

# Ymlaen Llanelli board meeting minutes

Tuesday, 7<sup>th</sup> January 2025

10 John Street



## Minutes

### Present

Lesley Richards	LR	Nationwide (Chair)
Adrian Davies	AD	Davies Craddock
Andrew Stephens	AS	Resident
Matthew Harvey	MH	Specsavers
Mandy Jenkins	MJ	BID Manager
Jade Evans	JE	BID Coordinator

### Apologies

Alun Littlejohns	AL	St Elli Shopping Centre
Carla Shepherd	CS	Primavera Wellness Space
Lee Edmunds	LE	Evans & Powell
Martin Blackwell	MB	The Works
Nicole Dowell	ND	The York Palace

Item	Detail	Action
1.0	<b>Welcome and introductions</b>  Apologies were given as above.	
2.0	<b>Minutes of the last meeting and matters arising</b>  Those attending confirmed the minutes were an accurate account of discussions.  The board discussed the turnout at the AGM. MJ updated on email correspondence from East Gate Travel.  <b>2.1. Confirmation of approval</b>  Approved.  <b>2.2. Matters arising</b>  <b>2.2.1. Shopmobility meeting</b>  MJ asked the board for ideas on how to proceed with involvement in the Shopmobility scheme. MH asked why the BID is helping and stated he thinks it needs proper business support. The board discussed giving more support once the shop has moved to its new premises in the St Elli Centre. The board agreed to park the idea until Shopmobility moves.	

<p><b>3.0</b></p>	<p><b>Company matters</b></p> <p><b>3.1. Financial update</b></p> <p>MJ updated the board; approx £36,000 in bank account.</p> <p>MJ discussed how the SPF Events Fund helped the events last year. MJ updated the board on the council plans for funding in the next year following the SPF. The board asked if the budget would cover the events for 2025 – MJ and JE to do an extensive budget for the next year.</p> <p>LR and MJ discussed radio advertising for events; LR suggested only doing radio advertising with Hits Radio for the 80s festival and the food festival.</p>	<p><b>MJ and JE to do annual budget.</b></p>
<p><b>4.0</b></p>	<p><b>Events for 2024</b></p> <ul style="list-style-type: none"> <li>• Llanelli Food and Drink Festival – Saturday 19<sup>th</sup> October MJ updated the board; the event went well, lots of businesses had busy days and stallholders did too.</li> <li>• Llanelli Christmas Parade – Saturday 7<sup>th</sup> December MJ updated on the event cancellation and explained how some cancellation fees still had to be paid due to the short notice.</li> </ul> <p>Events for 2025:</p> <ul style="list-style-type: none"> <li>• Llanelli Superhero Day – Tuesday 25<sup>th</sup> February</li> <li>• Llanelli Cartoon Capers – Tuesday 15<sup>th</sup> April</li> <li>• Llanelli 80s Festival – Saturday 28<sup>th</sup> June</li> <li>• Llanelli Augustfest – Saturday 2<sup>nd</sup> August</li> <li>• Llanelli Vintage Festival – Saturday 20<sup>th</sup> September</li> <li>• Llanelli Food and Drink Festival – Saturday 18<sup>th</sup> October</li> <li>• Llanelli Christmas Parade – Saturday 6<sup>th</sup> December</li> </ul> <p>The annual pancake race is also due on Tuesday 4<sup>th</sup> March.</p> <p>MJ noted that the Great Get Together event isn't on the programme as it was the town council's event initially last year.</p> <p>AS asked if the Armed Forces Day service would take place at the 80s festival; MJ said it likely won't take place due to the veterans group leadership changing.</p> <p>AS asked about St David's Day; MJ updated that Llanelli Indoor Market are planning a music act e.g. choir on the day. St Elli Centre will also likely do something. AS suggested doing a trail for the day or the week beforehand as it's half term.</p> <p>The board discussed the works in Spring Gardens and Stepney Square.</p>	

5.0

## Loyalty card

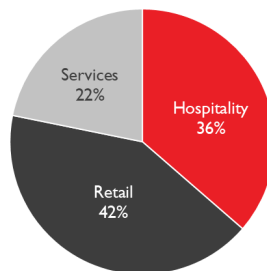
JE presented the following slides:

### Love Llanelli Loyalty Card

- 55 businesses taking part (52 in 2021)
- Currently 144 cards exchanged for vouchers (83 in 2021)
- Cards can be exchanged and vouchers spent up until 31<sup>st</sup> January
- 144 cards = £7,200 spent in town centre businesses as part of scheme

### Love Llanelli Loyalty Card

Businesses taking part



### Love Llanelli Loyalty Card

Top 5 sticker distributors:

1. Card Factory
2. Gallery Art + Coffee
3. Bradley's Coffee
4. Llanelli House
5. Avo Café & Day Night Boutique

## Love Llanelli Loyalty Card

Top 5 voucher redemption locations so far:

1. Rowberry's – 9
2. Bella's – 8
3. Bagz & the Welsh Shop – 6 each
4. Avo Café & Beale's Linens – 5 each
5. Day Night Boutique & the Teapot Café – 4 each

## Love Llanelli Loyalty Card

Item	Cost
Design and print	£1,006
Max voucher cost	£2,880
<b>Total</b>	<b>£3,886</b>

<p><b>6.0</b></p>	<p><b>Nutcracker trail</b></p> <p>MJ updated the board on the results of the trail; 286 leaflets returned were returned to Jenkins. JE explained how the prize vouchers will work.</p> <p>The board discussed the success of the summer dinosaur trail in 2021, MJ said will consider running it again this year if the budget allows.</p>	
<p><b>7.0</b></p>	<p><b>Free parking days</b></p> <p>MJ updated the board that she has asked the council for the remaining two free parking days to be on Superhero Day and St David's Day – confirmation of these is pending.</p>	
<p><b>8.0</b></p>	<p><b>Updates from outside bodies including the Chamber of Trade / Task Force</b></p> <p>AS updated that the next Chamber meeting follows this board meeting, but that he will be stepping back from the Chamber after tonight's meeting. The Chamber has an event with Pentre Awel development next week. It has gained 4-5 new members in recent months.</p> <p>AS and LR discussed the format of the Task Force. LR updated on the most recent Task Force meeting: policing and DDAS had been discussed,</p>	

	<p>Constable Andrea has left the role and has not been replaced. The YMCA flats have been filled.</p> <p>LR updated that the Nationwide building's gutters have recently been cleaned as part of the council scheme, MH said Specsavers had had theirs done too. MJ said the BID will press on with its own gutter cleaning project for areas not covered by the council scheme once locations and timescales of the council scheme have been confirmed, so as to not confuse the two amongst levy payers.</p>	<p><b>MJ to follow up with council about gutter cleaning scheme.</b></p>
<p><b>9.0</b></p>	<p><b>AOB</b></p> <p><b>9.1. Christmas lights competition prizes</b></p> <p>JE explained the alternate prize given this year following the closure of On Your Bike: winners received £25 vouchers for Ffwrnes Theatre, Odeon, Joe's Ice Cream, and Nando's.</p> <p><b>9.2. BID renewal ballot</b></p> <p>MJ explained that the BID will need to go to renewal ballot before 1<sup>st</sup> April 2026 to secure a third term. MJ suggested holding the ballot in September/October: ballot papers would go out on 25<sup>th</sup> September and the ballot would close on 23<sup>rd</sup> October, which would capitalise on the Vintage Festival and Food and Drink Festival. The board agreed with the logic and agreed to look at the full timeline with an aim to set these dates.</p> <p>The board discussed potential accounts to chase in the ballot.</p> <p>MJ explained that there will likely be a drop in the rateable value since the last ballot, so the levy percentage may need to be risen to 1.5% to mitigate any loss in budget. MJ and JE to request new rateable value data to work out potential levies.</p>	<p><b>MJ and JE to request levy data for third term and calculate potential levies.</b></p>
<p><b>10.0</b></p>	<p><b>Date of next meeting</b></p> <p>Tuesday, 18<sup>th</sup> February</p>	