

Llanelli board meeting minutes

Wednesday, 4<sup>th</sup> October, 8am  
10 John Street, Llanelli

**Minutes**

Present

Andrew Stephens	AS	St Elli Centre (Chair)
Lesley Richards	LR	Nationwide
Paul Oram	PO	Llanelli Chamber of Commerce
Matthew Harvey	MH	Specsavers
Emlyn Dole	ED	Carmarthenshire County Council
Lee Edmunds	LE	Evans and Powell
Gary Jones	GJ	Llanelli Town Council (Observer)

Mandy Jenkins	MJ	BID Manager
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Apologies

Adrian Davies	AD	Davies Craddock
Gary Jones	GJ	Llanelli Town Council
Tony Edwards	TE	Wilko

Item	Detail	Action
<b>1.0</b>	<p><b>Welcome and introductions</b></p> <p>1.1 AS opened the meeting and welcomed attendees.</p> <p>1.2 Apologies were given as above.</p> <p>1.3 Lee Edmunds of Evans and Powell was officially co-opted onto the board.</p>	
<b>2.0</b>	<p><b>Minutes of the last meeting and matters arising</b></p> <p>TE had pointed out that a discussion at the last meeting around Christmas markets had not been included in the minutes:</p> <p><i>The board discussed the possibility of a Christmas market in Llanelli and the effect it would have on the market traders. It would need to offer something different to what was actually in the market to deter potential negativity. MJ to investigate this.</i></p> <p>MJ apologised for this and would update the minutes of the previous meeting to include it.</p> <p><b>2.1 Coleshill signage press release</b></p> <p>MJ told the group that she had started drafting this but needed to complete it. ED said he would look into why adding the word 'Free' to the signs on Church Street had not been carried out yet.</p> <p><b>2.2 Disability Action Group Meeting</b></p>	<p><b>ED: To check why the word 'Free' had not been added to</b></p>

	<p>MJ had met with Steve Pilliner and John McEvoy and asked if she was able to attend the meeting on 18<sup>th</sup> September. She was not able to attend due to member sensitivities but the feedback from the meeting on the proposals had been positive.</p>	<p><b>the Church Street signs</b></p>
<p><b>3.0</b></p>	<p><b>Company update</b></p> <p><b>3.1 Financial update</b> MJ presented the financial report to the board.</p> <p><b>3.2 AGM</b> Out of the 260 invites that had gone out, 11 people had attended the AGM representing 10 businesses and the meeting had gone well with the accounts being accepted and all directors re-elected.</p> <p><b>3.3 Election of Chair and Vice Chair</b> Lesley Richards was elected as Chair and Andrew Stephens as Vice Chair. Paul Carter of Llanelly House was co-opted onto the board.</p> <p><b>3.4 Strategy Day</b> The board agreed to proceed with the strategy meeting proposed by Peter Williams of The means from 15:30 – 18:30 on Thursday, 23<sup>rd</sup> November, venue tbc. They also agreed the draft agenda proposed.</p>	
<p><b>4.0</b></p>	<p><b>Themes</b></p> <p><b>4.1 Access and Parking</b></p> <p><b>4.1.1 Short stay parking proposals</b> The proposals were agreed at the Disability Action Group on 18<sup>th</sup> September. CCC estimated the cost of these to be around £3k. MJ explained that Peter Williams of The means was under the impression that CCC had agreed to part fund some of these changed before the BID ballot took place but MJ had been unable to find anyone in CCC that was able to corroborate this.</p> <p>MJ and AS were due to meet John McEvoy on Friday, 6<sup>th</sup> October to discuss and identify the changes. A colour-coded map to be produced reflecting the changes in the different areas.</p> <p><b>4.1.2 Murray Street £1 Saturdays</b> AS read the following out from John McEvoy: <i>The introduction of a standard £1 tariff for all motorists intending to park in the multi storey car park on Saturdays in October, November and December 2017 will likely lead to motorists opting to park in the multi rather than in East Gate, Church Street, Vauxhall and Edgar car parks.</i></p> <p><i>For the purposes of monitoring the usage of all five town centre car parks on each Saturday for the final quarter of 2017, I have provided below the total ticket sales data for East Gate, Church Street, Vauxhall and Edgar car parks for the final quarter of 2016. This data can be further broken down by tariff band, income, and day of week. Please let me know if you need me to resend the same information for the multi storey car park.</i></p> <p><i>In order to monitor the use of these car parks on each Saturday during the final quarter of 2017, we will provide you with the ticket sales data each week. This will</i></p>	

	<p><i>allow you to calculate the loss of parking income for the final quarter of 2017 when compared to the same period in 2016.</i></p> <p><i>We aim also to use ANPR technology to monitor the duration of stay of each car parked in the multi storey car park. This automated approach will overcome the lack of data available from the parking machines on the length of stay in the car park.</i></p> <p>The board decided to run the parking pilot from 14<sup>th</sup> October until 23<sup>rd</sup> December but to look at the displacement figures in the first two weeks before deciding whether to continue.</p> <p>A banner would be placed at the Ty Nant site in Trostre and another one at the entrance to the multi storey car park to advertise the initiative. MJ to arrange this.</p> <p><b>4.1.3 Edgar Street Car Park</b> MJ had met with Steve Pilliner and John McEvoy and they were amenable to the idea of converting some spaces to short stay. MJ awaiting further information about the next steps from CCC.</p> <p><b>4.1.4 Parking machine covers</b> Prices range from £79.45 + VAT to £97.00 +VAT. The company that produces them say they are not able to print 'Free parking' or logos on them. CCC investigating whether their print department can do this.</p> <p><b>4.2 Marketing</b></p> <p><b>4.2.1 Events</b></p> <ul style="list-style-type: none"> <li>• Knights and Princesses Day – Wednesday, 1<sup>st</sup> November. Six Disney princesses, a Cinderella carriage and a knight coming into Stepney Square between 12-3pm. From 2:30pm they will all go on to the library where there will be competitions, signalongs and storytelling.</li> <li>• Reindeer parade – to take place on 2<sup>nd</sup> December. Leaflets advertising this to be handed out at the Knights and Princesses Day.</li> <li>• Celtic Media Festival – ED gave an update on this following the launch. MJ to meet the festival organizer in October.</li> </ul> <p><b>4.3 Enhancing experience</b></p> <p><b>4.3.1 Yarn bombing</b> Very positively received by the public with excellent press coverage of the event and competition. The board agreed to give the Crafty Seniors £500 funding for next year's event.</p> <p><b>4.4 Developing strategy</b></p> <p><b>4.4.1 Social media workshops</b> MJ had met with Business Wales the previous week to discuss this. BW would run two free workshops in Llanelly House during mid-November. Ymlaen Llanelli to pay for the hire of the venue and production of flyers and BW to distribute. If these were well attended by levy payers, further workshops could be arranged.</p> <p><b>4.4.2 Be Your Own Boss event</b></p>	<p><b>MJ: To arrange banners advertising the £1 Saturday parking</b></p>
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	This took place at Llanelli Job Centre on 13 <sup>th</sup> September and was well attended (over 60 people) and received good press coverage.	
<b>5.0</b>	<b>Updates from outside bodies including the Chamber of Trade / Task Force</b> AS gave an update from the Chamber and ED gave an update from the Task Force.	
<b>6.0</b>	<b>AOB</b> The board discussed potential grants to new and existing businesses to help them. However, they decided not to progress this at the moment.	
<b>7.0</b>	<b>DONM</b> Wednesday, 8 <sup>th</sup> November (8am)	