



## OUR ABERDARE BID BOARD MEETING MINUTES

Peppers, 27 Canon Street, Aberdare, CF44 7AP

Fri 04 Feb 2022 – 10:00 – 12:00

**Attendees:** Amy Brewin - RCTCBC Prosperity & Development - Town Centres (AB)  
Ann Hyett - BID hub coordinator (AH)  
Darren Notley – RCTCBC Prosperity & Development (DN) (**left 12:45**)  
Dawn Penny – BID manager (DP)  
Jim Bradley – BID Chairman, Director, board & levy member | Bradleys Coffee (JBr) (**left 12:15**)  
Lindsay Winstone – BID board & levy member | Tesco (LW)  
Stacey Dyer - BID board & levy member | Ty Hafan (SD) (**arrived 10:45**)  
Tracy Lewis - BID board meeting observer & levy member | Card Centre Aberdare (**arrived 10:50**)

**Apologies:** Catherine Bryant - Board member | Taylor Rose (CB)  
Dawn Thomas - Board member & Levy member | AM Bags & Shoes (DT)  
Johnathan Bowen - BID Director, board & levy member | Morgan's Fish Bar (JB)  
Mark Adams – BID board & levy member | BPI Consultancy (MA)

Item	Detail	Who
1.	<b>Welcome:</b> JBr opened the meeting	
2.	<b>Apologies:</b> <b>2.1 Apologies:</b> given as above <b>2.2 Board resignation:</b> JBr noted that Tony Missen resigned Thurs 03 Feb 2022 owing to personal commitments and thanked TM for his contributions as an Our Aberdare BID board member.	
3.	<b>Minutes of the last meeting and matters arising:</b> <b>3.1</b> The minutes were agreed by all.	
4.	<b>Levy income:</b> <b>4.1 2021-22 Levy Collection:</b> DP noted a collection rate of just over 63% / £46,996 which is an increase of 13% since December 2021's board meeting. <b>4.2 levy income - general:</b> JBr noted that the arrears will change our financial circumstances as we have a VAT expenditure and salary, plus we received 2 years income mostly during 2021.	



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5.	<b>Health &amp; Safety:</b> <b>5.1 Health &amp; Safety - general:</b> JBr asked ALL to provide any relevant Health & Safety info that we may be able to share, apply best practice, etc.	
6.	<b>Climate Change:</b> <b>6.1 Climate Change - general.:</b> JBr asked ALL to provide any relevant Climate change info that we may be able to share, apply best practice, etc. JBr added that if the existing buildings in our town centre cannot be insulated and run efficiently, then alternative options need to be found. DN added that RCTCBC will provide grant support to residents and that he can provide information on this for the BID to share. <b>ACTION: DN to email DP with residents' home insulation grant to circulate in the BID newsletter and on social media.</b> <b>6.2</b> LW noted Tesco's initiative 'Core purpose' to apply ways of improving efficiency to aid climate change. <b>ACTION: LW to email ALL with info about Tesco's initiative 'Core purpose' regarding ways of improving efficiency to aid climate change.</b>	DN LW
7.	<b>Aberdare 'CORE' hub:</b> <b>7.1 CORE hub - current status:</b> AH noted that signing of the building lease is imminent and works can then be started to 'fit out' the building. AH added that she is working on a pricing structure for hot desking, office hire, training space hire. AH noted that she, JBr and DP visited <a href="#">Welsh ICE</a> (out of town) in Caerphilly and she and JBr visited <a href="#">Tramshed</a> in Cardiff and as a result, further ideas for the CORE space have come about - such as a podcast room for customers to hire the space to create promotional podcasts for their businesses. DP noted local video production company, Tantrwm have a voice over/podcast studio and kit so may be advisable to consult with them in the first instance. <b>ACTION: AH to contact Tantrwm to discuss podcast studio viability at CORE.</b> <b>7.2 CORE hub - funding:</b> DN asked if the Levelling Up Community Renewal funding has now been received from RCTCBC to which JBr confirmed this has now been received and so expenditure to date can be reimbursed to the BID. <b>7.3 CORE hub - press release:</b> DP noted Wales Cooperative Centre are drafting a Press Release to be sent to all of the BID's email addresses.	AH



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8.	<p><b>Projects progress.:</b></p> <p><b>8.1 Look &amp; Feel PyC funded projects - Planters:</b> JBr explained that the planters are proven to be a success in the town and the volunteer team are to be commended for their efforts to keep them looking nice. JBr added that he and DP are meeting with South Wales Police (South Wales Police (John Alexander Sullivan (T/Inspector)   Michelle Farmer (Crime Reduction Tactical Advisor)   Paul Jones (Sgt local policing team)) regarding the vandalism and general antisocial behaviour. JBr noted that the vandalism is localised to Commercial Street and Market Street where they are out of the way, whereas planters in the open streets such as Cardiff Street, Victoria Square and Canon Street have been left alone. DN noted that one of the volunteers contacted RCTCBC to note that youths have been skateboarding past the planters and pulling the bushes out. JBr added that the spiral bushes will eventually die if they keep getting pulled out and so one of the volunteers has taken some home to allow the bushes roots to strengthen. JBr added that Police protection is paid for out of a non domestic and domestic rates and that we are not receiving adequate protection for what is being paid by community members. DP reiterated that any vandalism or antisocial behaviour must be reported to South Wales Police 101. AH added that the volunteers are inundated with positive comments and support from the community every time they are tending to the planters. DP noted official thanks to a member of the community for their anonymous donation of a trolley to keep planters tools, watering cans, soil, recycling bags etc in.</p> <p><b>8.2 Look &amp; Feel PyC funded projects – Welcome signs:</b> JBr noted that we have been informed by RCTCBC Highways that the poles for the erection of the signs arrived a week ago. DN added that Highways are waiting for a date to place the poles.</p> <p><b>8.3 Look &amp; Feel PyC funded projects – Empty units ‘vinyls’:</b> JBr noted that DP will contact the owner of the old Poundstretcher and the old Profile to install vinyls and once approval is given then DP will obtain quotes from local printers.</p> <p><b>8.4 Look &amp; Feel – general:</b> The slow build of the property at the top of Commercial Street was discussed and that local estate agent, Apex has erected a ‘To Let’ sign and so hopefully it will gain interest soon.</p> <p><b>8.5 Marketing &amp; Events – general events ideas (7.11):</b> DN provided contact details for the owner of Kingdom of Chaos to discuss ‘characters’ walking through town at planned events. Contact will be made by DP if approved events are relevant to their ‘characters’ offering.</p> <p><b>8.6 Marketing &amp; Events - Postcards (7.12):</b> JBr tabled postcards, noting that the English postcards were obtained for £320 per 5k and 1k Welsh postcards (cost TBC). DP has a stock level process and is handing out cards to levy members and other relevant business owners such as Dare Valley Cottage, Aberdare Emporium’s airbnb all with a message of feeling proud of Aberdare and asking for feedback. DP will then follow up via Mailchimp with those business owners that have been given postcards.</p>	



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8.	<p><b>Projects progress, cont.:</b></p> <p><b>8.1 Marketing &amp; Events – loyalty scheme (7.13):</b> Treorchy BID own card stamp &amp; vouchers - spend £10 in 5 different independents and receive £10 voucher to spend in any participating independent. DP met with Loyal Free (placemaking app). Great functionality, however will need extra resources to ensure it is promoted and perhaps not for 2022-23. DP noted Merthyr BID and Newport BID are using the app and so she will liaise with both BID managers, over the coming year for their feedback and stats on user usage as well as percentage of offers/deals conversion. Loyal Free noted the average annual conversion rate of 30%, with one BID town achieving 37%.</p> <p>DN - Noted funding that Cowbridge received for an app called 'near me now' which is now called 'vzta' and that more funding has been received. DP added that Treorchy BID are involved in this pilot. DN added that the pilot also involves Caerphilly, Torfaen and RCTCBC to help develop the app. DN added that it should enable local authorities to apply for the licences for usage of all towns within RCTCBC.</p> <p>DP added that there will be 3 fiver fest events this year with the next taking place Sat 12 to Sat 26 March 2022 and so we will look at other potential events so as not to have too many things going on at once and allowing for planned and consistent promotion with print and digital media.</p> <p><b>8.2 Marketing &amp; Events – Caradog Fest:</b> JBr noted a choral celebration Fri 15 - Sun 17 July 2022 to celebrate Caradog winning the choral cup at Crystal Palace 150 years ago. DP added that Steering group has been meeting since Sept 2021 to get the event established and branding is in the process of being agreed and that promotion will be made soon, however <a href="#">info can be found on the St Elvan's events page</a>.</p> <p><b>8.3 Marketing &amp; Events – Winter/Christmas:</b> DP explained that she is liaising with AB and will also contact Pontypridd Town Council as well as other potential suppliers. LW noted that the Christmas lights last year were some of the nicest that have been erected in Aberdare town centre. JBr added that we are also hoping to have Santa visit on his sleigh and floats this year.</p> <p>DN noted the council's different approach to Christmas last year owing to covid where Santa's grottos took place in town centre buildings, with Aberdare's being located within the Library and that feedback suggests the grottos were well received and attended by the community. DN noted that the council were keen to understand how town centre business communities might like to support the delivery of 2022 Christmas events at the earliest opportunity in order to begin planning for them. The Council asked the BID to consider the following options; 1. RCTCBC take ownership of the event, however the town will have the opportunity to enhance the event, although any additional elements would need to be funded by the BID/community. The liability and Health &amp; Safety will be the responsibility of RCTCBC. DN added that council resources would need to be taken into account so that all town centres can be involved and so the council may need to determine the date of the event; 2. The Council would make a financial contribution to the BID/community and they will take responsibility for planning and delivering the event. They will need to set out what the event will look like and will need to liaise with the council's event team and Event Safety Advisory Group (ESAG) to ensure it is organised safely. Road closures will also be funded by RCTCBC.</p>	



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8.	<p><b>Projects progress, cont.:</b></p> <p><b>8.4 Marketing Strategy:</b> DP strongly suggests budgeting for marketing and promotion ASAP as communications are sporadic and we need to be consistent and most importantly, keep our levy members informed. JBr noted that the BID is restricted to 20% salary and so if any board members know of any volunteers that can help then please let DP know.</p> <p>JBr added that DP now lives in Brecon working from home 2 days a week and in Aberdare 2 days a week and that he supports DP with this as it has been, and continues to work well.</p> <p><b>8.5 Marketing – video promotion:</b> DP noted the free filming provided by Tantrwm is almost complete with 4 levy members videos of That Coco Company, Route 66 Hair Specialists, The Wool Stall and Sacred Spirit. JBr added that funding has been agreed from RCTCBC to create a promotional video of Aberdare and Tantrwm have strongly suggested using animation as the content has a longer shelf life.</p> <p><b>8.6 Information &amp; Communication – email database (7.17):</b> DP noted she obtained a further 18 email addresses since December 2021 board meeting, however only 3 are levy members. DP asked board members for the response they received when asking other levy members as she has not received further sign ups. The board confirmed they had not asked anyone to sign up.</p> <p>JBr added that we are obliged to have contact details for our levy members and so we need this as soon as possible.</p> <p><b>ACTION: DP to send the BID email newsletter sign up link to ALL</b></p> <p><b>8.7 Information &amp; Communication – Business Crime Reduction Partnership (BCRP) (7.18):</b> JBr explained that the BCRP forms part of ‘shop watch’ and noted that it has been agreed to put this on hold owing to Mike Jacklin’s health. JBr added that ‘shop watch’ and ‘pub watch’ allows levy members to ban offenders from town.</p> <p><b>8.8 Information &amp; Communication - Lidl 2 planning approval:</b> DP confirmed that she discovered news of the second Lidl late Summer 2021 and that DN noted at our quarterly strategic meeting with Simon Gale, that an old business organisation contact name and address was sent the ‘town centre impact assessment’ information and is why the BID were not made aware of the planning application. DN has since asked the planning department for their records to be updated with the BID’s contact details.</p> <p>JBr added that it makes no sense in relation to climate change for people to travel outside of town to shop and encourages people to shop out of town. JBr continued that the BID has sent a ‘Freedom of Information’ request to RCTCBC in relation to some of the planning approvals being inconsistent. DP added, notably approval requested from Natural Resources Wales (NRW), yet NRW notes that it is not within their remit and we are questioning who has given approval?</p>	DP



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8.	<p><b>Projects progress, cont.:</b></p> <p><b>8.9 Access &amp; Parking - parking proposal to RCTCBC:</b> DP noted at the recent quarterly strategic meeting with Simon Gale and DN, that Simon has agreed to look into car parks allocation for business owners/staff and shoppers. DP continued that Simon will also investigate if RCTCBC can provide a BID discounted parking permit and if so, if the BID can provide bulk applications to RCTCBC for processing. DP added that Simon will also carry out a data collection exercise during free parking months versus paid parking months to see if car parks are utilised more when free parking is available. DP continued that Simon will also investigate if RCTCBC parking payment machines can accept tokens. DP noted that the parking proposal will be in place of the parking petition.</p> <p>LW noted the inconvenience of the car parking ticket machines of not being able to pay with a card, which in the cashless society we are working towards is not fit for purpose.</p> <p><b>8.10 Access &amp; Parking - Traffic and parking risks Commercial Street and Market Street:</b> - <a href="#">Vikki Howells, MS</a> has asked DP if the BID would like to make a joint statement to <a href="#">Roger Waters, RCTCBC director of Highways</a> and leader of the council <a href="#">Councillor Andrew Morgan</a>, following on from community members complaints of drivers using Commercial Street and Market Street during restricted traffic zone times. It was agreed that DP and JBr will meet with SWP then liaise with Vikki Howells to finalise the statement.</p> <p><b>8.11</b> DP also noted the risk of near head-on collisions in the ‘turn right’ section at the junction of Seymour Street when motorists park on double yellow lines outside St John’s Medical Centre and DN agreed to liaise with enforcement officers in relation to this.</p> <p><b>ACTION: DN to liaise with enforcement officers in relation to motorists parking on double yellow lines outside St John’s Medical Centre as this is increasing the risk of head-on collisions in the ‘turn right’ section at the junction of Seymour Street.</b></p>	DN
9.	<p><b>RCTCBC update – project management:</b></p> <p><b>9.1 RCTCBC project management - general:</b> DN explained that he carried out a walk round of town with Cllr Andrew Morgan and other council officers and identified some railings and trees, and road resurfacing near Argos, etc that need attention and that Highways have started a programme of works in Aberdare for this.</p> <p><b>9.2 RCTCBC project management - funding (8.2):</b> DN reiterated that the Transforming Towns fund has allowed the BID to create a promotional video of Aberdare and that the project is to be completed by 31 March 2022. DP continued to explain that the project is in hand and that MA and JBr are liaising with Tantrwm to move the project forward.</p> <p><b>9.3 RCTCBC update – benches:</b> DN noted that the benches in Commercial Street that have ornate lettering are to be refurbished in the next financial year. DN added that to be refurbished they will all need to be removed and powder coated. DN added that logos for the replacement benches in Market Street were delivered to Highways, however he is not sure if they have all been installed. DP asked AH if Steve from the planters volunteer team could confirm if all bench logos in Market Street are now replaced.</p> <p><b>ACTION: AH to ask Steve in the planters volunteer team if all bench logos in Market Street are now replaced.</b></p>	AH



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9.	<p><b>RCTCBC update – project management, cont.:</b></p> <p><b>9.4 RCTCBC - Director of Prosperity &amp; Regeneration:</b> DN noted that Simon Gale has been liaising with a commercial consultant to see if any of the large units in Aberdare could potentially be made into smaller units, as well as any upper floors potentially being transformed into accommodation. DN added that a lot of work has been carried out on this by Simon and that work continues.</p> <p><b>9.5 RCTCBC - Budget Consultation &amp; Local Development Plan:</b> DN noted that RCTCBC are currently at consultation with their budget plan for 2022-23 and JBr added that the council's Local Development Plan is also at consultation stage and that we will submit BID feedback.</p>	
10.	<p><b>BID support &amp; relationship building – update:</b></p> <p><b>10.1 General support:</b> DP noted that she received a request from Jayne Palmer, Secretary of <a href="#">Cwmbach Wetlands</a> asking for the BID to provide a letter of support for their funding application to Heritage Lottery Fund for Nature. DP added that they want to purchase the wetlands in their aim to lead to local employment with the initial hire of a warden, project manager and over time, further employment opportunities as the project grows. DP explained that she has <a href="#">provided the letter</a> and noted in it that 'Cwmbach Wetlands' boundary runs along The Ynys fields which lie to the back of Aberdare town making it easy for visitors to visit our town centre on foot, and in turn can increase footfall in our town to aid community wealth building which will support the regeneration and sustainability of Aberdare town centre.'</p> <p>DP added that Aberdare 'hub' meetings with Cynon Valley Museum, Cynon Linc and St Elvans continue to share information and best practice all with the aim of promoting Aberdare town.</p> <p>DP noted that as she took time off during the Christmas period, then was isolating the second week of January and so she has not had any other meetings, however walkrounds are continuing.</p> <p><b>BID complaints:</b> DP was pleased to confirm that she has not received any further complaints.</p>	
11.	<p><b>AOB:</b></p> <p><b>11.1</b> DP noted that MA would like to discuss board governance at the next meeting and reiterated the importance of reading the board members manual (originally circulated to board January 2021), for board members to note guidelines of responsibilities and to get sub-committees up and running to help move projects forward.</p> <p><b>ACTION: DP to recirculate board members manual and 'articles of association' to ALL so that governance can be discussed at the next meeting.</b></p> <p><b>11.2</b> DP also asked board members to consider which projects they may have time to devote to.</p> <p><b>ACTION: ALL to confirm if they are able to devote time to upcoming projects, and if so how much time they can devote each week/month.</b></p> <p><b>11.3 - 2022-23 Potential projects</b> - DP tabled a list of potential projects and feedback was given to help produce a suggested list for board approval.</p> <p><b>ACTION: DP to send list of suggested projects for Apr 2022 March 2023 to ALL for board approval.</b></p> <p><b>Date of the next board meeting:</b> The date of the next meeting will be Tues 29 March 2022 at 17:30.</p>	<p>DP</p> <p>ALL</p>



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**MEETING ACTIONS:**

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6.1	04-02-2022	DN to email DP with residents' home insulation grant to circulate in the BID newsletter and on social media.	DN
6.2	04-02-2022	LW to email ALL with info about Tesco's initiative 'Core purpose' regarding ways of improving efficiency to aid climate change.	LW
7.1	04-02-2022	AH to contact Tantrwm to discuss podcast studio viability at CORE.	AH
8.6	04-02-2022	DP to send the BID email newsletter sign up link to ALL	DP
8.11	04-02-2022	DN to liaise with enforcement officers in relation to motorists parking on double yellow lines outside St John's Medical Centre as this is increasing the risk of head-on collisions in the 'turn right' section at the junction of Seymour Street.	DN
9.3	04-02-2022	AH to ask Steve in the planters volunteer team if all bench logos in Market Street are now replaced.	AH
11.1	04-02-2022	DP to recirculate board members manual and 'articles of association' to ALL so that governance can be discussed at the next meeting.	DP
11.2	04-02-2022	ALL to confirm if they are able to devote time to upcoming projects, and if so how much time they can devote each week/month.	ALL
11.3	04-02-2022	DP to send list of suggested projects for Apr 2022 March 2023 to ALL for board approval.	DP
7.17	07-12-2021	All to invite known levy members to <a href="#">subscribe to the BID newsletter</a> , 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
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
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

Date of the next board meeting: **Tues 29 March 2022 at 17:30**