

Ymlaen Llanelli board meeting minutes

Tuesday, 4th November 2025
Unit 23 St Elli Shopping Centre



Minutes

Present

Lesley Richards	LR	Nationwide (Chair)
Andrew Stephens	AS	Resident (Vice Chair)
Alun Littlejohns	AL	St Elli Shopping Centre
Arfon Davies	ArD	Llanelli Town Council
Juliet Campbell	JC	Bradley's Coffee
Martin Blackwell	MB	The Works
Matthew Harvey	MH	Specsavers
Mandy Jenkins	MJ	BID Manager
Jade Evans	JE	BID Coordinator

Apologies

Adrian Davies	AD	Lloyd & Whyte
Lee Edmunds	LE	Evans & Powell

Item	Detail	Action
1.0	Welcome and introductions Meeting commenced at 16:08 by AS. 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. Old office contracts MJ updated that the old office contracts haven't been cancelled yet but this will be done as soon as possible. 2.2.2. Police board membership LR updated that she had reached out but had not received a response.	MJ and JE: Cancel old office contracts.
3.0	Company matters 3.1. Financial update MJ updated the board: currently £27,481.27 in bank account. A VAT bill of roughly £8,000 is due to go out in the next few days. Roughly £20,000	

	<p>BID levy yet to be invoiced for – MJ unsure how much can currently be drawn down. There is also roughly £20,000 still outstanding to be received from the council for pending grant claims for events from the Great Get Together through to the Food and Drink Festival.</p> <p>MJ thanked ArD for the event sponsorship from town council.</p> <p>JE updated that there is also grant money still to be claimed from Food and Drink Wales for the Food Festival for roughly £2,800.</p>	
4.0	<p>Events for 2025</p> <p>MJ and JE updated the board on the following events:</p> <ul style="list-style-type: none"> • Llanelli Vintage Festival – Saturday 20th September • Llanelli Food and Drink Festival – Saturday 18th October • Llanelli Christmas Parade – Saturday 6th December <p>There was heavy rain at the Vintage Festival which affected turnout, and saw the stage portion of the event cancelled. MJ suggested cancelling events in advance should heavy rain be predicted in the days beforehand.</p> <p>AL arrived at 16:11.</p> <p>AS and AL spoke about the Festival of Light in the St Elli Shopping Centre. AL confirmed that the Christmas lights in the centre would be going up before the carnival. The Christmas tree will go up after the Festival of Light.</p> <p>There was a good turnout at the Food and Drink Festival and good feedback from most businesses. MJ updated the board about the blocked entrance to the Nail Bar on Stepney Street: the owner was very upset, and MJ and JE apologized on the day. MJ and JE asked the board if a formal letter of apology should be written and delivered; the board agreed.</p> <p>There was also bad feedback from a business owner in the arcade.</p> <p>MJ updated the board that the number of characters at the Christmas Parade event had been cut down and that the pipe band are unavailable to attend. SPF funding will cover roughly £5,000 of the event – the funding application deadline is next week.</p> <p>MJ and JE updated the board that the Christmas Nutcracker Trail will start on 21st November, in line with the Christmas Carnival.</p>	<p>MJ and JE: Draft a formal letter of apology.</p>
5.0	<p>Renewal ballot</p> <p>MJ and JE updated the board on the renewal ballot result:</p> <ul style="list-style-type: none"> • 42% turnout • 91% yes by number • 97% yes by rateable value 	

	<p>This is slightly down by number from the 2021 vote (95%), but slightly up by RV (94%).</p> <p>The board congratulated MJ and JE on the ballot's success. MJ and JE thanked the board for their help with speaking to businesses.</p> <p>MJ updated the board on the process for acquiring replacement ballot papers: it was more complicated than in previous ballots but the majority of those that requested replacements did receive them. The council staff also provided support by hand-delivering replacement papers on the final day.</p>	
6.0	<p>Updates from outside bodies including the Chamber of Trade / Task Force</p> <p>MJ, ArD, AS, and AL spoke about the task force meeting they attended this morning. The police were discussed at the task force; the town centre sergeant has now left the role.</p> <p>LR updated on an incident that occurred in town last week. Security guards may be placed in the Hwb and the library due to anti-social behaviour – there has been a rise in ASB on Bridge Street and Vaughan Street. MJ and JE told the board about a visit by South Wales Police to the Port Talbot BID board meeting discussing Operation Sentinel.</p> <p>AS noted his disappointed in the task force turnout – only six people from outside bodies attended and roughly eight representatives from the council.</p> <p>MJ updated that there is a new manager at DDAS and that the council would put her in touch; LR has already met them. It is still unclear whether DDAS are committing to moving to a new site in Trostre.</p> <p>MJ updated the board that the council cleansing team will clean the canopies before Christmas – this is part of their normal schedule. The team has been spread across all county towns, but there is a feeling that there should be one team for each main town. The team can't get to plants in building gutters as some are unsafe. LR spoke about a glass canopy breaking a few months ago.</p> <p>AS updated that the Chamber will be hosting a Business Future meeting in Pentre Awel next week. The Chamber will also be hosting business hustings for the Senedd elections in April/May – these will only be open to businesses, not the public. The next Chamber meeting is taking place immediately after this meeting.</p> <p>AS read a message from Paul Brookfield with ideas for the town centre, including covering over Stepney Street and creating a Clydach-style car boot sale.</p>	
7.0	<p>AOB</p> <p>MJ informed the board that Llanelli Rural Council have requested for a rural councillor to sit on the board, primarily as a means of feeding back</p>	

	<p>updates. AS clarified that he sits on the board as a resident, not in his capacity as a rural councillor. The board discussed this and agreed that politicians should not sit on the board. The board agreed to invite the rural council's clerk or community development officer to join meetings as an observer (AS abstained due to conflict of interest, ArD unable to vote as an observer).</p> <p>The board discussed the potential Specsavers move; MH updated that nothing is confirmed yet.</p> <p>The board discussed the demolition of the former nightclubs on Market Street.</p> <p>The board discussed the indoor market consultation; there has been consultation with county councillors and market traders, but not with town councillors. Most of the feedback that board members have heard has been relatively positive, however there has been lots of negative reporting.</p> <p>The board discussed the placemaking masterplans.</p> <p>MJ, JE, JC, and AL spoke about car parking in the St Elli Shopping Centre loading area.</p> <p>AL left at 16:34.</p> <p>The board discussed the former Raffles building.</p>	<p>MJ: Invite Rural Council clerk/community officer to sit on board as observer.</p>
8.0	<p>Date of next meeting</p> <p>Should be Tuesday, 16th December but agreed to move to January. To be confirmed at a later date.</p>	