

Llanelli board meeting minutes

Wednesday, 17<sup>th</sup> January 8am  
Llanelly House

**Minutes**

Present

|                 |         |                                    |
|-----------------|---------|------------------------------------|
| Lesley Richards | LR      | Nationwide (Chair)                 |
| Andrew Stephens | AS      | St Elli Centre (Vice Chair)        |
| Adrian Davies   | AD      | Davies Craddock                    |
| Owain Glenister | OG      | Y Lle                              |
| Paul Carter     | PC      | Llanelly House                     |
|                 |         |                                    |
| Gary Jones      | GJ      | Llanelli Town Council (Observer)   |
| Amanda Davies   | ADavies | Llanelli Market (Observer)         |
| Scott Jones     | SJ      | PCSO Dyfed Powys Police (Observer) |
|                 |         |                                    |
| Mandy Jenkins   | MJ      | BID Manager                        |

Apologies

|                |    |                                |
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| Paul Oram      | PO | Llanelli Chamber of Commerce   |
| Matthew Harvey | MH | Specsavers                     |
| Emlyn Dole     | ED | Carmarthenshire County Council |
| Tony Edwards   | TE | Wilko                          |

| Item       | Detail  | Action |
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| <b>1.0</b> | <b>Welcome and introductions</b><br>1.1 LR 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>Those attending confirmed the minutes were an accurate account of discussions.<br><br><b>2.1 Parking banner</b><br>CCC had given approval for a banner to be placed at the entrance of the multi-storey but the printers had been unable to print due to technical issues. Therefore, it had been decided that with only two weeks of the pilot left to go there was little point in putting a banner up.<br><br><b>2.2 Parking figures</b><br>Still awaiting final figures from CCC for the final weeks of the pilot.<br><br><b>2.3 Free parking day – 17<sup>th</sup> November</b><br>This was not requested due to a miscommunication between MJ and AD. |        |

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|     | <p><b>2.4 Website</b><br/>GJ gave an update on his and MJ's discussions with Steve Chilvers. MJ to email the board with the different options for names and ask for suggestions.</p> <p><b>2.4 Promotional videos</b><br/>Alan Evans had offered to sell the BID his videos of the reindeer parade and Small Business Saturday for £300 for the two. The board decided that until the website was properly up to date there was little point in purchasing these but this could be reviewed later.</p>  | <p><b>MJ: To email the board and ask for website name suggestions</b></p>  |
| 3.0 | <p><b>Company update</b></p> <p><b>3.1 Financial update</b><br/>MJ presented the financial report to the board and explained that all of the invoices for the reindeer parade had not yet come in.</p> <p><b>3.2 Strategy Day</b><br/>The board decide that an extraordinary meeting would be needed in order to discuss the report. MJ to email members to find a date.</p>  | <p><b>MJ: To email board members with possible dates for an extraordinary board meeting</b></p>                                |
| 4.0 | <p><b>Themes</b></p> <p><b>4.1 Access and Parking</b></p> <p><b>4.1.1 Short stay parking proposals</b><br/>MJ and AS explained to the group that the short stay, shop and drop proposals (shared spaces) had been questioned at a Chamber of Trade meeting and as a result the proposals had been changed to e.g. four short-stay and four disabled spaced as opposed to shared spaces. John McEvoy had been on a walkaround of the town centre with Mike Thomas who is a member of the Disability Coalition Group who had indicated that he did not approve of the proposals. The board debated about whether to press ahead or take the new proposals back to the group for their official comments and decided that LR, AS and MJ should contact Mr Thomas to ask for a meeting to discuss his concerns.</p> <p><b>4.1.2 Murray Street £1 Saturdays</b><br/>MJ showed the board some figures from the pilot which showed that the numbers of people parking in the multi-storey were less than the corresponding Saturdays in 2016. However, the perception from the businesses in town was that Saturdays appeared to be busier as a result of the £1 parking. ADavies confirmed this and that the market traders generally had liked the initiative.</p> <p><b>4.1.3 Edgar Street Car Park</b><br/>MJ was still waiting for CCC to come back with news about this but the board agreed that as Manhattan Marketing who had originally requested the changes had now moved from Thomas Street, this could go on the backburner for now.</p> <p>MJ said that she had been speaking to Eleanor Shaw of People Speak Up who were based in the Ffwrnes Fach Theatre. They felt that being only able to park for four hours in the Eastgate car park was a problem for attendees to their shows. The board agreed with this and acknowledged that the likely aim of the four-hour rule was to prevent workers from using the car park but this was causing</p> | <p><b>MJ: To contact Mike Thomas to arrange a meeting</b></p> <p><b>MJ: To contact CCC about changing the Eastgate car</b></p> |

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| <p>problems for customers generally. The board asked MJ to contact the Council about the potential of changing this.</p> <p><b>4.1.4 Parking machine covers</b><br/> The parking machine covers had arrived and due to there being a clear plastic window on the front, there would be no need to print on the covers as originally thought. Putting the covers out on the free parking days would be an issue as there are 17 machines across town. MJ to contact John McEvoy and ask for assistance from his staff in the multi storey.</p> <p>MJ had asked for a free parking day on Wednesday, 21<sup>st</sup> February for the circus-themed event (see below). The board also decided to ask for a free parking day on March 1<sup>st</sup>. According to CCC this would leave one free parking day until the end of March. MJ to check this was the case.</p> <p><b>4.2 Marketing</b><br/> <b>4.2.1 Events</b></p> <ul style="list-style-type: none"> <li>• Reindeer parade – had been a success. The feedback from businesses was that although they may not have seen an increase in custom on the day, it was nice to see town busy. ADavies informed the group that there had been no complaints from market traders following the event. MJ and AS told the group it had been much easier this year with more staff/volunteers on the day to help out.</li> <li>• February half term event – to take place on Wednesday, 21<sup>st</sup> February. A circus-themed event which would include a skills workshop, stilted jugglers, a close-up magician, a balloon modeler, face painter and fairground ride. 12-2:30pm in Stepney Square and 2:30-3pm in the library.</li> <li>• Pancake race – this would take place on Tuesday, 13<sup>th</sup> February. MJ had spoken to Communities First about a schools’ race to take place before the business race and had met with Paul Brookfield to discuss how to engage more businesses. The board decided not to raise money for charity this year. MJ had also spoken to Rv. Eldon Phillips about officiating the event.</li> <li>• March 1 – the board discussed the idea of a parade of school children through town. ADavies, MJ and OG to discuss at the follow-on meeting.</li> </ul> <p>Llanelli town map – MJ and GJ had met with Huw Parsons and had agreed to work jointly on producing a map of the town centre which would also include details of close-by attractions. GJ and MJ to meet Huw again to discuss progress.</p> <p><b>4.3 Enhancing experience</b><br/> <b>4.3.1 Drug issues in town</b><br/> LR and MJ updated the group on their discussions with Boots and Kate Thomas of Carmarthenshire County Council. The board discussed the issue and agreed to let the Council and the Task Force handle the issue for the moment.</p> <p>The board also discussed the anti-social behavior by teenagers in the town centre and the policing issues in town and asked MJ to write to the commissioner to ask about the possibility of having a dedicated police officer for the town. MJ to also</p> | <p><b>park to long stay</b></p> <p><b>MJ: To contact John McEvoy and ask for assistance in putting out the parking machine covers in the multi-storey on free parking days and clarify the number of free parking days left for use before the end of March</b></p> <p><b>MJ: To write to the Police Commissioner</b></p> |
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|            | <p>write to ED to ask if he met the commissioner as planned and ask for an update, particularly around the reinstatement of CCTV.</p> <p><b>4.3.2 HLF Great Places application</b><br/>CCC had applied to HLF for £200k for a two-year pilot programme that would bring all the heritage activity in Llanelli together. A letter of support had been sent but if the application was successful, the Council were asking for £2k from the BID as part of the match funding. The application had referenced an Ambassador scheme and a place marketing initiative which would tie in with some of the BID proposal pledges. There was also a proposal for programme manager based at Parc Howard. The board agreed to the £2k.</p> <p><b>4.4 Developing strategy</b><br/><b>4.4.1 Social media workshops</b><br/>These had been due to take place at Llanelly House on 9<sup>th</sup> and 14<sup>th</sup> November but had been cancelled due to low numbers (2 businesses) wanting to attend. The board discussed the possibility of trying again at a later date.</p> | <b>to ask about a dedicated police officer for the town</b> |
| <b>5.0</b> | <b>Updates from outside bodies including the Chamber of Trade / Task Force</b><br>Not discussed.   |   |
| <b>6.0</b> | <b>AOB</b><br>The board discussed how to get more businesses involved in the BID. LR planning to visit each business and introduce herself.  |   |
| <b>7.0</b> | <b>DONM</b><br>Wednesday, 28 <sup>th</sup> February  |   |