

Llanelli board meeting minutes

Thursday, 13<sup>th</sup> April, 8am  
10 John Street, Llanelli

**Minutes**

Present

|                 |    |                              |
|-----------------|----|------------------------------|
| Paul Oram       | PO | Llanelli Chamber of Commerce |
| Owain Glenister | OG | Y Lle                        |
| Lesley Richards | LR | Nationwide                   |
| Mandy Jenkins   | MJ | BID Manager                  |

Apologies

|                 |    |                                  |
|-----------------|----|----------------------------------|
| Adrian Davies   | AD | Davies Craddock                  |
| Emlyn Dole      | ED | Carmarthenshire County Council   |
| Matthew Harvey  | MH | Specsavers                       |
| Andrew Stephens | AS | St Elli Centre                   |
| Gary Jones      | GJ | Llanelli Town Council (observer) |

| Item       | Detail  | Action |
|------------|---|--------|
| <b>1.0</b> | <b>Welcome and introductions</b><br>1.1 PO opened the meeting and welcomed attendees.<br>1.2 Apologies were given as above.   |        |
| <b>2.0</b> | <b>Minutes of the last meeting and matters arising</b><br><b>2.1 Information on apprenticeships</b><br>MH had send on the requested information to MJ.<br><br><b>2.2 Outdoor signage</b><br>CCC had agreed override to their policy on no commercial advertising on the public highway for the digital signage. Emerge were now waiting for the planning permission for the sign to be granted.<br><br><b>2.3 Vintage cars</b><br>PO had been in touch with Pontarddulais Motor Club about availability but had yet to receive a response.<br><br><b>2.4 Fairground / Selwyn Samuel Centre</b><br>CCC would be bringing the fairground into Spring Gardens during May half term as they had done previously. MJ hadn't checked availability at the Selwyn Samuel Centre as the BID had no events planned yet that could be held there.<br><br><b>2.5 Culture trails</b> |        |

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|            | <p>MJ had spoken to Lyn Davies and had been sent a copy of the leaflet advertising the blue plaque cultural trail in Llanelli.</p> <p><b>2.6 Unpaid levy bills</b><br/>MJ had spoken to the majority of the independent businesses who had not paid their levy bills. Feedback on the whole had been ok.</p>  |  |
| <b>3.0</b> | <p><b>Company update</b></p> <p><b>3.1 Financial update</b><br/>MJ gave the group a financial update which included breakdown of costs for the whole first year. She had distributed her time across the themes, the BID was under budget and anything left in each theme would be carried over into 2017-2018.</p> <p>The group agreed that the BID manager's time spent against the different themes would be allocated to those themes.</p> <p><b>3.2 Directors</b><br/>Lesley Richards was welcomed and co-opted onto the board.</p> <p><b>3.3 Accountants</b><br/>MJ presented quotes from Tax Assist and Rimmer and May. Rimmer and May were slightly cheaper than Tax Assist. The board left it up to MJ to make the decision.</p> <p><b>3.4 AGM</b><br/>The board decided that the AGM should take place in December, date to be confirmed. They also discussed the possibility of having a guest speaker to attract more members.</p> <p><b>3.5 Away day</b><br/>MJ explained that The means had offered this as an extraordinary strategy meeting for the board to plan for 2017-18. The board agreed that this would be a good idea and asked MJ to arrange.</p> <p><b>3.6 Staff support</b><br/>The board discussed the proposal from CCC for a member of staff to support the BID at £90 a day for two days a week and decided against this.</p> <p>MJ said that she had done some research into Jobs Growth Wales and thought that the BID would be eligible to apply but would need to do all payroll etc themselves.</p> <p>OG mentioned that Menter Cwm Gwendraeth would be receiving funding for a business officer and suggested that the board wait and see if any help could be given to the BID through that.</p> |  |
| <b>4.0</b> | <p><b>Themes</b></p> <p><b>4.1 Access and Parking</b></p> <p><b>4.1.1 Coleshill signage</b></p>   |  |

A signage company has been to measure the area and designed the sign. However, CCC had discovered that there was more damage to the wall than previously thought following the removal of the buddleah and were awaiting feedback from the engineers.

#### **4.1.2 Changes to short stay parking proposals**

The proposals were with the disability lobby before being sent out to formal consultation. CCC estimated that the changes would cost in the region of £4k, how these were to be funded was still to be confirmed.

### **4.2 Marketing**

#### **4.2.1 Emerge Charge outdoor signage**

The electricity installation costs had been paid by the BID. MJ to claim back the Town Council and Chamber contributions.

#### **4.2.2 Events**

mEggasaurus Monday had taken place on Monday, 10<sup>th</sup> April which appeared to have been a success – three dinosaur puppets including a large T-rex, a couple of rangers and two face painters.

Ten shops had also taken part in an Easter egg hunt with clues taking families from business to business looking for eggs in windows. 73 chocolate eggs had been given away as prizes so it had proved to be a popular activity.

Good feedback from members of the public who were happy to see something in town during the holidays.

MJ had spoken to a few businesses who had taken part and whilst they had enjoyed the activity had not seen an increase in sales as a result.

The Board decided that a number of core businesses should be identified in order to assist evaluating the impact of events.

The Board decided that it in order to maximize events, CCC should at least be asked if they would be happy to provide free parking on those days in addition to the five days already provided each year.

#### **4.2.3 Rugby trail**

MJ updated the group on her discussions with two members of the Ray Gravelle Trust who had suggested that they could help with information for the trail but not necessarily with funding.

### **4.3 Enhancing experience**

MJ had met Wrenvale Nuseri who provide the hanging baskets for the Town Council and had received a quote for around £3.5k for 12 planters depending on size. She had met John McEvoy from CCC and he had suggested that the planters would be unable to be placed on the railings by the traffic lights as this would breach health and safety rules. He was in the process of checking up on this. MJ asked the board to look out for any railing planters and send photographs for her to send on to CCC as examples.

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|             | <p>OG to send on the details for Incredible Edibles.</p> <p><b>4.4 Developing strategy</b><br/> Feedback from business quite good on the Siarad Siop event that had taken place on 9<sup>th</sup> March, organised by Carmarthenshire Council to encourage businesses to use Welsh.</p>   | <b>OG: To send on Incredible Edibles contact details</b> |
| <b>5.0</b>  | <p><b>Updates from outside bodies including the Chamber of Trade / Task Force</b><br/> Chamber meeting to take place the following week.</p>  |  |
| <b>6.0</b>  | <p><b>AOB</b></p> <p><b>6.1 Levy bills increase with inflation</b><br/> CCC had asked if the bills for 2017-18 should be increased in line with inflation. The board decided against this seeing as the BID had underspent on the budget for its first year.</p> <p><b>6.2 Website proposal</b><br/> MJ gave the board copies of the proposal for a Llanelli website that would be partly funded by the BID and the Town Council for consideration.</p> |  |
| <b>10.0</b> | <p><b>DONM</b><br/> Thursday, 25<sup>th</sup> May (8am)</p>   |  |