

Llanelli board meeting minutes

Wednesday, 5th August 2020
Llanelly House, 5:30pm

Minutes

Present

Lesley Richards	LR	Nationwide (Chair)
Paul Carter	PC	Llanelly House
Martin Blackwell	MB	The Works
Matthew Harvey	MH	Specsavers
Andrew Stephens	AS	Llanelli Chamber of Trade
Paul Oram	PO	Llanelli Chamber of Trade
Gary Jones	GJ	Llanelli Town Council (Observer)
Mandy Jenkins	MJ	BID Manager

Apologies

Adrian Davies	AD	Davies Craddock
Lee Edmunds	LE	Evans & Powell

Item	Detail	Action
1.0	Welcome and introductions 1.1 LR opened the meeting. 1.2 Apologies were given as above.	
2.0	Minutes of the last meeting and matters arising Those attending confirmed the minutes were an accurate account of discussions. GJ to be removed from the list of attendees. 2.1 Owain Gleinster Ongoing. MJ to contact Owain and ask if he wanted to resign from the board so that Jacqueline Nunn could replace him as a voluntary contributor. 2.2 New ballot timeline See 5.1.	
3.0	1. Company matters 3.1 Financial update £38,247 currently in the bank account. Around £11k of last year's levy still to be invoiced plus £5k to come from the Welsh Government BIDs resilience fund. 3.2 Levy bills The bills had been sent out by CCC and levy collection was so far quite slow.	

3.3 AGM 2020

The board decided that the AGM would take place at 5:30pm on Tuesday, 22nd September via Zoom.

3.4 Grant funding

3.4.1 WG resilience funding

The money had not yet come through from Welsh Government.

3.4.2 WG Transforming Towns

MJ and GJ had met with Tess Peregrine from CCC earlier in the day to discuss applying for the £25k that had been awarded by Welsh Government. There would be an application process through CCC. MJ had spoken to around 11 of the hospitality businesses in town who would require items such as outdoor heaters, tables and chairs, planters and windbreakers.

3.4.3 Coastal Communities Fund

The Welsh Government Coastal Communities Fund encourages the economic development of coastal communities in Wales by giving funding to create sustainable economic growth and jobs. Applicants can apply for individual grants of between £50,000 and £300,000 per organisation, for projects that will support the economic development of coastal communities in Wales by promoting sustainable economic growth and jobs. MJ had been part of a group discussing ideas which included CCC, the Town Council, the Great Places Project and the National Lottery. Ideas discussed so far included connectivity from North Dock to the town centre via possibly a land train and an ambassador scheme. EOIs to be entered by 6th October.

4.0

Coronavirus crisis

4.2 Recovery packs

All businesses had been very appreciative of the recovery packs and the feedback had been excellent.

4.2 Advertising

Feedback on the initiative had also been very good. There were a few disgruntled businesses who had not responded to Emerge in time for their adverts to go and were asking if the initiative could be extended. The board decided against extending the initiative, at least for the time being.

4.3 E-newsletter

Date	Description	Opened
25/6/2020	Our welcome back video is now live, plus some important info on reopening safely	25.5%
2/7/2020	Messages of support abound, plus funding updates in our usual Business Bulletin	29.0%
9/7/2020	Even more businesses are reopening in the town centre, plus funding updates in our usual Business Bulletin	28.3%
23/7/2020	We're back with info on town centre changes and our usual Business Bulletin	28.5%

	<p>193 subscribers.</p> <p>Social media:</p> <ul style="list-style-type: none"> ■ Facebook: 7053 followers, 6653 likes ■ Twitter: 715 followers ■ Instagram: 1380 followers 	
5.0	<p>Renewal ballot</p> <p>5.1 Timeline The board decided to move the ballot day to Thursday, 4th March due to the crisis.</p> <p>5.2 Threshold The board decided to lower the threshold to 5k and leave the levy at 1.25%.</p> <p>5.3 Projects for the next five years The board decided that a separate, brainstorming session was needed. MJ to arrange.</p>	MJ: To arrange a separate brainstorming session
6.0	<p>Themes</p> <p>6.1 Access and Parking</p> <p>6.1.1 Cowell street pedestrianization The street was now pedestrianized between 10am-4pm. Some businesses were pleased and some less so. Aled James from The Savoy and BJs had over 50 signatories on a petition to reopen the street. The initiative would be for a trial period of up to 18 months.</p> <p>6.1.2 Free parking ends 1st September CCC and most other councils in Wales had announced that parking charges would be reintroduced from 1st September.</p> <p>5.2 Marketing</p> <p>5.2.1 Events for 2020:</p> <ul style="list-style-type: none"> ○ Wednesday 8th April – Cartoon Capers Returns! – postponed until 22nd July ○ Saturday 9th May – VE-Day 75 Street Party – postponed until 15th August ○ Friday 15th May – Dirty Dancing Open-Air Cinema – postponed ○ Saturday 20th June – The Great Llanelli Get Together – postponed ○ Saturday 27th June – Llanelli 80s Festival and Armed Forces Day – postponed ○ Saturday 1st August – Gar Gwyl Music Festival – cancelled ○ Wednesday 12th August – Summer Fun Extravaganza! – cancelled ○ Saturday 19th September – Llanelli Vintage Festival ○ Saturday 17th October – Llanelli Food and Drink Festival ○ Wednesday 28th October – Jurassic Halloween 	

	<ul style="list-style-type: none"> ○ Saturday 5th December – Llanelli Reindeer Parade <p>6.2.2 Reopening Saturday Planned for 8th August, 5 walkaround characters plus some ‘Good to be back’ cupcakes from Jenkins Bakery.</p>	
5.0	<p>Updates from outside bodies including the Chamber of Trade / Task Force</p> <p>The Task Force had taken place on 22nd July, LR and MJ had both made the point that it should have taken place earlier.</p> <p>The Chamber had held meetings via Zoom with low attendance.</p>	
6.0	<p>AOB None.</p>	
7.0	<p>DONM Tuesday, 22nd September.</p>	