



OUR ABERDARE BID BOARD MEETING MINUTES

via video

Wednesday 24 February 2021 – 11:00 – 12:00

Attendees: Amy Brewin (AB), Adam Hopkins (AH), Darren Notley (DN), Dawn Penny (DP), Jim Bradley (JBr), Mark Adams (MA), Nigel Webb (NW), Rebecca Thomas (RT), Tony Missen (TM)

Apologies: Johnathan Bowen (JB), Lindsay Winstone (LW)

Item	Detail	Who
1.	<p>Welcome</p> <p>1.1 JBr opened the meeting and welcomed all attendees, noting Adam Hopkins' (Bert & Ernie's) attendance as an observer as a result of his expression of interest in becoming a board member.</p>	
2.	<p>Apologies</p> <p>2.1. Apologies given as above.</p>	
3.	<p>Minutes of the last meeting and matters arising</p> <p>3.1 Levy Collection: DP noted that the levy bills went out at the start of the month and that some levy payers have found it difficult to pay owing to the council's 'pay it' webpage displaying the Your Pontypridd logo, although the option to pay Our Aberdare BID is listed. JBr added that Tesco have paid as have RCTCBC and thanked AB for arranging speedy payment. DP noted that Lidl have not yet paid.</p> <p>3.2 Approval of draft Baseline Agreement & Operating agreements: DP confirmed that both agreements have now been signed by the Our Aberdare BID directors and RCTCBC. JBr added that if the board notice any of the areas near to their premises seem in need of cleaning/maintenance to escalate to DP (ongoing).</p> <p>3.3 Look & Feel – Flowers and Signs: JBr noted that the welcome sign and flowers projects will be managed as with all other projects within the 18-month plan.</p> <p>3.4 Availability & communication for meetings: DP suggested a date for the next meeting is agreed at the end of each board meeting to which all agreed.</p>	
4.	<p>BID support & relationship building - update:</p> <p>4.1. General support: DP explained she has recently received massive support of the BID from business owners and community members, offering a range of support as a result of recent social media content. All calls, emails and direct messages have been responded, resulting in positive discussions and thanks given.</p> <p>4.2. Cynon Valley Community Vision (CVCV) advisory group: DP noted the group is expanding to ensure members represent different business areas within the Cynon valley. DP added she is part of a sub group tasked with formulating questions for Beth Winter, MP to pose in Parliament, WG and RCTCBC. JBr asked if the final list of questions can be shared with the board.</p> <p>ACTION: DP to confirm if Beth Winter, MP questions for Parliament, WG and RCTCBC can be shared with the Our Aberdare BID board.</p> <p>4.3. Department for Work & Pensions (DWP) – kickstart scheme: DP noted the BID's eligibility has been questioned as we are a not for profit organisation and have been incorporated for less than 2 years. DP added that the last placement date is December 2021.</p> <p>ACTION: DP to confirm at the next board meeting if the BID is eligible to apply for the 6-month job placement 'Kickstart' scheme.</p> <p>4.4. Aberdare East Councillors introductory meetings: DP noted that she met with Cllr. Mike Forey (Aberdare East) to explain about the BID, however Cllr. Steve Bradwick (Aberdare East) declined the invitation to meet.</p>	<p>DP</p> <p>DP</p>



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	<p>BID support & relationship building – update (continued):</p> <p>4.5. Levy member introduction meetings: DP noted that she did not receive any requests from levy members to meet as a result of the last email newsletter. Invitations to a series group video meetings to encourage collaboration and inclusivity will be sent in the next newsletter.</p> <p>4.6. Valleys Regional Parks (VRP) support/potential funding: DP noted communications continue in relation to the 'green' projects the BID wants to achieve and VRP's support as well as VRP noting our collaboration to NRW's 'Green Recovery' Task Force group.</p> <p>4.7. Natural Resources Wales (NRW) 'Shared outcomes request' fund: DP noted positive initial discussions and that NRW are impressed by the BID's ambitious plans and vision. DP added NRW awaits WG funding allocation and is expected to decrease this year, however potential is £10k for 3 years to take our 'green' projects forward in collaboration with VRP. Communication continues.</p> <p>4.8. GroundWork Wales (GWW) WG funding to install raised beds: DP explained that she gratefully accepted the offer from GWW's Chief Exec for the BID to take part in their fund application to WG. DP noted that she measured up 2 potential sites, behind Spice Corner and the end of Commercial Street at either end of the pathway alongside 'Gamebox' and the 'MOT Garage'. DP added she submitted site plans to RCTCBC for approval, 03 Feb 2021 and AB is chasing. DP noted that both the funding application and work must be carried out before the end of March 2021.</p> <p>ACTION: DP to provide an update to all regarding the potential installation of GroundWork Wales/WG funding raised beds in 2 locations of Aberdare town.</p> <p>4.9. Tantrwm Digital Media web and email support: DP explained that Tom at Tantrwm stepped in urgently to re-build our website for free as the existing Wix website restricted the sole transfer of the email domain to a larger mailbox. Regular communication in support of the BID continues.</p> <p>4.10. Cynon Valley Museum (CVM): DP noted that she met with CVM's Chair, Richard Jones and Operations Manager, William Tregaskes. DP noted positive discussions and have agreed to meet regularly to help each other promote the use of town and the museum.</p> <p>4.11. Cynon Linc (Age Connects Morgannwg): DP explained that she met with Denise Havard, Project Manager of Cynon Linc. – A community hub for all ages is being developed in Seymour Street. It was agreed to keep in regular contact and work together to promote both organisations and ensure that our respective 'hubs' gain maximum usage.</p> <p>4.12. Staying Well at Work programme (SWAW): DP noted that she met with Alison Smith and Liane Burden who are keen to explore the option of creating a BID-wide training workshop. In addition, SWAW produced the BID's safeguarding and equality policies in line with their HR Policy & Development Service.</p> <p>4.13. RCTCBC Tourism team: DP explained that she met with Catherine Bryant and Nerys Royal to explore ways of promoting Aberdare town, utilising Visit Wales, RCTCBC, WG, etc initiatives/strategies.</p> <p>4.14. Sgor digital marketing: DP explained her meeting with Gethin Jones and Jess Bosward, primarily to explore the options of BID-wide digital marketing training workshops and a BID marketing strategy.</p> <p>4.15. GTFM radio: DP noted she had met with Colin Dixon, Terry and Gavin to explore the possibility of promoting the BID during radio shows and paid advertising.</p> <p>4.16. Further meetings: Meetings with Trivallis, RCT Interlink and Jacs Radio are scheduled. Meetings requested with St Elvan's and RCTCBC's Employment & training team.</p>	DP



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5.	<p>RCTCBC update – project management:</p> <p>5.1. DN started by thanking the board for the opportunity to provide an update and noted how quickly the BID has established itself, especially on social media and that he can see progress is really positive.</p> <p>5.2. Covid-19 Town Centre Recovery fund of up to £10k (80% intervention rate): DN explained that the fund provides financial assistance to businesses to purchase cafe furniture and equipment that enables the use of outside space for trading purposes, where possible and permitted in line with the Council’s recently introduced Street Café Furniture Permit Scheme. DN noted that take up on this scheme has been low in Aberdare. DN added that the council administer the fund and an extension for application approvals has been made until 31 Mar 2021 but payments can be made after this date: https://www.rctcbc.gov.uk/EN/Business/BusinessSupportandAdvice/RelatedDocuments/COVIDTCGuidance.pdf</p> <p>5.3. RCTCBC Town Centre Maintenance Grant of up to £1k: DN explained that this fund can help towards updating the outside of premises, however to note that Aberdare business owners must consider Aberdare is within a conservation area. Previous applicants are welcome to apply with a new proposal: https://www.rctcbc.gov.uk/EN/Business/BusinessSupportandAdvice/RelatedDocuments/TOWNCENTREMAINTENANCEGRANTGuidanceNote.pdf</p> <p>5.4. Enterprise Investment Fund of up to £10k (50% intervention rate): DN noted that this fund is for internal improvements. It allows business owners to reconfigure the inside of their premises in line with social distancing regulations and that one grant per property can be given. MA asked if multiple businesses within one property can apply to which DN confirmed that individual businesses can apply: https://www.rctcbc.gov.uk/EN/Business/FundingandGrants/EnterpriseInvestmentFund.aspx</p> <p>5.5. RCTCBC Town Centre promotional campaign: DN explained that their marketing team will be filming business owners from towns across RCT to promote the use of town centres and that they would like to include Our Aberdare BID within the film. DN asked if DP is happy to be involved which she confirmed and awaits contact from the council.</p> <p>5.6. RCTCBC Town Centre Recovery Plan: DN noted that he and his team are working on a recovery plan. In addition to considering aspects such as digitalisation and tourism this piece of work will also look to increase town centre resilience. The council’s Corporate Plan 2020 – 2024 ‘Making a Difference’ is available online: <ul style="list-style-type: none">https://www.rctcbc.gov.uk/EN/Council/CouncillorsCommitteesandMeetings/Meetings/Council/2020/03/04/Reports/AgendaItem6CouncilsDraftCorporatePlan20202024.pdfhttps://www.youtube.com/watch?v=lq4pCLxt_5M&feature=youtu.be</p> <p>5.7. Aberdare Constitutional Club clock removal: DN noted that the clock above the Con Club has been removed following advice from CADW and that the council are working with the Con Club to get the clock repaired and to seek a new maintenance to allow for easier access to the clock when it is in situ.</p> <p>5.8. Our Aberdare BID 18-month project plan: DP noted that communication regarding projects will continue between AB and DN and updates given at future board meetings.</p>	



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6.	<p>Footfall:</p> <p>6.1. Footfall data: JBr explained that we currently receive quarterly footfall data from the council retrospectively and asked if we can be sent the raw data from the provider to give us better, up to date data. DN confirmed this is not possible owing to GDPR and the contract they have with the supplier that they need to adhere to. JBr noted that it is extremely important for us to measure footfall to show the success of Aberdare town.</p> <p>6.2. Car parking: JBR continued to explain that the BID is looking towards free car parking to increase footfall, including business owners/staff allocated parking.</p> <p>6.3. In-town supermarket: JBr noted that we need to encourage a large supermarket to take up premises in town as this will help increase footfall. DP added that she and DN met with an existing store in town that may be looking to move to a bigger premises in the near future and that DN is liaising with commercial agents on this. Communication continues.</p>	
7.	<p>Finance update:</p> <p>7.1. Appointing an accountant: DP noted she and JBr are meeting with two potential accountants ahead of making a decision to appoint in line with BID procurement guidelines. DP added that she initially contacted four accountants in Aberdare, however unfortunately none are able to take on additional clients.</p> <p>7.2. DP noted that the outstanding invoices from The Means can now be paid as BID levies are being collected.</p> <p>ACTION: JBr to make online payment to The Means as per outstanding invoices provided to him by DP</p>	JBr
8.	<p>Pen y Cymoedd funding update:</p> <p>8.1. DP explained that much work had been done to ensure the application for PyC's Vision Fund was submitted just ahead of the 15 Feb 2021 deadline. DP added that she now awaits feedback from Michelle Noble/Kate Breeze to make any necessary adjustments.</p>	
9.	<p>Digital marketing update:</p> <p>9.1. DP noted an increase in the BID's online awareness and engagement within Facebook and added that she continues to gain images of town:</p> <ul style="list-style-type: none"> ▪ ↑Website no stats available as new CMS platform analytics need to be implemented ▪ ↑Facebook (12 Jan - 22 Feb) 41.6% inc of total page likes 354 (from 250) 40% inc of followers 392 (from 280) 40% <u>272% inc feeds reached 8.2k</u> (prev. 2.2k) <u>482% inc in engagement</u> ▪ - Instagram (in last 30 days) 31.5% (total 121) decrease of accounts reached (prev. 61) -9.4% decrease (total 58) of interactions (prev. 180% inc) 40.8% increase of followers (100 total) (prev 93.5% increase (60 total)) ▪ ↑Twitter (in last 28 days) <u>236% inc / 814 increase of account visits</u> (prev 181.4% / 242) 77 new followers 35.8% / 7680 tweet impressions (how many times a tweet has been seen) ▪ ↑Google My Business (1 month) 48 searches (29.2% / 14 direct <u>70.8% / 34 discovery</u>) 67 total views (42 listings / 25 maps) 14 actions (all web clicks) 66 photo views - businesses like us receive 1.23K photo views ▪ ↑LinkedIn (in last 30 days) 104% inc / 47 page views <u>216% inc / 19 unique visitors</u> 7 new followers / total 16 	



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10.	<p>AOB:</p> <p>10.1. The Future of the High Street in Wales – the important role of BIDs: DP noted an online event taking place 02 Mar 2021 at 11:30, hosted by FOR Cardiff and asked the board if they would like to attend. ACTION: All to confirm to DP via return Signal message if they would like to attend the Future of the High Street in Wales event hosted by FOR Cardiff 02 Mar 2021 at 11:30.</p> <p>10.2. Our Aberdare BID 5-year plan: JBr asked that the board consider the 5 year plan of the BID and to provide their ideas at the next board meeting. ACTION: All to table their ideas for the Our Aberdare BID 5-year plan at the next board meeting.</p> <p>10.3. Treasurer for Our Aberdare BID: JBr noted that we continue to search for a treasurer and asked all to think about who they know who may be interested. ACTION: All to consider contacts/colleagues who may be interested in becoming the Treasurer for Our Aberdare BID and confirm to DP ahead of the next board meeting.</p> <p>10.4. Sub ‘theme’ groups for taking projects forward: DP noted, in line with the board members manual, we need to appoint ‘theme’ groups to manage the projects we take forward to achieve improvements for Aberdare town. DP added that it is usual for board members to be part of each theme group and so asked that the board consider what time they will be able to devote to theme groups. ACTION: All to consider the time they can offer to be part of project ‘theme’ groups and confirm to DP ahead of the next board meeting.</p> <p>10.5. Date of the next board meeting: It was agreed that the next board meeting takes place Weds 14 Apr 2021 at 11:00.</p>	<p>All</p> <p>All</p> <p>All</p> <p>All</p> <p>All</p>

MEETING ACTIONS:

Item	Detail	Who
4.2	DP to confirm if Beth Winter, MP questions for Parliament, WG and RCTCBC can be shared with the Our Aberdare BID board.	DP
7.2	JBr to make online payment to The Means as per outstanding invoices provided to him by DP	JBr
10.1	ALL to confirm to DP via return Signal message if they would like to attend the Future of the High Street in Wales event hosted by FOR Cardiff 02 Mar 2021 at 11:30.	All
10.2	All to table their ideas for the Our Aberdare BID 5-year plan at the next board meeting.	All
10.3	All to consider contacts/colleagues who may be interested in becoming the Treasurer for Our Aberdare BID and confirm to DP ahead of the next board meeting.	All
10.4	All to consider the time they can offer to be part of project ‘theme’ groups and confirm to DP ahead of the next board meeting.	All