



## OUR ABERDARE BID BOARD MEETING MINUTES

via video

Tuesday 12 Jan 2021 – 11:00 – 12:00

**Attendees:** Dawn Penny (DP), Jim Bradley (JBr), Lindsay Winstone (LW), Mark Adams (MA), Nigel Webb (NW), Rebecca Thomas (RT)

**Apologies:** Johnathan Bowen (JB), Tony Missen (TM)

Item	Detail	Who
1.	<b>Welcome</b> 1.1 JBr opened the meeting and welcomed all attendees.	
2.	<b>Apologies</b> 2.1. Apologies given as above.	
3.	<p><b>Minutes of the last meeting and matters arising</b></p> <p>3.1 <b>Levy Collection:</b> JBr noted that the levy bill documents have been proofed and are with RCTCBC rates department for submission. <b>ACTION: DP to liaise with Jacqui Gould (RCTCBC) to confirm the submission date of levy bills.</b></p> <p>3.2 A discussion took place regarding levy collections and LW and RT confirmed that they have accounts payable contacts within Tesco and Santander respectively. <b>ACTION: LW and RT to liaise with their accounts payable contacts to encourage timely levy collections</b></p> <p>3.3 <b>Approval of draft Baseline Agreement &amp; Operating agreements:</b> DP confirmed that the standard and non-standard services table within the Baseline Agreement are now clear and so DP needs to forward both to JBr. <b>ACTION: DP to send Baseline and Operating agreements for JBr to sign.</b></p> <p>3.4 DP to arrange for both agreements to be signed by RCTCBC. <b>ACTION: DP to scan and send signed pages of Baseline and Operating agreements to Amy Brewin &amp; Darren Notley (RCTCBC) for Council's signature</b></p> <p>3.5 <b>Look &amp; Feel - Flowers:</b> JBr noted that DP is obtaining additional quotes for planters</p> <p>3.6 <b>Look &amp; Feel - Signs:</b> JBr noted that our current sign design does not meet regulations, largely owing to incorporating the colour green, using a crown symbol and using musical notes. DP awaits example signage and regulations info from Dylan Kelleher, Highways (RCTCBC) and is in liaison with Amy Brewin (RCTCBC) on this. DP added that Dylan Kelleher is happy to work with the BID to ensure our updated design is within regulation. <b>ACTION: DP to obtain signage examples and regulation guidance from Dylan Kelleher (RCTCBC) ASAP</b></p> <p>3.7 <b>Pen y Cymoedd funding update</b> DP gave an update within item 7 of the minutes</p> <p>3.8 <b>Availability &amp; communication for meetings:</b> RT noted that she cannot access the straw poll link to confirm availability, therefore it was agreed that an email with dates would be circulated to all going forward <b>ACTION: DP to email dates for future meetings to all to confirm their availability</b></p> <p>3.9 <b>Agree board quorum:</b> DP noted that she had received an expression of interest for a levy member, who she met with to become a board member. It was agreed that additional board members would be sought after the BID has been running for approximately 1 year. <b>ACTION: JBr to make contact with levy member who gave an expression of interest of becoming an Our Aberdare BID board member</b></p> <p>3.10 <b>BID Support:</b> DP gave an update within item 4 of the minutes</p> <p>3.11 <b>Social media:</b> DP gave an update within item 8 of the minutes</p>	<p>DP</p> <p>LW/ RT</p> <p>JBr</p> <p>DP</p> <p>DP</p> <p>DP</p> <p>DP</p> <p>JBr</p>



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4.	<p><b>BID support &amp; relationship building - update:</b></p> <p><b>4.1.</b> DP and JBr are now members of the <b>Cynon Valley Community Vision advisory group</b> that is headed up by Beth Winter, MP for Cynon. DP has attended 2 meetings and feels attendance will help towards 'be a stronger voice for businesses' and 'help businesses succeed' as detailed in our Info &amp; Comms.</p> <p><b>4.2.</b> DP has met with Ellen Saunders and Sian Davies at the <b>Department for Work &amp; Pensions</b> and will have regular updates with them in relation to the BID's 'Aberdare Hub' whereby we can share employment/staff requirements, promote the new Porth transport hub to attract visitors to Aberdare, the 'Publican's toolkit' to promote setting up B&amp;Bs to attract tourists to Aberdare and 'Be your own boss' scheme events. All of which can help towards our Info &amp; Comms, Marketing &amp; Events pledges. In addition, DP is meeting with Ellen and Sian, Thursday 14 Jan 2021 to ascertain if the 6-month job placement 'Kickstart' is appropriate for the BID.</p> <p><b>4.3.</b> DP has met with Julie Davies, Recreation &amp; Wellbeing Convenor and Mari Lowe, Communities &amp; Enterprise Convenor from <b>Valleys Regional Parks (VRP)</b> following on from some voluntary work DP carried out at Dare Valley Country Park with GroundWork Wales. They are keen to collaborate with us to 'bringing waste ground back into use' and championing 'green' within the BID, focusing on electric vehicle charging points. All of which feeds into our Info &amp; Comms and Look &amp; Feel pledges. Both Julie and Mari would welcome a meeting with the Our Aberdare BID board. <b>ACTION: DP to meet with Julie Davies and Mari Lowe at Valleys Regional Parks after the Our Aberdare BID 18-month plan is set to see how they may be able to provide support.</b></p> <p><b>4.4.</b> DP has met with Andrew Chainey, owner at <b>Tantrwm Digital Media</b> and <b>Ambassador for the Institute of Directors, Wales</b>. He is in full support of Our Aberdare BID and would like to chat further to see how he/his business can help, and would like to meet with the Our Aberdare BID board. Andrew's knowledge and experience of marketing, corporate events, video production for local authorities, small businesses, large corporates, business schools and educational organisations and grant funding sources would aid the BID's success in general, but notably Info &amp; Comms and Marketing &amp; Events pledges. <b>ACTION: DP to meet with Andrew Chainey at Tantrwm after the Our Aberdare BID 18-month plan is set to see how he may be able to provide support.</b></p> <p><b>4.5.</b> DP has received contact from a local interior design studio who asked if they can support the BID. <b>ACTION: DP to follow up with local interior design studio to discuss the possibility of their support of Our Aberdare BID by w/e 22 Jan 2021.</b></p> <p><b>4.6.</b> DP noted that she feels it important to offer <b>levy members</b> introductory video meetings as the face to face meetings she had started before Christmas can no longer continue owing to current Covid-19 restrictions. <b>ACTION: DP to invite levy members by email, by w/e 17 Jan 2021, to a series of introductory video meetings to better understand their needs.</b></p> <p><b>4.7.</b> DP added that it is important for her to meet with the <b>Councillors for Aberdare town</b>. <b>ACTION: DP to contact Aberdare Councillors Steve Bradwick and Mike Forey, by w/e 17 Jan 2021 to set up an introductory video/tel meeting.</b></p> <p><b>4.8.</b> DP noted that Charlotte Morgan was no longer manager at <b>Cynon Valley Museum</b> and so she will make contact with the new manager. <b>ACTION: DP to contact the Cynon Valley Museum manager, by w/e 17 Jan 2021 to set up an introductory video/tel meeting.</b></p>	<p>DP</p> <p>DP</p> <p>DP</p> <p>DP</p> <p>DP</p> <p>DP</p>



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5.	<p><b>RCTCBC update – project management:</b></p> <p><b>5.1.</b> DP noted that once the Our Aberdare BID 18-month plan is set, she will meet with Amy Brewin and Darren Notley (RCTCBC) to ensure the most effective way of working together so that plans can be achieved effectively and on time.</p> <p><b>ACTION: DP to arrange to meet with Amy and Darren at RCTCBC once the Our Aberdare BID 18-month plan is set to agree the most effective way of working together so that plans can be achieved effectively and on time.</b></p>	DP
6.	<p><b>Board members guide update:</b></p> <p><b>6.1.</b> DP noted that she had been given an Our Aberdare board members manual by The Means before Christmas and noted that we need to refer to the requirements of appointing new board members as noted in item 3.8 above.</p> <p><b>6.2.</b> DP asked the board for recommendations of a treasurer and accountant that are based in Aberdare, ideally within the BID levy zone.</p> <p><b>ACTION: ALL to provide DP with contact details, by Tues 19 Jan 2021 of potential treasurers and accountants that are based within Aberdare, ideally within the BID levy zone.</b></p> <p><b>6.3.</b> DP noted that she has outstanding invoices from The Means that need to be paid once BID levies have been collected.</p> <p><b>6.4.</b> DP asked if everyone was happy for a WhatsApp group for the Our Aberdare BID board to be created to help with arranging meetings. MA noted that the WhatsApp privacy policy is changing and that as a result he has deleted the app.</p> <p><b>ACTION: DP to circulate Signal app information and for ALL to let DP know when they have installed the app on their phone</b></p> <p><b>6.5.</b> A discussion took place and it was agreed to set up an Our Aberdare BID board 'Signal' group to help with meeting arranging.</p> <p><b>ACTION: DP to create an Our Aberdare BID board 'Signal' group for meeting arranging, once ALL have installed the app on their phones.</b></p>	ALL        ALL    DP
7.	<p><b>Pen y Cymoedd funding update:</b></p> <p><b>7.1.</b> JBr noted that we continue have a very supportive relationship with Michelle at Pen y Cymoedd and that it is imperative that we continue to understand their needs ahead of our application for their Vision Fund and it is equally important for us to ensure they understand our aims. DP added that she has an update meeting with Michelle Thursday 21 Jan 2021.</p> <p><b>7.2.</b> DP asked board members to review the Our Aberdare BID 18-month plan that she had previously circulated and come back to her with any feedback/suggestions.</p> <p><b>ACTION: ALL to provide DP with feedback/suggestions after reviewing the Our Aberdare BID 18-month plan by w/c 22 January 2021</b></p> <p><b>7.3.</b> DP noted that she has worked further on the Our Aberdare BID 18-month plan and is in the process of obtaining quotes in line with the various pledges and that she would like support with setting the budget to which JBr stated he will work with DP on this.</p> <p><b>ACTION: DP/JBr to meet via video w/c 18 Jan 2021 to work through the Our Aberdare BID budget against the 18-month plan.</b></p>	ALL        JBr/ DP



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8.	<p><b>Digital marketing update:</b></p> <p><b>8.1.</b> DP noted that she has made use of her personal social media stock photo account to create visually appealing content, accompanying excerpts from the Our Aberdare BID website to aid Search Engine Optimisation (SEO). In addition, she is engaging with social media posts from levy members, local community groups/pages, Welsh Government, RCTCBC, Wellbeing/Mental health, Tourism and charity organisations, etc and always uses #ouraberdarebid to increase awareness of the BID:</p> <ul style="list-style-type: none"> <li>▪ <b>↑Website</b> (since 1 Dec 2020) 23% increase of traffic</li> <li>▪ <b>↑Facebook</b> (in last 30 days) 55% increase of total page likes (from 65 to 104 &amp; 126 followers)   reached 1.7k feeds   198 engagements   25 link clicks</li> <li>▪ <b>↑Instagram</b> (in last 30 days) 335.7% increase of accounts reached (61)   180% increase of interactions (likes, comments, etc)   93.5% increase of followers (60)</li> <li>▪ <b>↑Twitter</b> (in last 28 days) 181.4% increase of account visits (242)   6 new followers   10.3% tweet impressions (how many times a tweet has been seen)</li> <li>▪ <b>– Google My Business</b> – Awaiting account verification, once set up this will allow for content to be posted and helps local SEO greatly</li> </ul> <p><b>8.2.</b> DP asked for the Our Aberdare BID board members’ help to increase further awareness of our social media platforms and website by liking pages/accounts, inviting others to like pages/accounts and sharing posts using the hashtag #ouraberdarebid. All of this will aid SEO and increase awareness of the BID.</p> <p><b>ACTION: ALL (ongoing) to like the Our Aberdare BID social media platform of their choice, invite their social media contacts to like the platform. Also, please share posts ensuring that the hashtag #ouraberdarebid is added.</b></p>	<b>ALL</b>
9.	<p><b>AOB:</b> <b>None</b></p>	