

Llanelli board meeting minutes

Thursday, 2nd March, 8am
10 John Street, Llanelli

Minutes

Present

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| Andrew Stephens | AS | St Elli Centre |
| Paul Oram | PO | Llanelli Chamber of Commerce |
| Emlyn Dole | ED | Carmarthenshire County Council |
| Matthew Harvey | MH | Specsavers |

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| Mandy Jenkins | MJ | BID Manager |
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| Gary Jones | GJ | Llanelli Town Council (observer) |
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Apologies

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| Adrian Davies | AD | Davies Craddock |
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| Item | Detail | Action |
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| 1.0 | Welcome and introductions 1.1 AS opened the meeting and welcomed attendees. 1.2 Apologies were given as above. | |
| 2.0 | Minutes of the last meeting and matters arising 2.1 Press release – David Darkin This had been done with an article appearing in the Llanelli Star which had led to quite a bit of social media activity. 2.2 Jobs Growth Wales MJ said that she has done some research into this but would need to do a bit more to find out if it was an option for the BID. She also explained to those who had not been present at the previous board meeting about the Council's offer of a member of their staff for £120 a day for three days a week. The group talked about some other potential options and MH would send MJ some information on these. 2.3 Marketing theme group A marketing theme group had taken place on 1 st February with around eight attendees but only two businesses. A number of ideas were discussed, the most popular being a rugby trail around the town centre similar to the blue plaques to coincide with the ten-year anniversary of the death of Ray Gravelle. 2.4 February half term event | MH: To send MJ information on apprenticeships |

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| | <p>MJ updated the group on the successful Free Parking Pirate Friday event which had taken place on 24th February.</p> <p>2.5 List of events for the year MJ told the group about the recent events that has taken place and that the only other event in the diary for the year was the reindeer parade on 2nd December. Plans for an Easter and Summer event but nothing was confirmed yet.</p> <p>2.6 Police commissioner AS told the group that the chamber and BID had met with the police commissioner last year and there had been talk of bringing back CCTV in the town. He would try to arrange a meeting with the Commissioner for the Chamber, the BID and the Town Council.</p> <p>2.7 Outdoor signage installation costs Emerge Charge had received a quote of around £2.5k for the electricity. The group decided that the BID would pay £1100, the Chamber £500 and the Town Council would pick up the remainder of the costs, subject to approval from its members. Broadband costs still to be determined. MJ to send ED the brief for the signage.</p> | <p>MJ: Send ED the information on the signage</p> |
| <p>3.0</p> | <p>Company update</p> <p>3.1 Financial update MJ gave the group a financial update and explained that some of the costs, particularly for the reindeer parade had been recouped by the extra £5k received from Carmarthenshire Council.</p> <p>The group agreed that the BID manager’s time spent against the different themes would be allocated to those themes.</p> <p>3.2 Directors As discussed by email, Owain Glenister had made a voluntary contribution to the BID and wanted to join the board as it’s voluntary contributor. The group co-opted him onto the board.</p> <p>Paul Brookfield who had expressed an interest in joining the board, was still considering it.</p> | |
| <p>4.0</p> | <p>Themes</p> <p>4.1 Access and Parking</p> <p>4.1.1 Coleshill signage MJ has spoken to Paul Gregory from Carmathenshire Council who had confirmed that the BID could put up a sign on the railings at the entrance to Coleshill (subject to internal planning agreement). MJ has spoken to a signage company who would come down and measure the area.</p> <p>There was some concern about the state of the wall but the issues were along the footpath and not the road.</p> | |

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| | <p>John McEvoy has asked for a technician to add the word 'Free' to the existing signage outside the town hall but the work had not yet been completed.</p> <p>4.1.2 Feedback from Town Council on parking proposals GJ confirmed that members of the committee had been happy with the proposals. MJ had a call scheduled in with John McEvoy to discuss later that morning.</p> <p>4.1.2 Parking figures MJ had asked for the following information from Steve Pilliner but had not yet received it:</p> <ul style="list-style-type: none"> • A breakdown of the annual revenue of each car park • The most popular ticket in each car park • The most popular time in each car park • Occupancy rates for each car park <p>4.2 Marketing</p> <p>4.2.1 Emerge Charge outdoor signage / town map Covered under 2.7 above.</p> <p>4.2.2 Events Partly covered under 2.5 above.</p> <p>MJ updated the group on the three recent events that had taken place: Free Parking Pirate Friday Ymlaen Llanelli Inaugural Pancake Race St David's Day concert by Royal British Legion Band</p> <p>Feedback on all three events had been good with good press coverage and social media activity.</p> <p>The group discussed other events for the year including bringing vintage cars and bikes into town. PO to find out from his contact what dates would be possible for this.</p> <p>The group asked MJ to check whether there would be a fairground in Spring Gardens during the Whitsun half term as had happened previously.</p> <p>The group discussed the possibility of using the Selwyn Samuel Centre for an indoor event and asked MJ to check availability.</p> <p>AS told the group about a concert (Burry Port Brass Band and a Soprano) held at the St Elli Centre on Sunday 30th July to raise money for Great Ormond Street.</p> <p>4.2.3 Rugby trail Partly covered under 2.3 above. There was a suggestion that the trail could be funded by HLF. MJ said that the marketing group had thought that even if there was nothing concrete in place by October, some sort of trail could be worked out.</p> <p>PO suggested developing marketing material around the current blue plaques/culture trail in the town. MJ to speak to Lyn Davies about this.</p> | <p>PO: Speak to his contact about availability</p> <p>MJ: To check whether fairground would be in Spring Gardens during May half term and availability of Selwyn Samuel Centre</p> <p>MJ: To speak to Lyn Davies about a culture trail</p> |
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| | <p>4.2.4 Fusion grant MJ told the group about the Fusion event happening in the town centre on Saturday, 4th March.</p> <p>WG would be continuing with the Fusion grant scheme and making available £25k a year for the next two years per county for similar activities. Although Communities First had applied this year, the partnership that had built up were looking at applying for the funding next time.</p> <p>4.3 Enhancing experience MJ updated the group on discussions with Thomas Street businesses who wanted the BID to fund planter boxes for the railings to make their area of town more attractive. GJ had supplied the name of the Town Council contractor and she had spoken to Highways about it who had suggested speaking to John McEvoy about whether the railings could hold the boxes.</p> <p>4.4 Developing strategy Siarad Siop event on 9th March, organised by Carmarthenshire Council to encourage businesses to speak Welsh. MJ had circulated to levy payers by email. PO, AS and ED confirmed they would be attending.</p> | |
| 5.0 | <p>Updates from outside bodies including the Chamber of Trade / Task Force Task Force meeting to take place that evening.</p> <p>Chamber of Trade holding a hustings on Thursday, 6th April.</p> <p>AS reminded the group about the final free parking day on Saturday, 25th March.</p> | |
| 6.0 | <p>John Trowbridge MJ told the group that John had decided not to take forward his container project as discussed at the previous meeting but was but was now looking at purchasing market stalls</p> | |
| 7.0 | <p>AOB MJ had received an update from the Ratings Dept and currently there are 62 outstanding businesses who had not paid their levy bill. There were some that were potentially contentious:</p> <p>TY ELLI SURGERY FAIRFIELD SURGERY SCOPE, 25 STEPNEY STREET THE APOSTOLIC CHURCH, GROUND FLOOR BROOKFIELD HOUSE</p> <p>MJ to get in touch with / visit those businesses to find out the issues.</p> | <p>MJ: To visit those businesses who hadn't yet paid the levy</p> |
| 10.0 | <p>DONM Thursday, 13th April (8am)</p> | |