

Llanelli board meeting minutes

Wednesday, 14<sup>th</sup> November 2018 5:30pm  
Llanelly House

**Minutes**

Present

Paul Oram	PO	Llanelli Chamber of Commerce
Paul Carter	PC	Llanelly House
Lee Edmunds	LE	Evans & Powell
Matthew Harvey	MH	Specsavers
Gary Jones	GJ	Llanelli Town Council (observer)

Mandy Jenkins	MJ	BID Manager
---------------	----	-------------

Apologies

Lesley Richards	LR	Nationwide
Emlyn Dole	ED	Carmarthenshire County Council

Item	Detail	Action
<b>1.0</b>	<b>Welcome and introductions</b> 1.1 PO 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 £1 parking initiative</b> The initiative was up and running and being advertised on Radio Carmarthenshire, Swansea Sound, Facebook and posters and banners. The board asked if around five businesses could be approached to help evaluate the initiative and be asked if they could see a percentage increase in profits on the £1 parking days. Suggestions included Boots, Solid Gold and Jenkins.  <b>2.2 Trostre town centre sign</b> MJ told the group that she had contacted Mike Davies in Huw Parsons' absence about the BID designing the new sign and asked him for suggestions of companies that could be used. He had come back to say that the Head of Marketing and Head of Highways had to approve Ymlaen Llanelli taking over the sign.	<b>MJ: To contact businesses to evaluate the impact of the £1 parking initiative</b>  <b>MJ: To ask ED about giving the go ahead for the sign</b>
<b>3.0</b>	<b>Company update</b> <b>3.1 Financial update</b> MJ said that £80k had been invoiced and received from Carmarthenshire County Council as part payment of this year's levy received. She had attended court on 5 <sup>th</sup> November but not non-payers had turned up on the day.	

<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 £1 parking</b> See 2.1. MJ told the group about some problems with the parking machines on the first Saturday of the pilot which had meant that anyone arriving before 8am had had to pay full price which had enraged traders. MJ had spoken to Richard Waters at CCC and the issue was now resolved.</p> <p><b>4.1.2 Free parking pilot</b> MJ told the group that CCC had started a free parking pilot in all long stay spaces in town car parks on 29<sup>th</sup> October but had not publicised this in advance which was shame as this could have been advertised for the Harry Potter event on 30<sup>th</sup>. The pilot meant that there was free parking in all town centre car parks between 10am-4pm on Mondays and Tuesdays. MJ had contacted Richard Waters to express frustration over this and he was not able to provide an end date for the initiative. MJ had also spoken to ED who said that he himself was not happy with the response from Highways and would chase up an end date.</p> <p><b>4.2 Marketing</b> MJ and PC told the group that an events group of businesses who had not previously been involved in the BID had taken place the week before. More businesses were now wanting to get involved. The group had suggested a vintage festival that would build on the food festival and follow the theme of Llanelli being a market town.</p> <p>Batman to return to Llanelli on 27<sup>th</sup> February.</p> <p><b>4.2.1 Events</b></p> <p>Food Festival MJ fed back to the group that this had been a very good day. Town was very busy and the feedback from businesses had been overwhelmingly positive and lots of positive comments on social media.</p> <p>Harry Potter Some last-minute issues on the day but overall very good feedback.</p> <p>Reindeer parade To be a bigger event this year with the addition of a live band and an ice sculpture to keep people in town longer on the day.</p> <p><b>4.2.2 Love Llanelli website</b> MJ had sent out another email to businesses asking for details but still on 14 had provided details for the site. Canvas bags had also been given out at the food festival with the website address on. The group suggested adding a link to the website to all Facebook posts.</p> <p><b>4.3 Enhancing experience</b></p> <p><b>4.3.1 Social media workshops</b> Booked for the following dates. Email to be sent out to businesses just before and just after Christmas:</p>	
-------------------	--	--

	<p>14th January 28th January 11th February 25th February</p> <p><b>4.3.2 Window vinyls</b> MJ had met with the Fusion Officer and schools would begin work on these in January.</p>	
<b>5.0</b>	<p><b>Updates from outside bodies including the Chamber of Trade / Task Force</b> Not discussed.</p>	
<b>6.0</b>	<p><b>AOB</b> Ffos Las racecourse billboards – BID asked if we want to advertise on these. The only way it would work would be to have a list of town centre events for the year. PC to check on prices.</p> <p>The group also discussed advertising in Swansea train station and Llanelli bus station. MJ to look into prices for these.</p> <p>MJ said that Matty Lunch had offered to run a competition in the new year for businesses to make their own videos and upload to Facebook with the winner receiving a professionally-made video as a prize. The group asked MJ to go back to Matty and confirm how much this would cost.</p> <p>MJ had spoken to the cleaning team and they were currently looking at cutting the budget, when this was agreed, MJ would approach them again about the BID paying for extra cleaning in the town centre.</p> <p>The group discussed getting an extra staff member in to speak to businesses on a regular basis. MJ to look into the options.</p>	<p><b>MJ: PC to check on prices for Ffos Las billboards</b></p> <p><b>MJ: To look into prices for advertising at Swansea train station and Llanelli bus station</b></p> <p><b>MJ: To check with Matty Lynch about the cost of the video</b></p>
<b>7.0</b>	<p><b>DONM</b> Tuesday, 22<sup>nd</sup> January</p>	