



**BOARD MEETING
MINUTES
TUESDAY 31 OCTOBER 2023**

PRESENT	INITIALS	POSITION	REPRESENTING
Michele Davies	MD	Chairperson	Windsor Jewellers
Amanda Webber	AW	Vice Chairperson	Wool, Pantri and Anrhegion Cymreig, Aberdare Market
Angharad Walters	AWa	Treasurer	Aberdare BID Manager
Dawn Thomas	DT	Secretary	AM Bags and Shoes, Aberdare Market
Steve Jones	SJ	Director	Alfred Lea Jewellers

IN ATTENDANCE	INITIALS	REPRESENTING
Darren Notley	DN	RCT CBC

APOLOGIES	INITIALS	POSITION	REPRESENTING
Karen Endicott	KE	Board Member	Baguette Express
Jack Harries	JH	Attendee	Senedd
Lianne Burden	LB	Attendee	RCT CBC
Joy Carter	JC	Board Member	Flowers by Joy

AGENDA ITEM	DISCUSSION	AGREED ACTION PERSON/PEOPLE	BY (DATE)
Welcome and Introductions	MD welcomed all to the meeting. Apologies were noted.		
Agreement of Minutes	The minutes of the Board Meeting on 5 September 2023 are to follow.		
Budget Update	MD reported that the budget is fine and more than healthy. The accounts have been signed off. AWa advised that Pen-y-Cymoedd had confirmed that the application for funding for salary for one year was approved for BID Support. DT agreed that she would draw up a standard contract of employment.	DT	30/11/2023

AGENDA ITEM	DISCUSSION	AGREED ACTION PERSON/PEOPLE	BY (DATE)
<p>Budget Update Con't</p>	<p>AWa said that the BID has delivered a number of events this year and that we are spending the levy money wisely on increasing footfall to the town. We have chosen well in what we have done and all events have been positively received.</p> <p>The Halloween Trail that day had attracted 192 children, their parents, grandparents etc to the town and this was in spite of the weather – which is a very positive outcome. The Board agreed that we had needed that injection of activity as that is what we are here for – to attract people into town.</p>		
<p>Christmas Festival Update</p>	<p>Budget - AWa advised that everything for Christmas has already been paid for with the exception of one outstanding invoice from Freemans for the fairground.</p> <p>AWa will put a whole budget spreadsheet together to confirm spend and that we are on track with our projections. All will include VAT which hopefully we will be able to claim back.</p> <p>Rolling Road Closures - There will be a bill from the Council for the rolling road closures but the positive news is that the Council has agreed to split that between Aberdare and Treorchy which represents a saving. This was received positively by the Board as it sets the tone for future partnership working.</p> <p>Tree Brackets / Trees - The brackets still need to be put up for the trees on building and AWa is chasing the company for a date. The trees are ordered and are scheduled for delivery in the next 3 weeks.</p> <p>Banner Lighting - The Council has supplied new banner lighting for lampposts and DN confirmed that they will be consistent for each town in RCT, which is a positive change from previous years. The lights will be allocated for each town and will only be used for that town going forward. There is a programme for Christmas light installation across RCT and this is contracted to Centregreat.</p> <p>Choirs – MD advised that Aberdare Park Primary and Town Church schools are confirmed she is in contact with the Rock Choir and Showcase.</p> <p>AWa stated that she has individuals contacting her and asking to participate in events / festivals and this is different from her experiences elsewhere – this is a positive development and proof that we are having an impact.</p> <p>AWe stressed that it was important for all the children to experience the whole event and that we needed to ensure that we have a plan for this to happen.</p>	<p>AWa</p>	<p>08/11/2023</p>

AGENDA ITEM	DISCUSSION	AGREED ACTION PERSON/PEOPLE	BY (DATE)
Christmas Festival Update Con't	<p>It was agreed that the Directors would meet on 8 November 2023 at 16:30 to produce a running order for 30 November 2023 and that this would then be shared with the schools that are taking part for information and feedback.</p> <p>ACTION – Meeting at 16:30 on 8 November 2023 for Directors who can attend.</p>	Directors	08/11/2023
Board Membership - Directors and invited partners	<p>It was agreed that Directors would attend meetings with invited partners (RCT CBC, Senedd representatives, Community wardens, Police etc).</p> <p>It was also agreed that we needed representation from the night time economy so a licensee would be an invited partner.</p>		
Board Membership - Directors and invited partners	<p>BID levy payers would have to request attendance at meetings and the Board will make a decision on attendance at meetings when requested. This is in line with our governance.</p> <p>It is important to maintain the partnership working with RCT, Community Wardens, other external organisations etc.</p> <p>Directors have to commit to attending at least 90% of meetings through the year i.e. 10 meetings.</p> <p>DT will advise current attendees that if they wish to attend meetings then they need to make formal requests.</p>		
Board Meeting Format	<p>MD advised that going forward the meetings will be split into general business that Directors, invited partners and invited levy payers could attend.</p> <p>The second part of the meeting will be for reserved / confidential business that was for Directors only.</p>		
Police Car Park Closures October 2023	<p>MD asked DN whether he could enlighten the Board on why there was no warning that the High Street Car Park would be closed for 3 days due to a memorial service taking place for Ann Clwyd.</p> <p>DN confirmed that he had not been aware of this as he had not been told. It was the decision of the police for security reasons due to the anticipated attendance of dignitaries. The Board advised that had it been made aware that the car park would be closed then this could have been communicated to businesses. The fact that nobody knew had an adverse effect on businesses – e.g. Morgan’s Fish Bar had ordered enough produce to cater for its usual footfall, but much of this was wasted due to a decrease in footfall. Similarly, other businesses could have planned and not rota’d staff on for the days as it was so quiet. We don’t need to know the reason for such decisions but we need to know that they are happening so that we can advise levy payers.</p> <p>DN agreed to feed this back to the Council and the police and to update the next Board meeting.</p>	DN	30/11/2023

AGENDA ITEM	DISCUSSION	AGREED ACTION PERSON/PEOPLE	BY (DATE)
Footfall Camera Locations	<p>DN confirmed that there are 4 footfall cameras in town and that the Council contracts PFM Footfall Intelligence as its main provider. The cameras are on Canon Street, Commercial Street, Market Street and Cardiff Street and are mostly located on lighting columns. PFM supports the whole system and responds if the cameras go down. The data is c90% accurate as they have a number of algorithms built in to count footfall. Reports are provided to Our Aberdare.</p> <p>Welsh Government donated some Wi-Fi cameras for RCT to trial as part of the Smart Towns Approach. Eight new Wi-Fi counters have been deployed in Aberdare which pick up the Wi-Fi signals from mobile devices. There is no way of identifying individuals through this technology.</p>		
Footfall Camera Locations Con't	<p>However, the new counters came with no back-office functionality which means that the Council has to resource the system. If a counter goes down, a contractor has to be paid by the Council to assess the situation. This has been trialed for 15 months and the Board expressed concern that public money was being spent on a system that is not sustainable.</p>		
Any Other Business	<p>Aberdare Town Strategy DN advised that the report for the Aberdare Town Strategy would be presented to the Cabinet on 18 December 2023. The response was very positive and the early engagement exercise resulted in the strategy being developed from what people were telling the Council at those early engagement sessions. When the draft strategy was then presented, people felt that they had been listened to and that it includes everything that it should. The report will be a public document once it has gone through cabinet.</p> <p>The Board agreed that this would be able to form part of our Business Plan going forward.</p> <p>Vacant Buildings DN advised that where private landlords own buildings then it is very difficult for the Council to get involved unless there is an unsafe structure or the frontage of the building is not appropriate. A discussion ensued on this issue and the Board asked DN to advise whether the hoarding on vacant building in Market Street could be painted with a mural to make it more attractive.</p>	<p style="text-align: center;">DN</p>	<p style="text-align: center;">08/11/2023</p>
Date of Next Board Meeting	<p style="text-align: center;">Wednesday, 6 December 2023 17:15 – 18:30 Cynon Linc Building</p>	<p style="text-align: center;">Board</p>	

ACTION POINTS			
AGENDA ITEM	AGREED ACTION AND PERSON/PEOPLE	BY (DATE)	ACTION COMPLETE
Logo/Website/ Branding	It was agreed that the Board would “tweak” the logo to give it a fresh look and feel but that the core construct of it would remain the same.	April 2023	
	James Prew is tweaking the website for us	30/08/2023	
Pub Watch – Metal Detecting Wands	AWa and RC to arrange number of wands required and purchasing and distribution of same	30/04/2023	
Actions Update	Responsible individuals to email DT to confirm if actions have been completed.	01/06/2023	
Store Net / Pub Watch	DN to seek clarity from RCT CBC on the number of radios that would provide optimum cover throughout the town for traders	04/06/2023	
	AWa to chase up wand metal detectors for pubs	04/06/2023	
Grant Funding	LB to ask whether someone from RCT could run a workshop for levy payers	03/08/2023	
	LB to chase up any outstanding grant applications that have not received a response	03/08/2023	
First Aid Grab Bags	DT to email Community Wardens to ask them to finalise the project	03/08/2023	
Events	Barriers – AWa to get costings and DT to forward RCT provider’s contact details	03/08/2023	
	Christmas – AWa to speak to RCT highways for road closure advice	03/08/2023	
	Christmas – AWa to approach Karin Mear on lantern making workshops for school children	03/08/2023	
	Christmas – AWe to ask Karin Mear about painting a Christmas photo board	03/08/2023	
	Events – Schools to be asked to provide hi-vis jackets for children participating in events	03/08/2023	
	Christmas – all to think of ideas for Christmas	03/08/2023	
Music Festival	AWa to confirm BID contribution of £150 per pub towards the acts for the event		
Events	AWe to get costs for 9 banners with date inserts for each event and also to cost Corex Boards for Music Festival and Summer of Fun	31/07/2023	
Community Wardens	LB to investigate why they cannot attend BID meetings and also why Aberdare is not being prioritised when we have events	03/08/2023	
Leader of Council	DT to invite him to September Board Meeting	03/08/2023	
Contracts of Employment	DT to draft CoE for Our Aberdare employees	08/11/2023	
Tree Bracket Installation	AWe to chase for date of completion	08/11/2023	
Running Order Christmas Festival	Directors to meet 08/11/2023	08/11/2023	
Board Meetings	DT to advise current levy payers who attend that they have to request to attend going forward	08/11/2023	

Police Car Park / Road Closures	DN to feedback to Police concerns that we did not know of the car park closures	30/11/2023	
Vacant Buildings	DN to ascertain whether we can put a mural on the hoarding in Market Street	08/11/2023	