



OUR ABERDARE BID BOARD MEETING MINUTES

Cynon Linc, Seymour Street, Aberdare, CF44 7BD

Tues 07 Dec 2021 – 09:45 – 12:00

Attendees: Ann Hyett - BID hub coordinator (AH)
Catherine Bryant - Board expression of interest | Taylor Rose (CB) **until 10:23**
Darren Notley – RCTCBC Prosperity & Development (DN)
Dawn Penny – BID manager (DP)
Jim Bradley – BID Chairman, Director, board & levy member | Bradleys Coffee (JBr)
Lindsay Winstone – BID board & levy member | Tesco (LW) **until 10:45**
Mark Adams – BID board & levy member | BPI Consultancy (MA)

Apologies: Dawn Thomas - Board expression of interest - Levy member | AM Bags & Shoes (DT)
Jarred - Board expression of interest | Yr Ieuan Ap Iago (J)
Johnathan Bowen - BID Director, board & levy member | Morgan's Fish Bar (JB)
Stacey Dyer - Board expression of interest - Levy member | Ty Hafan (SD)
Tony Missen – BID board & levy member | Anthony Charles (TM)

Item	Detail	Who
1.	Welcome 1.1 JBr opened the meeting	
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. JBr gave apologies for issuing the Aberdare Market statement response without prior board approval and assured all that there is a protocol in place for such things but upon this occasion it was not followed.	
4.	Pen y Cymoedd (PyC) funding update: 4.1. Look & Feel funding claims: DP confirmed that the £6k funding allocated for empty units will be reallocated for internal/external signage for the Aberdare 'hub', however we will continue to liaise with the owners of the large empty properties in Cardiff Street, including the old Poundstretcher and that the art installation will be removed in the new year. DP added that it is a positive that a lot of the smaller empty units have now been tenanted.	



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5.	<p>Levy income:</p> <p>5.1 2020-21 Levy Collection: DP reported that there is no change since the last board meeting for the 2020-21 collection rate, which is still 89% / £70,005.75 and the RCTCBC levy collection process continues. DP added that she continues to work with RCTCBC in relation to levy member outstanding payments.</p> <p>5.2 2021-22 Levy Collection: DP noted a collection rate of approximately 50% which she felt is positive given that the payment deadline is 01 Dec 2021</p>	
6.	<p>Funding applications:</p> <p>6.1 CRF application status: JBr noted that we have been successful in our partnership application with Wales Cooperative Centre (WCC) and that we are now in the process of leasing a building. JBr also welcomed Ann Hyett who is the 'hub' coordinator and is working with JBr to manage setting the project up. JBr noted that the project and spend has to be complete by 30 Jun 2022 and that it must be a success for us to be able to continue with the hub as a solutions centre and information/tourism point.</p> <p>DN noted that RCTCBC received a large number of applications for the CRF and applications were then recommended to the council cabinet and the cabinet then proposed applications to UK Government. DN added that the timelines of the process are extremely tight and therefore difficult to manage and administer funding. DN added that the challenges faced in the project will not be the fault of the BID or the council.</p> <p>JBr noted that final sign off of funds still haven't been made and so we have been advised by WCC not to spend any funds on the project. JBr noted that it was agreed in the application that the BID will cash-flow the hub coordinator role and is why AH has started in post already.</p> <p>6.2 Meanwhile Spaces application status: JBr noted that we have taken the decision not to progress with our fund application owing to current project commitments and available resource.</p>	
7.	<p>Projects progress:</p> <p>7.1 Look & Feel PyC funded projects – Planters: JBr noted that we will be notifying the Town Centre Forum of a vote of no confidence in South Wales Police following our experience in reporting vandalism and ASB in Aberdare town. DN added that council's street cleansing team have been sending photos of vandalism to the town centres team, plus they have agreed to replant any plants that have been disturbed.</p> <p>JBr gave thanks to DN and to AH and her husband who have been carrying out weekly checks on plants and ensuring they are maintained.</p> <p>7.2 DP noted that NW was not able to move the planter that had been put out of place in Market Street owing to insurance purposes.</p> <p>7.3 AH asked DN if there are any recycling bins in Aberdare. DN noted that there are no recycling bins in RCT and that all bin rubbish goes through a sorting process so that all recyclable materials can be recycled.</p>	



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7.	<p>Projects progress, cont.:</p> <p>7.4 Look & Feel PyC funded projects – Welcome signs: JBr noted that it is disappointing that we are still waiting for the council to install signs after receiving an update from Dylan Kelleher stating that “The council’s signing team are extremely busy at the moment and unfortunately they must prioritise the jobs that they undertake based on the their impact to the general public and road safety.”. DN added that the council are working to their schedule of priorities.</p> <p>7.5 Look & Feel PyC funded projects – Empty units ‘vinyls’: As per 4.1.</p> <p>7.6 Look & Feel – general: DN noted that he had spoken to John Jones, Buildings Regulations Officer who is now following the process to help manage the rebuild of Fonehouse adjacent to Prince’s bakery at the top of Commercial Street.</p> <p>JBr noted that Cardiff Street by Poundstretcher and the opposite side of the road is crying out for an overhaul. DN noted that Simon Gale is working on a plan of how to improve these buildings and allow for smaller units to rent the space. JBr suggested that inviting a supermarket to situate itself in town would be beneficial and attract people to town. MA noted that he does not feel comfortable that a supermarket in town would help Aberdare. A discussion regarding the pros and cons of an additional town centre supermarket took place. MA noted how the introduction of Waitrose in Abergavenny destroyed the kitchen appliances, delicatessen and market existing provision in the town centre. DN added that Treorchy fought not to have additional supermarkets and is why their high street is a success with the provision of Iceland and Coop within the town centre.</p> <p>DP posed the question of shared ownership of empty units for the benefit of the local business owners and community members.</p> <p>DN noted that RCTCBC are targeting approximately 40-50 buildings in the area to use legislation for the improvement of building frontages, however current legislation is somewhat restricted. DN added there is some success, however there is a lot of work that continues going in circles with no action taking place. JBr noted that he feels the BID should be raising the expectations of what is needed to make building frontages look better and have maintenance carried out.</p> <p>DP asked DN how RCTCBC can change existing legislation practices to adhere to the recent WG Audit Wales report by making brave decisions to change existing ways of work to allow for changes to be made.</p> <p>DN answered that often this involves significant amounts of money in order to take on large buildings for redevelopment.</p> <p>DN added that town centres for RCTCBC have been a priority for the last few years and the council has to look across the board and ensure that each town is targeted/considered and a planned approach is made accordingly. DN added that other neighbouring counties don’t have 8 town centres to consider and feels this is a challenge for RCTCBC.</p> <p>JBr gave thanks for DN’s efforts in getting the owner of land adjacent to Pop In Cafe to put the railings back up that had blown down in storm Arwen. DP noted that this had taken place quickly after she sent Amy Brewin photos of the collapsed railings.</p>	



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7	<p>7.7 Look & Feel – general, cont.: DN added that his colleague in regen is working with the land owner to ensure that the land and new building will be managed well. JBr added that we would like to send a letter to the land/property owner to thank them for the cooperation. DP asked if we can send a letter of thanks/cooperation and info on the BID and support for private land/property owners as levy members with the notices that are sent. DN noted that unfortunately not as it is a legal process being followed.</p> <p>7.8 Look & Feel – empty units - art installation: DP reiterated that the art installation will be removed in the new year and that we will liaise with the property owner/manager to install a brightly coloured vinyl in Poundstretcher</p> <p>7.9 Marketing & Events – training workshops: DP reiterated the lack of interest from levy members for online training workshops to help them promote their business digitally and that she had started to obtain quotes from local social media managers. However, the WCC masterclasses may provide a solution to this. MA noted that in his experience if business owners don't see the value of such training courses and the purpose then they do not want to give up their free time to learn. MA suggests that this project is aborted and test the training via the WCC masterclasses.</p> <p>7.10 Marketing & Events – loyalty scheme 'fiver fest': As per Secretary's report.</p> <p>7.11 Marketing & Events – general events ideas: MA noted 'dress the reindeer' event in the lead up to Christmas where children put a different item on reindeer each week. AH noted having a Christmas window trail for children. DP added that this is in plan for Christmas 2022. DN noted the 'Snoopy trail' that the Dogs Trust runs where Snoopy statues are then auctioned. However, RCTCBC were asked to provide £36,000 to implement. DN added that the 'Kingdom of Chaos' is being set up in Cwmaman and that the owner has been in touch with him about how he can promote the business and that he'd like to bring his characters in town to spread the word.</p> <p>ACTION: DN to provide DP with contact details for the owner of Kingdom of Chaos to discuss 'characters' walking through town and promote his business.</p> <p>7.12 Marketing & Events - Postcards - JBr noted that the idea is to give the postcards to levy members for them to provide with purchases. DP suggested we also place some at Cynon Valley Museum and Dare Valley Country Park. AH added that they can also be placed at Aberdare Park at the cafe and boat hut.</p> <p>ACTION: JBr to obtain quote to produce 10,000 Aberdare BID branded postcards for levy members to give out with purchases</p> <p>7.13 DN noted that Treorchy BID has implemented a card stamp loyalty scheme that is working well.</p> <p>ACTION: DP to liaise with Angharad - Treorchy BID manager in relation to their card stamp loyalty scheme.</p>	<p>Who</p> <p>Who</p> <p>DN</p> <p>JBr</p> <p>DP</p>



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8.	<p>RCTCBC update – project management:</p> <p>8.1 RCTCBC update – Replacement benches: DN noted that their apprentice has been out and noticed more logo plates have fallen out and so an order has been placed for replacement of logo plates to be glued in, plus 10 extras that can be used if any further plates fall out and at no further cost to the BID.</p> <p>8.2 RCTCBC update - Funding: DN noted funding from the Meanwhile Spaces fund can be used to help pay for a promotional video for Aberdare town centre and added that funding needs to be claimed by the end of March 2022.</p> <p>ACTION: DN to provide DP with Eol proforma application to apply for funding to create a promotional video for Aberdare town.</p>	DP
9.	<p>BID support & relationship building – update:</p> <p>9.1 General support: DP noted that general support continues and that the planters are still helping to provide a sense of positivity to town.</p> <p>9.2 Department for Work & Pensions (DWP) – kickstart scheme: DP noted that the kickstart recruitment process was not successful and that as the scheme was close to finishing, the vacancies were aborted.</p> <p>9.3 Further meetings: DP noted that she continues to carry out walk rounds each week, talking to levy members and that she has instigated monthly ‘Aberdare hub’ meetings with St Elvan’s church, Cynon Valley Museum and Cynon Linc to share information and provide a unified approach to the improving town for the community and visitors alike.</p> <p>9.4 BID complaints: DP was pleased to confirm that she has not received any further complaints.</p>	
10.	<p>Finance update:</p> <p>10.1. Treasurer’s report: As per AGM treasurer’s report.</p>	
11.	<p>Digital marketing update:</p> <p>11.1 Social media awareness and engagement: As per AGM Secretary’s report.</p> <p>11.2 Mailchimp email newsletters: As mentioned in 7.17.</p>	
12.	<p>AOB:</p> <p>12.1 Health & Safety: No Health & Safety items were raised.</p> <p>12.2 Climate Change: No Climate Change items were raised</p> <p>Date of the next board meeting: The date of the next meeting TBC.</p>	



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MEETING ACTIONS:

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7.11	07-12-2021	DN to provide DP with contact details for the owner of Kingdom of Chaos to discuss 'characters' walking through town and promote his business.	DN
7.12	07-12-2021	JBr to obtain quote to produce 10,000 Aberdare BID branded postcards for levy members to give out with purchases.	JBr
7.13	07-12-2021	DP to liaise with Angharad - Trerochy BID manager in relation to their card stamp loyalty scheme.	DP
7.17	07-12-2021	All to invite known levy members to subscribe to the BID newsletter , or to pass contact details to DP	ALL
7.18	07-12-2021	DP to create Business Crime Reduction Partnership (BCRP) Google Form and communicate to levy members so that they can sign up as registrants	DP
8.2	07-12-2021	DN to provide DP with Eol proforma application to apply for funding to create a promotional video for Aberdare town.	DN
7.2	01-10-2021	DP to investigate stencil options to add both the BID and PyC logo to planters throughout town	DP
7.3	01-10-2021	DP to add potential future project of wrapping existing waste bins in Aberdare town with 'Thank you for keeping Aberdare tidy'	DP
7.4	01-10-2021	DP to circulate to all, a map of where welcome to Aberdare signs will be placed on the A4059.	DP
7.7	01-10-2021	DP to note potential future 'look & feel' art/creative inspired projects including an architecture student competition focusing on notable buildings of Aberdare and an art trail competition for Aberdare school children.	DP
7.10	01-10-2021	DP to include Christmas festoon and lamppost lighting provision for Christmas 2022 as a project for 2022-23.	DP
9.2	01-10-2021	DP to add a new Look & Feel project to the BID plan for a mural to be painted on the side of Gamebox where the end of Commercial Street meets Dean Street.	DP
12.1	01-10-2021	ALL to consider big thinking in the new year, on how we can improve Aberdare town and increase footfall with locals, visitors and tourists.	ALL
8.2.2	30-06-2021	DP to draft car parking objection petition letter	DP
9.3	30-06-2021	DN to liaise with relevant team within RCTCBC to investigate if broken window in the covered walkway to the market can be replaced and the current ply boarding removed.	DN
9.5	30-06-2021	DP to engage with local artists, college, schools, etc to come up with ideas for a mural on the wall at the end of Commercial Street.	DP
7.4	14-04-2021	ONGOING: 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	14-04-2021	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

Date of the next board meeting: **TBC**