



OUR ABERDARE BID BOARD MEETING MINUTES

via video

Wednesday 14 April 2021 – 11:00 – 12:00

Attendees: Amy Brewin (AB), Darren Notley (DN), Dawn Penny (DP), Dawn Thomas (DT) Jim Bradley (JBr), Lindsay Winstone (LW), Mark Adams (MA), Nigel Webb (NW), Rebecca Thomas (RT)

Apologies: Adam Hopkins (AH), Johnathan Bowen (JB), Tony Missen (TM)

Item	Detail	Who
1.	Welcome 1.1 JBr opened the meeting and welcomed all attendees, noting Dawn Thomas' (AM Bags & Shoes) attendance as an observer as a result of his expression of interest in becoming a board member and potential 'theme' projects support.	
2.	Apologies 2.1. Apologies given as above.	
3.	Minutes of the last meeting and matters arising 3.1 The minutes were agreed by all.	
4.	Pen y Cymoedd funding update: 4.1. DP noted that no amendments to the PyC Vision Fund application of £25k were required and that we await a formal decision as to whether we have been successful.	
5.	Levy income: 5.1 Levy Collection: A discussion took place regarding the recent error whereby RCTCBC sent out levy reminder bills with Treorchy branding. JBr noted that we continue to work with RCTCBC to enable effective collection. DP noted that she is awaiting the council's rates department to confirm the current levy collection amount to date and will provide an update at the next meeting. 5.2 RCTCBC debt collection process: JBr asked all if we they feel we should keep the council's collection process in place to which all agreed.	
6.	Projects progress: 6.1 DP noted that she continues to work with AB and DN in relation to projects progress. 6.2 DP added that she is carrying out a walk round with JBr after the meeting to view suggested sites for planters, to identify 10 empty premises sites with a view to putting up window coverings and to identify any waste ground that could be improved. 6.3 DP noted that she is in communication with local digital marketing company Sgor marketing and marketing specialist Helen Davies in relation to the BID's marketing strategy and overall plan to promote projects, footfall, tourism etc.	



OUR ABERDARE BID BOARD MEETING MINUTES

via video

Wednesday 14 April 2021 – 11:00 – 12:00

Item	Detail	Who
7.	<p>RCTCBC update – project management:</p> <p>7.1. Promotional #shoplocalRCT campaign: DN noted the recent campaign that launched to promote local shopping within RCT’s main towns and that banners are in place outside Barclays, at the bottom of Monk St and the main roundabout into Aberdare. In addition, DN explained that a video including various Aberdare business owners has been circulated on social media and so far has received 3.5k views. DN added that the next step will be to obtain a quote from the BID, and/or possibly an interview.</p> <p>7.2. Covid social distancing information: DN explained that new posters/stickers are now in place within Aberdare town to promote ‘hands, face & space’ and that letters to all business owners in town including 2 copies of posters for them to use have been provided. DP added thanks to DN for providing her with additional floor stickers to give to levy members and DN confirmed that he can provide more if needed.</p> <p>7.3. RCTCBC Street Café Furniture permits: DN noted that permits are currently with Highways ahead of issuance.</p> <p>7.4. RCTCBC Town Centre Maintenance Grant of up to £1k: DN noted that the council had received 10 applications to date. DP added that she and AB discussed low take up and wondered if in most cases £1k does not cover the amount required when needing to adhere to conservation requirements. DP offered to obtain feedback about the grant from levy members to establish if the fund is potentially not fit for purpose in Aberdare, to which DN noted he will be grateful of. JBr noted that some premises are not adhering to the conservation shop front colours to which DN noted that Welsh Government have been lenient during the pandemic, however enforcement will start soon. DN added that it is a difficult situation as the council want to encourage businesses, yet it has a responsibility to adhere to conservation regulations. https://www.rctcbc.gov.uk/EN/Business/BusinessSupportandAdvice/RelatedDocuments/TOWNCENTREMAINTENANCEGRANTGuidanceNote.pdf</p> <p>ACTION: DP to obtain feedback from levy members during day to day communication regarding low take up of the RCTCBC Town Centre Maintenance Grant and update AB/DN at project update meetings.</p> <p>7.5. Welsh Government Covid 19 recovery grant: DN explained this grant is of up to £10k with an 80% intervention rate and is for outdoor trading. DN added that 11 applications have been awarded totalling £66k, the grant is now closed to new applications.</p>	DP



OUR ABERDARE BID BOARD MEETING MINUTES

via video

Wednesday 14 April 2021 – 11:00 – 12:00

Item	Detail	Who
8.	<p>5 year plan:</p> <p>8.1 A discussion regarding ideas for the overall 5 year plan of the BID took place. JBr noted that it is imperative to attract businesses into Aberdare and taking advantage of the fact that we are at the foothills of the Brecon Beacons, Aberdare is a great environment to work in and that we have a good sports, leisure and hospitality facilities and therefore we need to consider how we best promote this.</p> <p>8.2 A further discussion regarding tourism took place and DN noted that a ‘premises for accommodation’ piece of work is being carried out by consultants for RCTCBC senior leadership within the Prosperity & Development department which should be complete within the next few weeks. DN added that the BID will then have the opportunity to consult with the council on this piece of work. DP noted the ‘publican’s toolkit’ that was previously mentioned to her by the DWP, however that RCTCBC do not have any information on this at present but that it could be a very positive scheme. DP also added that she attended the recent All Wales BID managers meeting where Menter Mon gave a footfall presentation (patrwm.io) that focussed on temperature. The stats showed that people do not enter properties when it reaches 28° and so this is something to be mindful of in relation to tourism.</p> <p>8.3 No other 5 year plan ideas were tabled.</p>	



OUR ABERDARE BID BOARD MEETING MINUTES

via video

Wednesday 14 April 2021 – 11:00 – 12:00

Item	Detail	Who
9.	<p>BID support & relationship building – update:</p> <p>9.1 General support: DP noted she continues to receive BID support from business owners and community members, offering a range of support such as potential training workshops at Coleg y Cymoedd (Sian Keepin), 'Look & Feel' local artist (Linda Agostini), suggestion of leaflets to be left at Zip World by Game box (Ricky), discussion regarding potential business relocation to town by That CoCo Company (Bridie).</p> <p>9.2 Cynon Valley Community Vision (CVCV) advisory group: DP noted that Beth Winter, MP questions to pose have not yet been finalised and will update all at the next meeting, or before via email if information available.</p> <p>ACTION – c/fwd: DP to confirm if Beth Winter, MP questions for Parliament, WG and RCTCBC can be shared with the Our Aberdare BID board.</p> <p>9.3 Department for Work & Pensions (DWP) – kickstart scheme: DP confirmed that we finally received confirmation Mon 29 March 2021 that we are not eligible to take part in the kickstart scheme and that the DWP could not provide an explanation as to why it took 2 months for us to receive confirmation.</p> <p>9.4 Aberdare East Councillors introductory meetings: DP noted that she has now met with Steve Bradwick (Aberdare East) and suggested I make contact with South Wales Police Inspector Simon Merrick. DP added that Steve will pass on her contact details to South Wales Fire & Rescue, Chief Officer and Huw Jakeway.</p> <p>9.5 GroundWork Wales (GWW) WG funding to install raised beds: DP noted RCTCBC's approval given 29 March 2021 and as a result, GWW could not go ahead with the raised beds project noting: <i>"We very much enjoyed strengthening our working relationship with Dawn and Our Aberdare BID through planning the installation of the raised beds in Aberdare town centre from January to March 2021. Once the raised bed locations, build and maintenance details were mapped, finalised and signed off by RCTCBC, Groundwork could have applied for the funding and installed the raised beds, creating pollinator friendly havens for wildlife such as bees, as well as improving green infrastructure in the town centre. Unfortunately, RCTCBC were unable to give the go ahead with enough time for Groundwork to secure funding and install prior to the end of the financial year, which was a funding condition. However, we will continue to endeavour to work with Our Aberdare BID in future projects."</i></p> <p>9.6 Further meetings: DP noted that she has met with/had discussions with; Trivallis, RCT Interlink, Jacs Radio, Cynon Valley Organic Adventurers, Legacy International Group (disability access), Women's Institute, Helen Davies (local marketing specialist) and various members of the community offering general support. DP added, meetings to be scheduled include: St Elvan's, Accessible Wales, RCTCBC's Employment & training team.</p>	DP



OUR ABERDARE BID BOARD MEETING MINUTES

via video

Wednesday 14 April 2021 – 11:00 – 12:00

Item	Detail	Who
9.	<p>BID support & relationship building – update (cont.):</p> <p>9.7 BID complaints: DP noted 2 complaints against the BID have been received:</p> <ol style="list-style-type: none"> 1. A local artist and relative of a levy member sent a letter of complaint against the BID, to Vikki Howells, MS and has advised DP that their relative will not be paying the bill. However, that the artist would like to be considered for any BID projects that require art-related paid work. 2. A a levy member against the BID called DP yesterday as spokesperson for other levy members. DP reiterated that all BID projects for improvement are to ultimately increase footfall and benefit levy members and all visitors to Aberdare. DP added she has offered to meet the other with the levy members, with the same view, as a collective. <p>9.8 A discussion took place and it was agreed and accepted that not everyone will share the same views. JBr added it is all the more important that we share the BID’s achievements to show the positives and advantages of being a BID town.</p>	
10.	<p>Finance update:</p> <p>10.1.Appointing an accountant: JBr noted that we now have an accountant and payroll service provider in place.</p> <p>10.2.The Means outstanding invoices: JBr confirmed that these have now been paid.</p>	
11.	<p>Digital marketing update:</p> <p>11.1.DP noted an increase in the BID’s Facebook awareness and engagement and added she continues to gain images of town. DP added she regularly sharing levy members’ content, concentrating on Facebook and Instagram using #ouraberdarebid:</p> <ul style="list-style-type: none"> ▪ ↑Facebook (23 Feb - 13 Apr) 46.6% inc of total page likes 519 (from 354) 37.2% inc of followers 538 (from 392) 140% inc feeds reached 19.7k (prev. 8.2k) 88% inc ▪ ↑Instagram (in last 30 days) 111% (total 256) inc of accounts reached (prev. 121) 360.3% inc (total 267) of interactions (prev. 58) 72% inc of total followers (172) (prev 100) ▪ ↑Twitter (in last 28 days) 43.4% inc / 1168 of account visits (prev 814) 21 new followers 26% inc / 9682 (prev 7680) tweet impressions (how many times a tweet has been seen) ▪ ↑Google My Business (1 month) 218.7% inc 153 (prev 48) searches (29.2% / 26 direct / 126 discovery) 231.3 % inc 222 (prev 67) total views (58 listings / 164 maps) 7 actions ▪ -LinkedIn (in last 30 days) 55% dec 21 (prev 47) page views 52% dec 9 (prev 19) unique visitors 71% inc 12 (prev 7) new followers / total 33 	
12.	<p>AOB:</p> <p>12.1.Treasurer for Our Aberdare BID: No potential treasurers known.</p> <p>12.2.Sub ‘theme’ groups for taking projects forward: DP confirmed that RT and MA had both offered some time each month to help take part in them groups. DP added that she will also continue to ask BID supporters for their help in projects that interest them.</p> <p>12.3.Loyalty scheme: MA noted Albert Keen would like to present his loyalty scheme idea to the BID. DN noted he previously met with Albert RE an RCT wide loyalty scheme, however that it was not suitable. DN added he is happy to discuss this further. NW noted he met with Albert, however felt the scheme was not for Aberdare Market. JBr added that a pin badge could show recognition of businesses. DP asked that the discussion at the first theme project group.</p> <p>ACTION: DP to set up the first theme project group ‘loyalty scheme’ to include DP and MA in the first instance.</p> <p>12.4.Date of the next board meeting: It was agreed that the next board meeting takes place Weds 26 May 2021 at 11:00.</p>	All



OUR ABERDARE BID BOARD MEETING MINUTES

via video

Wednesday 14 April 2021 – 11:00 – 12:00

MEETING ACTIONS:

Item	Detail	Who
7.4	DP to obtain feedback from levy members during day to day communication regarding low take up of the RCTCBC Town Centre Maintenance Grant and update AB/DN at project update meetings.	DP
9.2	c/fwd: DP to confirm if Beth Winter, MP questions for Parliament, WG and RCTCBC can be shared with the Our Aberdare BID board.	DP
12.3	DP to set up the first theme project group 'loyalty scheme' to include DP and MA in the first instance.	DP