

Ymlaen Llanelli board meeting minutes

Wednesday 8th July 2026

Unit 23 St Elli Shopping Centre / Microsoft Teams



Minutes

Present

Lesley Richards	LR	Nationwide (Chair)
Andrew Stephens	AS	Resident (Vice Chair)
Alun Littlejohns	AL	St Elli Shopping Centre

Mandy Jenkins	MJ	BID Manager
Jade Evans	JE	BID Coordinator

Apologies

Arfon Davies	ArD	Llanelli Town Council (observer)
Adrian Davies	AD	Lloyd & Whyte
Lee Edmunds	LE	Evans & Powell
Matthew Harvey	MH	Specsavers

Item	Detail	Action
1.0	Welcome and introductions Meeting commenced at 16:39 by LR. Apologies given as above.	
2.0	Minutes of the last meeting and matters arising 2.1. Confirmation of approval Those attending confirmed the minutes were an accurate account of discussions. 2.2. Matters arising 2.2.1. Vintage Festival plane MJ updated: the cost to hire the display plane for the Vintage Festival is £2,400. A replica of Chitty Chitty Bang Bang has already been booked for the event for £2,000, so booking the plane will be pushing budget for this year's event. 2.2.2. Roller rink The roller rink wasn't booked for the 80s Festival. MJ updated that a photo booth was booked and located in the indoor market for the 80s Festival following market traders' requests via the market manager; 150 people used it on the event day.	

	The board discussed potential photobooth and roller rink locations for future events.	
3.0	Company matters 3.1. Financial update MJ updated the board: approximately £26,000 in the bank account. Grant funding from CCC for the K-Pop event and 80s Festival is still due to come in. There has been no update from the ratings team on the first term levy shortfall.	
4.0	Events for 2026 MJ and JE updated the board on the following events: • Llanelli K-Pop Spectacular – Wednesday 27th May • Llanelli 80s Festival – Saturday 27th June Attendance and feedback for the K-Pop even had been good. MJ felt it was the busiest 80s Festival so far. Since 80s Festival, there has been discussion of events in general on social media, with suggestions of moving the centre of events to Spring Gardens. MJ and JE had spoken to Y Levens and MJ had responded to an email from Cwtsh Chocolate regarding this. MJ has received an update that hoarding around new market development on Vaughan Street will be going up on 21st September. The first event this will affect is the Food and Drink Festival; the event layout will need to be reconfigured as the hoarding will likely affect emergency vehicle access on Vaughan Street. The live music stage and seating area for the Food and Drink Festival will be moved to Spring Gardens. Festivals with the larger stage (80s, Augustfest, Vintage) will also likely need to be reconfigured for 2027. The board discussed this and agreed to explore alternative options, but agreed the events should return to their usual layout once logistically possible. Upcoming events: • Llanelli Dinomania – Wednesday 29th July • Llanelli Augustfest – Saturday 1st August • Llanelli Vintage Festival – Saturday 19th September • Llanelli Food and Drink Festival – Saturday 17th October • Llanelli Nutcracker Trail – November/December • Llanelli Christmas Festival – Saturday 5th December	MJ and JE: Explore alternative event layouts.

	MJ explained the Dinomania setup for the board; the event will run from 10am to 4pm, with walkabouts between shows and a replica of the Jurassic Park jeep on display. The board discussed event promotional videos. MJ updated the board on the current plans for the Christmas event, which will not feature a walking parade this year.	
5.0	Business ‘brag’ boards MJ explained the idea: the initiative would provide a branded board/sign to each business, listing three unique selling points for that business (decided by each business for themselves), to be displayed in their window or on their counter. MJ and JE have discussed the idea with DesignYo; the boards would be foamex and all in the ‘sospan’ shape to unify the initiative across the centre. JE showed the draft mock-up to the board. Rough costs would be about £2,000 for 50 custom boards – roughly £40 per board. AS asked if businesses that don’t pay the BID levy would be able to have a board. The board discussed this and agreed that only BID levy-paying businesses would be eligible – businesses that don’t pay the levy can contribute voluntarily if they would like one. The board agreed to go ahead with the scheme.	
6.0	Market works The board discussed the new market works. Discussion of the hoarding covered in 4.0. AL updated that there had been a market trader consultation meeting on 6th July. AS asked if the buildings currently on the new market site are to be demolished; MJ and JE confirmed this.	
7.0	Updates from outside bodies including the Chamber of Trade / Task Force The board discussed the Task Force; no major update at the previous meeting. The town centre masterplan is likely due to be published in September. The board discussed information spread from the Task Force to outside bodies. AS updated that the Chamber have invited the Pride in Place Chair to speak at a meeting/event. MJ explained structure of the Pride in Place board and funding to the board; Ymlaen Llanelli will ask to join a working group.	

8.0	AOB LR discussed meetings she had had with the police; MJ will invite a police representative to the next board meeting. The police and PCSOs have been engaging with town centre businesses to promote the SABB scheme.	
8.0	Date of next meeting Tuesday, 1 st September, 4:30pm. Meeting concluded at 17:26.	