

Llanelli board meeting minutes

Wednesday, 8<sup>th</sup> November, 8am  
Llanelly House

**Minutes**

Present

Lesley Richards	LR	Nationwide (Chair)
Andrew Stephens	AS	St Elli Centre (Vice Chair)
Matthew Harvey	MH	Specsavers
Emlyn Dole	ED	Carmarthenshire County Council
Lee Edmunds	LE	Evans and Powell
Adrian Davies	AD	Davies Craddock
Paul Carter	PC	Llanelly House
Gary Jones	GJ	Llanelli Town Council (Observer)

Mandy Jenkins	MJ	BID Manager
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Apologies

Paul Oram	PO	Llanelli Chamber of Commerce
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Item	Detail	Action
<b>1.0</b>	<b>Welcome and introductions</b> 1.1 AS opened the meeting and welcomed attendees. 1.2 Apologies were given as above.	
<b>2.0</b>	<b>Minutes of the last meeting and matters arising</b> Those attending confirmed the minutes were an accurate account of discussions.  <b>2.1 Church Street signage</b> Ongoing.  <b>2.2 Parking banners</b> MJ told the group that there was one banner up in Trostre and one inside the multi-storey car park on the ground floor.  LR explained to the group that no dates had been put on the banner in Trostre as the BID were unsure how long with pilot would go on for. However, as a result of several complaints the banner inside the car park did now say 'up until 23 <sup>rd</sup> December' and the board would have to take a risk as the cost of this.  MJ explained that Cllr Hazel Evans had not given permission for the banner to be installed at the entrance to the car park due to concerns about the pilot not being replicated in other towns. ED said that he would speak to her about this.	<b>ED: To speak to Cllr Hazel Evans about the banner</b>

<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>The balance carried forward for the 2016/17 BID levy at year-end was <b>£32,683.04</b> although there is more to collect.</p> <p>For 2017/18 – amount held was then <b>£47,371.90</b> (giving a total of <b>£80,054.94</b>) but as with 2016/17 CCC will continue to collect and more will have come in.</p> <p><b>3.2 Strategy Day</b> MJ asked if everyone could fill in the survey and scoring grid ahead of the meeting.</p> <p>ED would not be able to attend but he would send a representative.</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> 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. These now needed to go back to the Disability Action Group for approval. Meeting date unknown as yet.</p> <p><b>4.1.2 Murray Street £1 Saturdays</b> In the first week figures had shown– 493 tickets had been sold in the multi-storey compared to 703 last year. Figures were up in Church and Edgar Street and down in Eastgate Vauxhall. This could be affected by three hours free in Asda. The group discussed how it would be possible to estimate how much the pilot would cost and asked MJ to get figures from corresponding Saturdays in 2014, 2015 and 2016 in order to compare.</p> <p><b>4.1.3 Edgar Street Car Park</b> MJ was still waiting for CCC to come back with news on the consultation dates. GJ pointed out that Manhattan Marketing had now moved from Thomas Street and asked if there was need to carry on with this as they had been the business who had initially asked for the changes.</p> <p><b>4.1.4 Parking machine covers</b> MJ had ordered these but could take up to four weeks once an account has been set up. 17 covers have been ordered for the machines in all town centre car parks at a cost of £1668.78. CCC print departments could produce weather-proof stickers with ‘Free parking’ and the BID, Chamber and County Council logos for the covers.</p> <p>Amanda Davies from Carmarthenshire Markets had asked if it would be possible to have a free parking day on 17<sup>th</sup> November (day of the Christmas lights switch on in town). The board agreed this. MJ to let Amanda know.</p>	<p><b>MJ: To ask CCC for parking figures from corresponding Saturdays in 2014, 2015 and 2016</b></p> <p><b>MJ: To inform Amanda Davies that the free</b></p>

	<p><b>4.2 Marketing</b> <b>4.2.1 Events</b></p> <ul style="list-style-type: none"> <li>Knights and Princesses Day – took place on Wednesday, 1<sup>st</sup> November. Seemed to go very well, with the follow-on event at the library also well attended and good press coverage.</li> <li>Reindeer parade – to take place on 2<sup>nd</sup> December. The Town Council had agreed to join-fund the event. Leaflets advertising the event were handed out at the Knights and Princesses Day.</li> <li>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.</li> <li>Website – GJ gave an update. The board agreed to cover half of the £2k costs with the Town Council. The BID would also cover the domain name and web hosting costs. MJ would supply the information on businesses and the Town Council could update. MJ and GJ to meet with the web developer to discuss.</li> <li>Promotional videos – Alan Evans has been working on an events and a town centre/parking video which Ymlaen Llanelli had purchased and would be available on the website. AS told the group he had seen the town centre/parking video and felt it was too long. MJ to ask Alan Evans if the video could be split into 30-second long films.</li> </ul> <p><b>4.3 Enhancing experience</b> <b>4.3.1 Slower Shopping Tuesdays</b> This initiative was launched at the St Elli Centre on Tuesday, 7<sup>th</sup> November. It encourages a slower pace of shopping in the town between 1:30-3:30pm every Tuesday afternoon and is aimed at those with Alzheimer’s and other disabilities. Driven by Delyth Jones at the Town Council, the project is also supported by Tesco in Trostre, Asda, St Elli Centre, the indoor market, the library and the Alzheimer’s Society. The launch was covered in The Star, the Herald and Llanelli Online.</p> <p><b>4.4 Developing strategy</b> <b>4.4.1 Social media workshops</b> Due to take place at Llanelly House on 9<sup>th</sup> and 14<sup>th</sup> November. Invitations had been sent out through Mailchimp and flyers hand-delivered to businesses by Business Wales. Only two business had responded so the workshops would probably need to be cancelled.</p>	<p>parking day on 17<sup>th</sup> November could go ahead</p> <p>MJ/GJ to meet with web developer</p> <p>MJ: To ask Alan Evans if the video could be split</p>
5.0	<p><b>BID proposal pledges</b> LR read through the BID proposal pledges and asked if these should be reviewed. To be discussed at the strategy day.</p>	
5.0	<p><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.</p>	
6.0	<p><b>AOB</b></p>	

	<p>Amanda Davies from Carmarthenshire Markets and Scott Jones PCSO had expressed an interest in coming to BID board meetings as observers. The board agreed this.</p> <p>David Darkin had expressed an interest in becoming a director. The board appreciated his interest but as one director was already a voluntary levy payer and David was already President of the Chamber of Commerce and a town councillor who would likely be mayor next year, they decided against this.</p> <p>MJ said she has received a complaint from one of the businesses about the drug problem in town, particularly the methodone clinic in Boots. ED suggested that the Task Force would be a better forum for this discussion and recommended that this would need to be brought up at the next Task Force meeting.</p>	
7.0	<p><b>DONM</b>  Wednesday, 13<sup>th</sup> December  (this might need to change to Tuesday, 12<sup>th</sup> if the planned Welsh Government BIDs networking meeting went ahead)</p>	