

Ymlaen Llanelli board meeting minutes

Tuesday, 11th March 2025

10 John Street



Minutes

Present

Lesley Richards	LR	Nationwide (Chair)
Adrian Davies	AD	Davies Craddock
Andrew Stephens	AS	Resident
Arfon Davies	ArD	Llanelli Town Council
Carla Shepherd	CS	Primavera Wellness Space
Martin Blackwell	MB	The Works
Ricky (OBO Nicole Dowell)	Ricky	The York Palace

Mandy Jenkins	MJ	BID Manager
Jade Evans	JE	BID Coordinator

Online

Alun Littlejohns	AL	St Elli Shopping Centre
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Apologies

Matthew Harvey	MH	Specsavers
Lee Edmunds	LE	Evans & Powell

Item	Detail	Action
1.0	Welcome and introductions Meeting commenced at 17:03. 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. 2.1. Confirmation of approval Approved. 2.2. Matters arising 2.2.1. Annual budget JE gave an update on the budget for the year: some event costs will need to be cut to ensure all BID activities can run in 2025/26, however there is currently £7,000 more in the bank than previously predicted, with £3,600 still outstanding to come in. There should be further SPF events funding available from April/May which would allow the BID to apply for up to £5,000 per event.	

	<p>LR asked if there was any uncollected BID levy money to be invoiced: MJ confirmed that she had recently invoiced for about £7,000 and that this had been received (outstanding BID levy had been factored into the budget and is not the source of the additional balance).</p> <p>The board discussed the recent Carmarthen BID ballot and the voting intentions of nationals that are in Llanelli town centre.</p> <p>The board discussed the news of McDonald's coming back to the town centre.</p> <p>2.2.2. CCC gutter cleaning scheme</p> <p>MJ updated the board that 47 units cleaned were cleaned by the council in Stepney Street, Vaughan Street, and Cowell Street, and that the work was completed in November.</p> <p>MJ had previously received a quote of £150 per unit for the BID to run its own gutter cleaning project. LR asked how many units would potentially be part of the project: MJ said she was unsure on a number but likely quite a lot.</p> <p>The board agreed to wait to see if the SPF events funding would come through before making a decision on the gutter project.</p> <p>2.2.3. Levy data</p> <p>JE presented the following slide:</p> <div data-bbox="298 1176 1139 1648"> <p>Levy data</p> <ul style="list-style-type: none"> Current levy is £93,346.88 on a 1.25% multiplier Potential third term levies: <table> <tr> <th>Multiplier</th><th>Levy</th><th>Difference from current term</th></tr> <tr> <td>1.25%</td><td>£79,659.38</td><td>-£13,687.51</td></tr> <tr> <td>1.5%</td><td>£95,591.25</td><td>+£2,244.37</td></tr> </table> </div> <p>The board discussed and agreed to raise the multiplier to 1.5% to keep the potential third term budget in line with the current term budget.</p>	Multiplier	Levy	Difference from current term	1.25%	£79,659.38	-£13,687.51	1.5%	£95,591.25	+£2,244.37	
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3.0	<p>Company matters</p> <p>3.1. Financial update</p> <p>MJ updated the board: approximately £31,142.19 in bank account.</p>										

Events for 2025

- Llanelli Superhero Day – Tuesday 25th February
- Llanelli Cartoon Capers – Tuesday 15th April
- Llanelli 80s Festival – Saturday 28th June
- Llanelli Augustfest – Saturday 2nd August
- Llanelli Vintage Festival – Saturday 20th September
- Llanelli Food and Drink Festival – Saturday 18th October
- Llanelli Christmas Parade – Saturday 6th December

JE presented the following slide:



The board discussed Superhero Day: LR, ArD, CS and Ricky had attended at different times throughout the day and said it was as busy as last year and that it had been a good day for the town.

The board discussed the St David's Day activities: JE had attended at around 1pm and footfall had been good, Ricky said footfall died down by 2:30pm. Believe the event was affected by good weather and the clash with the food festival in Pembrey. The board said overall the event had worked and noted their thanks to Paul Francis of Anyone Waiting and Paul White from Llanelli Indoor Market for their work on it.

MB arrived at 17:22.

JE asked the board for thoughts on hiring two Back to the Future characters instead of a second display car at the 80s Festival. The board agreed to go ahead with this.

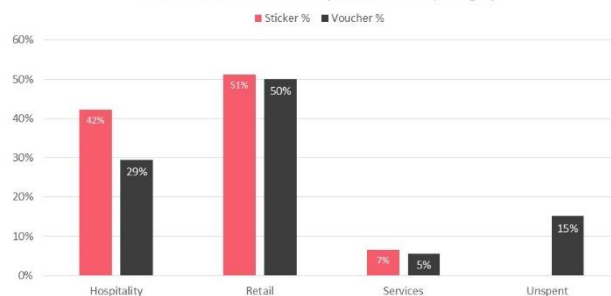
ArD explained that the Royal British Legion and Llanelli Veterans Association are keen to do something at the 80s Festival for Armed Forces Day – this might be a service at the cenotaph but may also involve the event more. MJ and LR explained that the event had been much busier earlier last year without the Armed Forces Parade. JE updated that she is in talks with the Royal British Legion to have a stall at the event.

CS updated the board that the Llanelli Queer Collective is hosting a Mardi Gras event on 14th June. CS asked if the BID owns a stage: MJ

	<p>explained that the BID doesn't own a stage but passed along the contact details for the stage hire and explained the relevant costs. MJ and LR asked where the event was going to be: CS confirmed would be in the town centre but doesn't know exactly where. MJ and JE said they were happy to give Llanelli Queer Collective advice on holding a town centre event.</p>	
5.0	<p>St David's Day</p> <p>Covered in agenda item 4.0.</p>	
6.0	<p>Loyalty card</p> <p>Returned to after jumping ahead to agenda items 7.0 and 8.0.</p> <p>JE presented the following slides:</p> <div data-bbox="296 757 1136 1227"> <p>Love Llanelli Loyalty Card</p> <ul style="list-style-type: none"> ▪ 55 businesses took part ▪ Sticker collection period ended 30th November ▪ Voucher redemption ended 31st January ▪ 146 cards exchanged for vouchers; 122 vouchers spent </div> <div data-bbox="296 1249 1136 1720"> <p>Love Llanelli Loyalty Card</p> <p>Top 5 sticker distributors:</p> <ol style="list-style-type: none"> 1. Card Factory 2. Gallery Art + Coffee 3. Bradley's Coffee 4. Llanelly House 5. Day Night Boutique </div>	

Love Llanelli Loyalty Card

Sticker collection vs voucher spend locations by category



The board discussed the success of the scheme and the difference in sticker collection and voucher spend locations compared to the previous run of the scheme in 2021.

MJ suggested potentially doing the scheme again before the ballot depending on the budget. The board agreed to look at it closer to the time.

7.0

Renewal ballot

Jumped ahead at 17:32 for AS to discuss before leaving.

JE presented the following slides:

Previous ballots

Original ballot 2015:

- 261 hereditaments balloted
- Yes by number: 79.5%
- Yes by RV: 65%
- Turnout: 49%

Renewal ballot 2021:

- 306 hereditaments balloted
- Yes by number: 95%
- Yes by RV: 94%
- Turnout: 43%

Renewal ballot 2025

- 269 hereditaments
- 40% turnout target = 108 votes

Ballot timeline

Date	Action
Thursday 17th April	Ymlaen Llanelli sends Notice of Intention to request ballot of BID proposals to CCC and Secretary of State.
Friday 11th July	Ymlaen Llanelli sends BID proposals and Notice to instruct ballot-holder to hold BID Ballot (including financial info) to CCC.
Thursday 11th September	Ymlaen Llanelli publishes Notice of Ballot and Statement of arrangement of ballot.
<i>Saturday 20th September</i>	<i>Llanelli Vintage Festival</i>
Thursday 25th September	Ballot papers sent out.
<i>Saturday 18th October</i>	<i>Llanelli Food and Drink Festival</i>
Thursday 23rd October	Ballot day – closes at 5pm.

Renewal ballot 2025

- Board members to be allocated 'accounts' to chase
- Programme to be decided but little scope to do much more than we are already doing as most of budget used up – any ideas?

The board discussed chasing votes in the previous ballots and who to chase in this ballot.

8.0

Updates from outside bodies including the Chamber of Trade / Task Force

AS updated that the Chamber of Trade has launched a business networking event called Llanelli Business Future, taking place on the second Tuesday of each month. AS explained that CCC showed interest in holding a business networking event, however the Chamber already

	<p>intended to create one and so are now hosting Llanelli Business Future in partnership with CCC. AS suggested that a BID representative attend the event: MJ and LR said it's a good initiative but are unsure of the benefit if the BID were to attend as only a couple of BID members attend. CS volunteered to attend the next event and report back.</p> <p>MJ and LR are attending the Task Force on Thursday (13th March). The board discussed the new floor lights in Stepney Square and the work in Spring Gardens, and the confusion around the lack of consultation and information sharing on this in the Task Force.</p> <p>AS left the meeting at 17:42.</p> <p>The board discussed the usefulness of the Task Force: MJ, LR and ArD find it useful to attend and have it as an open channel of communication with all town centre stakeholders in the room.</p> <p>MJ updated the board on a complaint on Facebook regarding the floor lights being switched on for Superhero Day.</p> <p>The board discussed the YMCA and Market Street North developments.</p> <p>The board discussed the new pedestrian zone sign on Vaughan Street: no one was aware it was being installed and it partially obstructs the BID's stage location at events.</p> <p>MJ updated the board about the new bollard on Stepney Street east that was installed the day before Superhero Day.</p> <p>Returned to agenda item 6.0.</p>	
9.0	<p>AOB</p> <p>MJ updated the board that AL has offered the BID an office space in a new upstairs unit in the St Elli Centre. The unit would have an office space and a meeting room, and is offered at the same rent as the current office (£250 per month). AD asked how this would work being tied into the current lease with Davies Craddock until end of March 2026: MJ discussed this with David Craddock last week and he had agreed to allow the BID out of the lease agreement early with three months' notice. The board agreed to the move and would like to move in as soon as the unit is ready.</p> <p>MB asked if there was any update on the food court: MJ explained no updates as of yet.</p> <p>The board discussed HSBC staying in town and opening in the old Argos unit.</p> <p>LR asked what is moving into the old Mizpah unit – JE, CS, and ArD explained that it will be a Korean café called Doraji and that it is due to open within the next two weeks according to Facebook comments.</p>	

	<p>MB asked if there was any update on the new unit on the corner of Cowell Street and Stepney Street: LR has spoken to the business owners that are moving in but doesn't know when it'll be opening.</p> <p>MB asked if the free parking between 10am and 4pm on Mondays and Tuesdays is still ongoing: MJ confirmed it is. MB said it seems to be an effective scheme as Trostre is quiet at those times; CS said her clients take advantage of the offer and so believes it is useful for businesses.</p> <p>LR updated that she had discussed parking with Cllr Terry Davies yesterday: businesses have been complaining as the loading bays have been removed outside Nationwide and now there is not enough time/space to drop off deliveries. The board discussed the parking provision in the street; LR believes it is better now as there are no longer daily arguments over parking taking place on the street.</p> <p>LR updated that she is looking to book another appointment with the Police and Crime Commissioner. LR has spoken to PCSO Eira, who has visited local schools to talk to pupils as there has been a lot of youth anti-social behaviour in town out of school hours. CS and MB said not only affecting town: lots of reports and videos of it on Facebook in Trostre and McDonald's as well. LR had heard from police that the problem won't improve until May. LR updated that some PCSOs are coming back from maternity leave soon. LR explained that PC Andrea had been pulled from her role quickly due to an urgent reassignment and isn't coming back, and that the police have advertised for a new town police constable.</p>	
10.0	<p>Date of next meeting</p> <p>Tuesday, 6th May.</p>	