoing changes, making it difficult to determine the extent to which they are responsible for changes in behaviour. Our survey also indicated that, while people did agree that car parking charges affect their behaviour, convenience is also a critical factor. In addition, the accessibility of spaces, the number of spaces, and the proximity of parking to the town centre were all shown to be as important as cost.”*
(5.1.3, p.32)

1.2 Representative ticket sales related to vehicles under 3.5t (cars, vans and motorcycles) at CCC Operated Pay and Display Car Parks

A representative split of ticket sales across the car parks for a 12-month period is summarised in **Table 1** below. The table shows that the majority (61.39%) of all tickets sold are for periods of stay up to 2 hours with, a monetary value (net) at 2023/24 prices of £538,545 equating to 41.73% of the total income.

Ticket type	Number of Tickets sold	Percentage of all ticket sold	Monetary value (net) at 23/24 prices
1 hour	124,206	29.24%	£219,259
2 hour	136,607	32.15%	£319,287
3 hour	55,491	13.06%	£175,128
24 hour	104,398	24.57%	£517,133
Weekly	4,146	0.98%	£59,617
Total	424,848	100%	£1,290,423

Table 1. Ticket Sale breakdown (Data Period – 01/11/2021 – 31/10/22 - excluding Llandysul and Tregaron where no charges were levied during this period)

1.3 2023/24 Budget expectations

The budget expectation from Pay and Display car parks for 2023/24 is £1,581,000 (net). However, based on the historic representative ticket sales, it is very unlikely that the income expectation will be achieved, with a predicted income deficit in the region of almost £300,000. In 2022/23 the shortfall was £148,909 (net) based on a target income of £1,221,000 (net).

1.4 Current free parking offering in Pay and Display Car Parks

The Council already provides periods of free parking at its Pay and Display car parks and, whilst it could choose to do so, the Council does not currently charge:

- At all year-round car parks between 6pm and 8am
- At seasonal car parks:
 - Between 10pm and 8am
 - Between 1 November – 28/29 February each year
- For the 3 Saturdays preceding Christmas each year

As well as periods of free parking, various season tickets are available for use at the Pay and Display Car Parks.

These offer excellent value for those who wish to make regular use of these Car Parks.

The following provides an indication of the per rate cost when buying a 12 month season ticket to reflect usage on a 7 and 5 day a week basis.

Aberaeron / Cardigan / Lampeter

£402 / 365 = £1.10

£402 / 260 = £1.55

Aberystwyth

£436 / 365 = £1.19

£436 / 260 = £1.68

1.5 On Street Parking Provision

The Council currently provides free time limited as well as unrestricted parking opportunities on street at all locations where it operates Pay and Display Car Parks.

This provides free parking opportunities ranging from 30 minutes, 1 hour, 2 hours, 3 hours and 4 hour limited waiting (operating generally from 8am – 6pm and which are unrestricted outside these time) to unlimited time during the day.

This is in addition to dedicated Blue Badge holder time limited bays.

1.6 Financial impact of providing 2 hours free parking before 11am

Table 2 below summarises the number of 1 hour and 2 hours tickets which were purchased before 11am across the Council's Pay and Display Car Parks during the representative period 1 April 2022 - 31 March 2023.

Should the proposal be implemented it could potentially result in an income loss of up to £130,000 (net) based on historic ticket sales.

However, this does not consider potential unintended impacts including:

- Those who currently make use of the car parks and pay for parking after 11am but who would alter their visiting habits so that they benefit from the free provision. This would result in additional loss of income outside of the proposed free parking periods.
- Loss of income from visitors who currently stay over 2 hours but under 4 hours who would alter their visiting habits so that they benefit from the free provision, and chose not to pay to extend their visiting times.
- Loss of income from visitors who currently stay over 2 hours but under 4 hours e.g. someone parking at 9am wanting to stay at Maesyrafon for 4 hours would currently pay for a 24 hour ticket at £6 however, under the revised proposal they would only have to purchase a 2 hour ticket (from 11am), resulting in a loss of £2.60 which would not be accounted for in the calculations
- Loss of income from visitors who currently stay over 4 hours who would alter their visiting habits so that they benefit from the free provision, and chose not to pay to extend their visiting times beyond the times noted above, resulting

in a loss of £2.60 which would not be accounted for a loss of income in the calculations in **Table 2**.

Therefore, the financial impact is expected to be even more significant.

Time	1 hour	Value (net)	2 hours	Value (net)	Total (net)
8am	3,396	£5,972.33	2,162	£4,929.00	£10,901.33
9am	11,140	£19,597.66	10,170	£23,091.67	£42,689.33
10am	18,037	£31,735.58	19,529	£45,005.50	£76,741.08
					£130,331.75

Table 2. Number of Tickets sold 1 April 2022 - 31 March 2023 at 23/24 prices (excluding Llandysul and Tregaron where no charges were levied during this period)

Should the proposal be recommended then it would be expected that the Committee identify how the proposal will be fully financed (It should be noted that if the current arrangements at Llandysul and Tregaron were to continue then a total of up to £170,000 (net) would potentially need to be identified).

This would either need to be through:

- identified reductions in expenditure budgets for functions provided by Highways and Environmental Services, which will result in a reduction in service levels provided and/or reduction in staffing levels
- identified reductions in expenditure budgets for functions provided by other Council Services areas together with a budget realignment, which will result in a reduction in service levels provided and/or reduction in staffing levels
- an additional uplift on Council Tax of 0.325% beyond the uplift which is proposed for 24/25 to achieve up to £130,000 (net) (for the 2 hour free proposal) and 0.425% to achieve up to £170,000 (net) should the Committee also recommend retaining the free provision at Llandysul and Tregaron beyond 23/24

More generally, in the current financial climate, with acute pressures on the delivery of a wide range of statutory and front-line services, coupled with the cost-of-living crisis which has seen a dramatic increase in numbers of families reliant on food banks in all areas of the county, consideration would need to be given to the appropriateness of the use of public money to subsidise a discretionary service where there are alternatives available.

1.7 Practical Considerations

In addition to the financial implications, there are some practical considerations, some of which would have financial impacts, including:

- That software for existing pay and display machines would have to amended to facilitate the provision. There would be a cost related to this in the region of £5,000.

- Impacts on efficiencies related to enforcement of on-street and off-street parking restrictions – current patrols combine enforcement at both locations, if this proposal is implemented, visits to towns / locations before 11am would have to be repeated in the afternoon to monitor compliance of car parks resulting in:
 - Reductions in the number of monitoring instances at car parks with potential reductions in income from lower levels of compliance due to lower levels of enforcement.
 - Reductions in the number of visits to other locations without car parks.
 - Increased travel related costs to return to locations to monitor car parks.
- Depending on the detail of any proposal taken forward, it may require changes to the Off-Street Parking Order. If it is required then the process would include a formal consultation process, including public noticing and associated costs related to this. Changes to orders can take between 6 months – 18 months to introduce and can cost in the region of £5,000.
- Depending on the detail of any proposal taken forward, it may require changes to signage at the entrance to as well as within the car parks. There would be a cost associated with this which could be in the region of £15,000.

1.8 Other considerations

In addition to those noted already there are some other considerations in relation to the proposal which include:

Whether the proposal aligns with the Council's declaration of a Global Climate Emergency (Council declares global climate emergency http://www.ceredigion.gov.uk/cpd/Democratic_Services_Meetings_Public/B_RHYBUDD%20GYNNIG%20-%20NOTICE%20OF%20MOTION%20-%20CYNGOR%20-%20COUNCIL%2005.03.20.pdf) as it could be seen as incentivising the use of private vehicles

- Current arrangements at Market Street Car Park, Lampeter provides that, patrons of Sainsbury's who spend over the qualifying amount, are refunded the cost of their parking by Sainsbury's. Any free provision provided at this car park would result in a financial saving to, and could be seen as subsidising income for a private business.

1.9 Potential alternative options

Other potential options which could be considered include changing the charging hours of Council Pay and Display Car Parks to commence at 9am or 10am which would effectively provide 1 or 2 hours free parking compared to the current charging arrangements. This alternative proposal would require between £11,000 (9am) and £53,500 (10am) to be identified to fund the proposal. This would be a simpler and clearer proposal to implement.

1.10 Conclusion

Parking can be an emotive and high-profile matter which is subject to ongoing comment and debate.

A populist view is that free parking is a positive and has benefits in generating footfall and economic prosperity.

However, it would appear that there is little tangible evidence to support this view in reality and reports (Welsh Government “*Assessing the Impact of Car Parking Charges on Town Centre Footfall*”) have shown that there will be a number of factors which influence where, why and how often people will visit a location.

While providing more free parking may be well received it is less clear what tangible benefits would be derived from doing so.

The income generated from the Pay and Display Car Parks provides a significant budget contribution to the ongoing maintenance and management of the car parks, as well as the delivery of front-line and other associated services.

The financial implications of offering 2 hours free parking before 11am at CCC’s Pay and Display Car Parks would be significant and would likely be in the region of £130,000 (net)per annum.

The Service is developing opportunities and options that could further optimise the Council’s portfolio of Pay and Display Car Parks and will look to bring and update on these to this Committee later in 2023/24.

Has an Integrated Impact Assessment been completed? If, not, please state why

This report is provided for consideration following the request by the Committee to consider a general proposal.

WELLBEING OF FUTURE GENERATIONS:

Summary: NA

Long term: NA

Integration: NA

Collaboration: NA

Involvement: NA

Prevention: NA

RECOMMENDATION (S): That Scrutiny Committee note the contents of the report

REASON FOR RECOMMENDATION (S): NA

Contact Name: Gerwyn Jones

Katy Spain

Designation: Corporate Manager Environmental Services

Service Manager Transport Services

Appendix 3

1 and 2 hour tickets sales Aberaeron, Lampeter and Cardigan 01.04.2022 – 31.03.2023 (7 days a week)

	08:00:00 – 08:59:59				09:00:00 – 09:59:59			
Location	1 hour	Value (£)	2 hours	Value (£)	1 hour	Value (£)	2 hours	Value (£)
Aberaeron								
North Beach	-	0	39	81.20	-	0	248	523.30
Lower Regent Street	39	65.40	42	78.90	334	563.10	529	999.40
South Beach	-	0	18	37.60	-	0	102	220.20
Total	39	65.40	99	197.70	334	563.10	879	1,742.90
Lampeter								
Cwmins	159	268.90	107	223.80	697	1,178.00	540	1,127.10
Market Street	2,118	3,579.40	750	1,569.40	5,548	9,376.80	2,924	6,110.30
Rookery	67	113.50	46	96.40	269	456.20	223	467.60
Total	2,344	3,961.80	903	1,889.60	6,514	11,011	3,687	7,705.00
Cardigan								
Fairfield	298	502.80	242	505.70	1,049	1,772	1,116	2,330.10
Greenfield Square	287	485.00	380	794.00	2,123	3,586.40	2,209	4,615.40
Quay Street	45	75.80	111	231.70	504	851.00	796	1,663.50
Total	630	1,063.60	733	1,531.40	3,676	6,209.40	4,121	8,609.00
Grand total	3,013	£5,090.80	1,735	£3,618.70	10,524	17,783.50	8,687	18,056.90

Appendix 4

1 and 2 hour tickets sales Aberaeron, Lampeter and Cardigan 01.04.2022 – 31.03.2023 (Monday-Friday)

	08:00:00 – 08:59:59				09:00:00 – 09:59:59			
Location	1 hour	Value (£)	2 hours	Value (£)	1 hour	Value (£)	2 hours	Value (£)
Aberaeron								
North Beach	-	0	27	56.00	-	0	135	288.00
Lower Regent Street	22	37.00	31	58.30	199	335.70	267	504.00
South Beach	-	0	9	18.80	-	0	72	155.20
Total	22	37.00	67	133.10	199	335.70	474	947.20
Lampeter								
Cwmins	144	243.60	87	181.80	584	987.00	455	950.00
Market Street	1,700	2,874.90	649	1,358.70	4,543	7,680.40	2,579	5,390.00
Rookery	56	95.00	37	77.50	216	366.50	170	356.40
Total	1,900	3,213.50	773	1,618.00	5,343	9,033.90	3,204	6,696.40
Cardigan								
Fairfield	259	437.20	215	449.30	911	1,539.40	988	2,062.70
Greenfield Square	233	394.30	314	656.10	1,760	2,974.30	1,849	3,863.90
Quay Street	36	60.60	86	179.60	404	682.00	650	1,358.80
Total	528	892.10	615	1,285.00	3,075	5,195.70	3,487	7,285.40
Grand total	2,450	4,142.60	1,455	3,036.10	8,617	14,565.30	7,165	14,929.00

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Cyngor Sir CEREDIGION County Council

REPORT TO:	Thriving Communities Overview and Scrutiny Committee
DATE:	23 October 2023
LOCATION:	Neuadd Cyngor Ceredigion, Penmorfa, Aberaeron / remotely via video conference
TITLE:	Food Centre Wales

Background

Food Centre Wales was built by Ceredigion County Council at Horeb, Llandysul, and opened in 1996, to provide technical support for the food industry in Ceredigion as well as Mid and South West Wales. Its location, being accessible to rural, farming communities in Ceredigion, Carmarthenshire and Pembrokeshire highlights one of its key objectives, which is to support farming businesses that wished to diversify into added value processing.

Food Centre Wales provides technical services to business start-ups, SMEs and national food manufacturers. The Centre's suite of modern facilities includes an innovation and manufacturing hub designed and equipped to accommodate small scale product and process development and commercial manufacturing.

The Centre also manages four specially designed incubator units to give start-ups industry standard premises and a supportive environment in which to establish a foothold in the food and drink industry.

Current provision

Food Centre Wales has formed a partnership with another two food technology centres in Wales, located in Llangefni and in Cardiff to provide Wales-wide support for the food industry. Branded Food Innovation Wales, the partnership delivers one of the Welsh Government's key strategic support initiatives for the industry through the Helix project. The Helix project, funded through the Welsh Government, and previously through the European funded Rural Development Plan, provides a significant proportion of the funding for Food Centre Wales.

Project HELIX offers support that is tailored to each company's needs. Project HELIX delivers practical knowledge transfer activity, supporting Welsh companies to develop and reformulate innovative products from concept, design, development and manufacture, through to the consumer's shopping basket. Project HELIX works with Welsh companies to forensically analyse each step of the manufacturing process, identifying ways of introducing efficiencies across process controls, site design and systems development. Project HELIX's strategic approach enables food producers in Wales to benefit from best practice and industry intelligence from across the world. For example, companies can receive help to achieve third party certification such as BRCGS and SALSA which open new markets for their products. As well as delivering support for food businesses through Government-funded programmes, Food Centre Wales also delivers commercial services into the sector. Currently, 12 food

businesses have their manufacturing base at the centres' Manufacturing and Innovation Hub, and a further 4 companies operate from the incubator units on the site. The team also provides off-site advice and support on issues such as accreditation, factory design, and technical training on a commercial basis.

Impact on the economy

Through the HELIX project since 2016, the Food Centre Wales team has delivered good results against the targets set. The achievements and impact of interventions on the businesses supported through the project are summarised below:

COMBINED HELIX TOTALS	
Output	Achievement
Actions Supported	17
Businesses Supported	244
Unique Individuals Supported	598
Number of Training days given	510.8
New Business Start Ups	152
New Food and Drink Products	554
New Markets Accessed	262
New Jobs Created	59.53
Jobs Safeguarded	220
Third Party Accreditations	21
Financial Impact	£49,990,770.13

Approximately 30% of the businesses supported are in Ceredigion.

Future proposals

In 2019, Ceredigion County Council purchased a further 5 acres of land adjacent to the current estate at Horeb to facilitate future growth plans. Two projects are currently being developed and assessed for inclusion in the Growth Deal programme for mid Wales:

- i. The establishment of a Food Manufacturing Innovation Centre, that would bring state-of the art, industrial scale pilot facilities aimed at enabling the growth of more mid-sized food manufacturing businesses in mid Wales.
- ii. The provision of grow-on food manufacturing facilities, building on the current incubator units at Food Centre Wales.

These developments would further enhance the provision of services for the agri-food sector in Ceredigion, which is key to its economic well-being, and will help to future-proof the facility and

its long-term relevance and viability.

PURPOSE OF REPORT: To provide background and an update for the Committee on a key asset that supports the agri-food sector in Ceredigion, in advance of a proposed site visit to further explore its role now and in the future.

REASON SCRUTINY HAVE REQUESTED THE INFORMATION: As a key asset for Ceredigion County Council that exists to support the development of one of Ceredigion’s key economic sectors, this is an opportunity for the Thriving Communities Overview and Scrutiny Committee to review the current work of Food Centre Wales, and to assess the early plans for the future development of the site and how it can support the agri-food sector in Ceredigion adapt to change,

Has an Integrated Impact Assessment been completed? If, not, please state why Not at this stage – the Business Case for future investment, currently being developed will include an Integrated Impact Assessment.

- Summary:**
- Long term:**
- Integration:**
- Collaboration:**
- Involvement:**
- Prevention:**

RECOMMENDATION (S): That the Thriving Communities Overview and Scrutiny Committee considers the report and provides feedback on the issues raised within it and undertake a site visit to further review the site’s work and its future plans.

REASON FOR RECOMMENDATION (S):

To help ensure that the appropriate actions are being undertaken to support the growth of the economy in Ceredigion.

Contact Name: Russell Hughes-Pickering, Arwyn Davies
Designation: Corporate Lead Officer, Corporate Manager
Date of Report: 13/10/23

Acronyms: BRCGS – British Retail Consortium Global Standards
SALSA – Safe and Local Suppliers Accreditation
FCW – Food Centre Wales

Appendices:

Minutes of the Meeting of the Thriving Communities Overview and Scrutiny Committee held at the Council Chamber, Neuadd Cyngor Ceredigion, Penmorfa, Aberaeron and remotely on Monday, 31 July 2023

Present: Councillor Gwyn Wigley Evans (Chairman), Councillors Marc Davies Gethin Davies, Meirion Davies, Rhodri Evans, Chris James, Maldwyn Lewis, Sian Maehrlein, Ann Bowen Morgan, John Roberts and Carl Worrall.

Also in attendance: Councillor/ Councillors Keith Evans, Ifan Davies, Euros Davies Amanda Edwards, Elizabeth Evans, Elaine Evans, Eryl Evans, Wyn Evans, Hugh Hughes, Gareth Lloyd and Alun Williams

Cabinet Members in attendance: Councillors Catrin M S Davies, Clive Davies, Keith Henson.

Officers from Dŵr Cymru Welsh Water (DCWW) in attendance: Mrs Kelly Jordan, River Quality Liaison Manager (Wastewater Assets); Mr Ryan Norman, Growth Manager (Develop Services) and Miss Rebecca Jones, Community Manager (Communications).

Officers in attendance: Mr Rhodri Llwyd, Corporate Lead Officer, Highways and Environmental Services; Mr Phil Jones, Corporate Manager, Highways Services; Mr Gerwyn Jones, Corporate Manager, Environmental Services; Dr Sarah Groves-Phillips, Service Manager- Planning Policy; Mrs Caroline Wride, Service Manager, Highways Maintenance, Mr Ian Williams, Technical assistant, projects, Miss Neris Morgans, Democratic Services Officer and Mrs Dana Jones, Democratic Services and Standards Officer.

(10.00am- 2:10pm)

1 Apologies

None.

2 Disclosures of personal interest (including whipping declarations)

Members are reminded of their personal responsibility to declare any personal and prejudicial interest in respect of matters contained in this agenda in accordance with the provisions of the Local Government Act 2000, the Council's Constitution and the Members Code of Conduct. In addition, Members must declare any prohibited party whip which the Member has been given in relation to the meeting as per the Local Government (Wales) Measure 2011.

None.

3 Dwr Cymru Welsh Water (DCWW) Planning and phosphates discussion

Dr Sarah Groves-Phillips summarised the report presented on Planning and Phosphates discussion and Mrs Kelly Jordan, River Quality Liaison Manager (Wastewater Assets) and Mr Ryan Norman, Growth Manager (Develop Services) provided a power point presentation upon their work on this issue. The following information was provided:-

- DCWW Overview – Investment Plans & Investigation Programmes
- Environmental Performance Assessment
- Phosphorus – What have DCWW done so far?
- Phosphorus in Special Area of conversation (SAC)
- Teifi Source Apportionment
- Phosphorus – What about AMP 7 and beyond?
- Communicating with our stakeholders- what have we done so far?
- Developer Services & the Planning process
- Planning consultation assessment
- NRW Reviews of Permits process – next steps
- Planning response following NRW reviews of permits
- Collaboration and Information Sharing
- Understanding our assets- Storm Overflows
- How our combined sewer overflow operates.
- Understanding our assets

Following questions on issues within specific Wards by their respective Members and clarification on issues raised in the presentation, it was AGREED to note the current position and that the dates for forthcoming work by Dwr Cymru in the County be forwarded to Councillors for information.

4 Winter Service Provision

Mr Phil Jones, Corporate Manager, Highways Services provided Members with a detailed presentation on the following within the Winter Service Provision:-

- The Legal Position
- Current Level of Service
- Proposed Winter Maintenance Service Budget Reduction
- What are the available options for the future?

Members raised concern regarding roads that were not gritted in their Ward, however, in accordance with the assessment protocols (matrix) all roads within the County had been scored objectively and checked by a second officer. Consideration had also been given that the road was near to school, bus route etc. It was suggested that Members receive the scoring of roads that were not gritted in order to inform their residents of the Council decision accordingly.

Following clarification of the issues raised in the presentation and discussion on alternative gritting methods to rock salt and farmers to assist during inclement weather, it was AGREED that officers undertake a comprehensive review of the Winter Service in readiness for the 2024/25 Winter Season.

5 Proposal for 2 hours free parking before 11am at Council Operated Pay and Display Car Parks.

Councillor Keith Henson introduced the item upon the proposal for 2 hours free parking before 11am at Council Operated Pay and Display Car Parks and Mr Gerwyn Jones, Corporate Manager, Environmental Services provided Members with a presentation. The following information was provided:-

- Background

- Ticket Profile
- Considerations
- Financial Impact
- Consideration and Options

Councillor Ann Bowen Morgan provided a proposal for 2 hours free parking in the Cwmins and Rookery car parks in Lampeter as it would, in her view, support businesses in the Town and encourage tourists to visit. As part of the 2023/24 budget setting process a further period of one year's free parking was agreed for the pay and display car parks at Tregaron and Llandysul. Other Members facilitated the discussion following this proposal and Councillor Elizabeth Evans, Sian Maehlerlin and Elaine Evans informed the Committee of their views in relation to free parking in the car parks in their Wards.

It was AGREED therefore to recommend to Cabinet to:-

- (i) consider undertaking a review of charging for parking along the Promenade in Aberystwyth; and
- (ii) consider offering 2 hours free parking between 8am and 10am on Monday to Friday in one carpark in Lampeter, Aberaeron and Cardigan

6 To confirm the Minutes of the previous Meeting and to consider any matters arising from those Minutes

It was agreed to confirm the minutes of the meeting held on 22 June 2023.

Matters arising:
None.

7 To consider the Overview and Scrutiny Forward Work Programme

It was agreed to note the contents of the Forward Work Programme presented subject to noting that the following could be considered at future meetings:-

- Impact of grant funded schemes – what's the impact, how well drawing down funds
- Use of Buildings
- Cutting Grass Policy
- Relationship between Ceredigion County Council and Welsh Government in relation to Town and County Planning
- Business Support and Regeneration

Confirmed at the Meeting of the Thriving Communities Overview and Scrutiny Committee held on 23 October 2023

Chairman: _____

Date: _____

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CYNGOR SIR CEREDIGION COUNTY COUNCIL

Report to: Thriving Communities Overview and Scrutiny Committee

Date of meeting: 23 October 2023

Title: Draft Forward Work Programme 2023/24

Purpose of the report: Review the current work programme of the Committee

Reason Scrutiny have requested the information:

The forward work programme of the Committee is reviewed and updated at each meeting

Background

Overview and Scrutiny Committees oversee the work of the Council to make sure that it delivers services in the best way and for the benefit of the local community.

The role of Overview and Scrutiny is to look at the services and issues that affect people in Ceredigion. The process provides the opportunity for Councillors to examine the various functions of the council, to ask questions on how decisions have been made, to consider whether service improvements can be put in place and to make recommendations to this effect.

Scrutiny plays an essential role in promoting accountability, efficiency and effectiveness in the Council's decision making process and the way in which it delivers services.

The main roles of the Overview and Scrutiny Committees:

- Holding the cabinet and officers as decision-makers to account
- Being a 'critical friend', through questioning how decisions have been made to provide a 'check and balance' to decision makers, adding legitimacy to the decision making process
- Undertaking reviews of council services and policy
- Undertaking reviews to develop council services and policies
- Considering any other matter that affects the county
- Ensuring that Ceredigion is performing to the best of its ability and delivering high quality services to its citizens
- Assessing the impact of the Council's policies on local communities and recommending improvement
- Engaging with the public to develop citizen centred policies and services

Effective Overview and Scrutiny can lead to:

- Better decision making

- Improved Service Delivery and Performance
- Robust Policy Development arising from public consultation and input of independent expertise
- Enhanced Democracy, Inclusiveness, Community Leadership and Engagement
- Adds a clear dimension of transparency and accountability to the political workings of the Council
- Provides an opportunity for all Members to develop specialist skills and knowledge that can benefit future policy making and performance monitoring processes
- Creates a culture of evidence based self-challenge

Current Situation

Questions to consider when choosing topics

- Is there a clear objective for examining this topic?
- Are you likely to achieve a desired outcome?
- What are the likely benefits to the Council and the citizens of Ceredigion?
- Is the issue significant?
- Are there links to the Corporate Strategy
- Is it a key issue to the public?
- Have the issues been raised by external audit?
- Is it a poor performing service?

Choosing topics

Overview and Scrutiny Committees should consider information from the Corporate Strategy, the Corporate Risk Register, budget savings – proposals and impact, Quarterly Corporate Performance Management panel meetings and departmental input in choosing topics and designing their Forward Work Programmes, as well as any continuing work.

Wellbeing of Future Generations:

Has an Integrated Impact Assessment been completed? If, not, please state why.

No

Summary of Integrated Impact Assessment:

Long term: N/A
Collaboration: N/A
Involvement: N/A
Prevention: N/A
Integration: N/A

Recommendation(s):

To review and update the current Forward Work Programme.

Contact Name: Lisa Evans

Designation: Scrutiny and Standards Officer

Date of Report: 17/10/23

Acronyms:

FWP – Forward Work Programme

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Overview and Scrutiny Draft Forward Work Programme 2023/24

Committee	Item (description/title)	Invited Speakers	Purpose i.e. monitoring, policy, recommendation
Thriving Communities			
22 June 2023	Climate Change and Coastal Erosion / Flooding (from the risk register) Creation of Waste Service Working Group Development Management and Enforcement caseload update	Phil Jones Invite NRW Rhodri Llwyd Russell Hughes Pickering	Risk register Review Monitoring
31 July 2023	Report on the option of allowing 2 hours free parking before 11am (from the budget meeting) Winter Service Dŵr Cymru Welsh Water (DCWW) Planning and phosphates discussion	Invite Welsh Water	Recommendation Review Monitoring

23 October 2023	Parking Food Centre Wales	Gerwyn Jones/Phil Jones Arwyn Davies	
18 December 2023	Review Harbours Management Policy Grass cutting	Gerwyn Jones Phil Jones	Policy
9 February 2024	Budget		
18 March 2024			
Future meetings	<p><u>Suggestions:</u> Impact of grant funded schemes – what’s the impact, how well drawing down funds</p> <p>Use of space – how do we make it more vibrant, increase income</p> <p>LDP</p> <p>Review of public toilet strategy</p> <p>Use of Buildings</p>		

	<p>Cutting Grass Policy</p> <p>Relationship between Ceredigion County Council and Welsh Government in relation to Town and County Planning</p> <p>Business Support and Regeneration</p> <p>Highways Asset Management Plan (June/July 2024)</p>		
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