



**RHONDDA CYNON TAF COUNCIL**

**RECORD OF DECISIONS OF THE EXECUTIVE**

**DECISION MADE BY: Cabinet    DATE DECISION MADE: 08 May, 2019**

**Cabinet Members Present:**

Councillor A Morgan (Chair), Councillor M Webber (Vice-Chair),  
Councillor R Bevan, Councillor A Crimmings, Councillor G Hopkins,  
Councillor M Norris, Councillor J Rosser, Councillor R Lewis and  
Councillor C Leyshon

***Agenda Item : 8***

**SUBJECT: CREATING VIBRANT TOWN CENTRES IN RHONDDA CYNON TAF -  
GROWING BUSINESSES WITH A TARGETED PACKAGE OF SUPPORT IN OUR TOWN  
CENTRES**

**1. DECISION MADE:**

**Agreed –**

1. That the targeted package of Support for Businesses set out within the report be delivered and monitored for the benefit of town centre businesses;
2. That the detailed proposals for a local discretionary town centre Business Rate Reduction scheme, as set out in the report, be developed and brought forward for Cabinet's consideration; and
3. That elements of the package should be further developed and reports prepared as appropriate for the development of town centre strategies and masterplans and a prominent building enhancement programme.

**2. REASON FOR THE DECISION BEING MADE:**

To develop a framework for a targeted, focussed and co-ordinated package of support for businesses in our town centres that will allow businesses to grow and thrive increasing employment and prosperity leading to town centres becoming vibrant places at the heart of our communities.

**3. LINKS TO CORPORATE PRIORITIES/FUTURE GENERATIONS - SUSTAINABLE DEVELOPMENT:**

The targeted package of support for our Town Centre Businesses contributes to the Building a Strong Economy priority within the Council's Corporate Plan 2016-2020 "The Way Ahead". It is in line with one of the key principles of 'Building a Sustainable County Borough' by supporting an initiative that stimulates economic growth.

It will also complement the Council's Digital Strategy 'Digital RCT – Our 2020 Digital Vision' by supporting the growth of the digital economy as a vehicle for regeneration as well as contributing to the digitising of business to business services.

The scheme will contribute to improving the social, economic, environmental and cultural well-being of Wales and support the delivery of a prosperous Wales, a more resilient Wales and a Wales of cohesive communities.

**4. CONSULTATION UNDERTAKEN PRIOR TO DECISION BEING MADE:**

None

**5. PREVIOUS CONSIDERATION BY A COMMITTEE OF THE COUNCIL:**

None

**6. PERSONAL INTERESTS DECLARED:**

None

**7. DISPENSATION TO SPEAK (AS GRANTED BY STANDARDS COMMITTEE):**

N/A

**8. (a) IS THE DECISION SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:**

**Yes**

**Note:** This decision will not come into force and may not be implemented until the expiry of 3 clear working days after its publication i.e. **14 May 2019** to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

**8.(b) IF NO, REASONS WHY IN THE OPINION OF THE DECISION-MAKER THE DECISION IS EXEMPT OR NON APPLICABLE:**

**I. COUNCIL / SCRUTINY FUNCTION (CALL IN IS THEREFORE NON APPLICABLE):-**

Reason: N/A

**II. URGENT DECISION:-**

Reason N/A

**8.(c) IF DEEMED URGENT - SIGNATURE OF MAYOR OR DEPUTY MAYOR OR HEAD OF PAID SERVICE CONFIRMING AGREEMENT THAT THE PROPOSED DECISION IS REASONABLE IN ALL THE CIRCUMSTANCES FOR IT BEING TREATED AS A MATTER OF URGENCY, IN ACCORDANCE WITH THE OVERVIEW AND SCRUTINY PROCEDURE RULE 17.2:**

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(Mayor)

.....  
(Dated)

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**PUBLICATION**

Publication on the Councils Website:- **Wednesday, 8 May 2019**

**APPROVED FOR PUBLICATION: ✓**