

Ymlaen Llanelli board meeting minutes

Tuesday, 27th January 2026
Unit 23 St Elli Shopping Centre



Minutes

Present

Lesley Richards	LR	Nationwide (Chair)
Andrew Stephens	AS	Resident (Vice Chair)
Adrian Davies	AD	Lloyd & Whyte
Arfon Davies	ArD	Llanelli Town Council (observer)
Juliet Campbell	JC	Bradley's Coffee
Mandy Jenkins	MJ	BID Manager
Jade Evans	JE	BID Coordinator

Apologies

Alun Littlejohns	AL	St Elli Shopping Centre
Lee Edmunds	LE	Evans & Powell
Martin Blackwell	MB	The Works
Matthew Harvey	MH	Specsavers

Item	Detail	Action
1.0	<p>Welcome and introductions</p> <p>Meeting commenced at 16:35 by AS. Apologies given as above.</p> <p>MJ asked if the board want to move meeting days to Wednesday for LE. AD and AS can't do Wednesdays. The board agreed to continue holding meetings on Tuesdays.</p>	
2.0	<p>Minutes of the last meeting and matters arising</p> <p>2.1. Confirmation of approval</p> <p>Those attending confirmed the minutes were an accurate account of discussions.</p> <p>LR arrived at 16:38.</p> <p>The board discussed use of Facebook.</p> <p>2.2. Matters arising</p> <p>2.2.1. Old office contracts</p> <p>MJ updated that all old office contracts had been cancelled and most refunds had been received; roughly £3,000 for gas and electric, and roughly £100 for water. There is an ongoing issue with the PlusNet bills but a refund will be received once resolved.</p>	

	<p>MJ updated that Davies Craddock owes money for the office bills share from 2022 to 2025 – JE is working on this.</p> <p>AS asked if mail is now coming to the new office; MJ said the unit number needs to be clarified and sorted with Royal Mail.</p> <p>2.2.2. Letter of apology</p> <p>MJ updated that a letter had been written and delivered to the nail salon.</p> <p>2.2.3. Llanelli Rural Council</p> <p>MJ updated that an email had been sent inviting the clerk or community development officer to attend as an observer, however there had been no response.</p>	<p>MJ: Sort office unit number with AL.</p>
<p>3.0</p>	<p>Company matters</p> <p>3.1. Financial update</p> <p>MJ updated the board: currently £25,216.94 in the bank account. Roughly £5,000 grant money still owed from the council for the Christmas event. The town council will be sponsoring Superhero Day 2026 in place of sponsoring 2025's Vintage Festival which was affected by bad weather.</p> <p>MJ and JE informed the board about the confusion of the remaining BID levy money for 2025/26 – awaiting a resolution from the ratings department.</p> <p>3.2. BID levy statement</p> <p>MJ updated that this had been written and will accompany the bills when sent out in April. The statement shows that nothing has been spent on the improving access theme in this financial year.</p> <p>The board discussed the Monday and Tuesday free parking scheme.</p>	
<p>4.0</p>	<p>Events for 2026</p> <p>MJ and JE updated the board on the following events:</p> <ul style="list-style-type: none"> • Llanelli Superhero Day – Wednesday 18th February • Llanelli Cartoon Capers – Wednesday 1st April • Llanelli 80s Festival – Saturday 27th June • Llanelli Augustfest – Saturday 1st August • Llanelli Vintage Festival – Saturday 19th September • Llanelli Food and Drink Festival – Saturday 17th October • Llanelli Christmas Festival – Saturday 5th December <p>Superhero Day will be the last free parking day of the 2025/26 financial year.</p>	

	<p>MJ updated the board on the alternative route for Superhero Day due to building works on Stepney Street and Bridge Street.</p> <p>JE updated that the Bridge Street works are scheduled to finish around the start of June.</p> <p>The board discussed the change to the Christmas event for 2026. MJ and JE explained that the parade element of the event has become less popular since the loss of the reindeer. The 2025 event had been well-attended despite the changes for weather. AS suggested using the event as a Christmas food festival; MJ explained that lots of traders book Christmas dates well in advance and so many might not be available. JC said the indoor stage worked well, and Bradley's had a very busy day.</p>	
5.0	<p>Nutcracker Trail</p> <p>MJ updated that there had been 286 entries. The winner has been randomly selected and will be contacted this week.</p>	
6.0	<p>Christmas video</p> <p>The board spoke about the video and the response on social media. JE updated that the video had reached 51,000 views.</p>	
7.0	<p>Updates from outside bodies including the Chamber of Trade / Task Force</p> <p>AS updated that the Chamber of Trade will be hosting a Senedd election hustings on 26th February in the Diplomat, open to business owners only.</p> <p>MJ has received an email from the Chamber president requesting Chamber events be advertised in the newsletter. The board agreed to advertise general Chamber events, but not to advertise political events.</p> <p>The next task force will take place on 10th February with a new meeting structure. The board discussed the new meeting structure.</p>	
8.0	<p>AOB</p> <p>LR has been approached by the John Street Project for a donation. The board discussed the project and expressed support in principle, and would be in favour of a donation should community consultation show support and planning permission be granted.</p> <p>ArD updated that the town council is working with Menter Cwm Gwendraith Elli for St Davids Day: there will be a school parade on 26th February and community cooking in Ty Gwyn on 27th February. The town council has been liaising with Carmarthenshire Markets to hold the Young Traders event on Thursday 14th May.</p> <p>MJ updated the board on a message she had received from Anyone Waiting about St David's Day. Ymlaen Llanelli would not be hosting its</p>	

	<p>own event but would be happy to support Anyone Waiting and partners as in 2025.</p> <p>AS asked if the Pancake Race would be taking place this year; MJ and JE confirmed it would be on 17th February. AS spoke about getting gyms involved.</p> <p>MJ updated the board about the UK Town of Culture 2028 competition: constituted organisations can apply on behalf of a local partnership of stakeholders, and if successful in the first round then receive £60,000 to develop a programme. Expressions of interest must be submitted by 31st March. Winners would become the Town of Culture 2028 and would receive £3 million; finalists would receive £250,000. The board discussed this – unsurety about who a lead partner could be, but supportive in principle of representing the town centre in a partnership bid. The board agreed to raise the topic at the task force to gather more insight from the council.</p>	
<p>8.0</p>	<p>Date of next meeting</p> <p>Tuesday, 10th March, 4:30pm.</p> <p>Meeting concluded at 17:32.</p>	