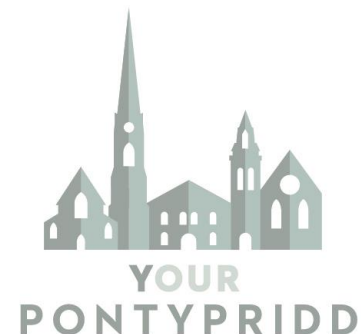


Your Pontypridd BID Board meeting
Thursday 23rd February
Pontypridd Museum
08:30-10:00

Agenda

1. Welcome & Introductions
2. Minutes of last meeting & matters arising
3. Your Pontypridd finances
 - 3.1 Levy income
 - 3.2 Levy rate inflation
4. Decision on engaging Meercat's services
5. Development Opportunities
 - 5.1 YMCA (TBC)
 - 5.2 Pontypridd Bingo Hall
6. Theme group project updates
 - 6.1 Welcoming
 - 6.2 Marketing and Promotion
 - 6.3 Supporting businesses
7. Town centre updates (DN)
8. Give and Gain Day 2017 (TC)
9. Agreeing future board meeting dates
10. DONM
Wednesday 29th March 2017
Pontypridd Museum

Agenda item 2- minutes of the last meeting



Your Pontypridd Board meeting
Wednesday 11th January 2017, 08:30
Pontypridd Museum

Minutes

Joe Gambarini	JG	Princes Café, Vice Chair
Alan Bevan	AB	Pontypridd Town Council
Maggie Hughes	MH	Harvest Books & Crafts
Robert Bevan	RB	RCTCBC
Angela Cavin	AC	Ponty Osteopath
Tracey Cooke	TC	Trivallis (formerly RCT Homes)
Paul Maunder	PM	Adref
Marco Orsi	MO	Café Royal
Sean Hayes	SH	Boots
Zoe Newland	ZN	Age Cymru

In attendance

Becky Chantry	BC	<i>The means</i>
Karen Collings	KC	RCTCBC
Darren Notley	DN	RCTCBC

Apologies

Robert Thomas	RT	R H Jeffs & Rowe, Chair
Kim Howells	KH	Resident representative

Item	Description	Action
1.0	Welcome and Introductions 1.1 JG opened the meeting, welcomed attendees and thanked them for attending. 1.2 JG and BC gave apologies as above.	
2.0	Minutes of the last meeting and matters arising 2.1 JG ran through the minutes of the last meeting and discussed the matters arising: <ul style="list-style-type: none">• The proposal for contribution of the market would be discussed later in the agenda.• BC had some forms for some of the group members to sign for the bank account.• BC has gathered evidence for developing a planning policy for the group which would be drafted and presented at another meeting when there was less to discuss on the agenda. 2.2 BC explained to the group that from the business rates appeal as a consequence of M&S closing, that following a conversation with the VOA, she was informed that a 5% reduction would be offered to all businesses within the town centre. She said that since this conversation, businesses have received a letter regarding whether they wish to attend a tribunal.	

	<p>The group debated whether it would be worth employing an agent to attend the tribunal and to challenge the 5%. They agreed to hold an emergency rates meeting the following week to discuss the best form of action and asked BC to seek information on the reductions that other towns had been given in similar instances and speak to agents about the cost of employing them on behalf of those unrepresented.</p> <p>2.3 All other matters were covered in the agenda.</p> <p>2.4 The group agreed that the minutes were an accurate record.</p>	BC to collect information.
3.0	<p>Your Pontypridd BID update</p> <p>3.1 BID apprentice</p> <p>3.1.1 BC confirmed that they have found a candidate for the role and that his name was James, a graduate from the University of South Wales. She said that his start date would be on Monday 16th January and he would be working three days in Pontypridd.</p> <p>3.2 Your Pontypridd office space</p> <p>3.3.1 BC explained that since the team would be expanding from one member of staff to three with James and the Marketing Placement student that Your Pontypridd would need a bigger space.</p> <p>3.3.2 BC proposed that the BID consider renting a larger space above Kraft Kabin for £140 per week including bills and internet.</p> <p>3.3.3 JG declared a conflict of interest as the owner of the property and left the room.</p> <p>3.3.4 The group decided that they were happy with this additional cost and asked that the contract be reduced to six months. SJ said that by that time there could be a space available for the BID in one of their properties in future, free of charge.</p> <p>3.3.5 BC agreed to speak to the council about any available furniture they may be able to have.</p> <p>3.3. Voluntary contributions of the market</p> <p>3.3.1 BC raised this as a topic which had been discussed at the last meeting. She presented a paper on options for getting the businesses in the market to be involved in the BID.</p> <p>3.3.2 It was proposed that BC speak to Nigel in the Market about the potential of one overall contribution of approximately £200 rather than individual payments.</p> <p>3.3.3 BC agreed to speak with a number of potential market traders who could represent the Market on the board.</p>	<p>BC to speak to the council about furniture.</p> <p>BC to speak to NJ.</p> <p>BC to speak with potential Market reps.</p>
4.0	<p>Development Opportunities</p> <p>4.1 Pontypridd YMCA</p> <p>4.0.1 BC discussed the plans for the YMCA, which were presented back at the Christmas get together. She explained that the building would be redeveloped into 'making space' downstairs, conference rooms, offices for hot-desking, a crèche and potentially a gym on the bottom floor where the existing retail units are.</p> <p>4.0.2 The group debated the removal of the existing retail units and the consequences of turning these into a gym.</p> <p>4.0.3. It was agreed that Wendy should be invited to present at a future meeting before discussing this further.</p>	BC to invite Wendy to a future meeting.
5.0	<p>Theme group updates</p> <p>5.0.1 Due to meeting time constraints BC explained that the updates and a presentation reflecting back on what the BID has achieved, what has been spent and what is planned for the future is included in the Board Meeting papers. She asked the group to read through these and to let her know if there were any queries</p>	

<p>6.0</p>	<p>Engaging Meercat to deliver cost savings</p> <p>6.1 BC presented a proposal to engage a company called ‘Meercat’ who work with a number of BID areas to identify cost savings for its members.</p> <p>6.2 She explained that there have been considerable cost savings for other areas that have employed Meercat which include Newport with savings of £1,400 for one café on energy bills and £3,000 on Merchant fees.</p> <p>6.3 BC commented that it would be extremely valuable to be able to say to members of the BID that ‘you have invested X amount but we have saved you X’. This would help when it comes to campaigning for the renewal ballot.</p> <p>6.3 BC said that this service would cost the BID £4,000 per annum. £2,500 of this would go to the company and £1,500 to the means so that a more sustainable salary can be given to the BID apprentice and also to ensure that there was enough on the ground engagement.</p> <p>6.3 The group expressed concerns about this due to their previous experience with brokers and wanted assurance that they would be able to seek the best deal.</p> <p>6.4 The group proposed that BC liaise with the Board Members and Meercat to seek quotes to show whether they are able to offer the best deal before proceeding.</p>	<p>BC to speak to Meercat and the Board members for next meeting.</p>
<p>7.0</p>	<p>Town Centre Updates</p> <p>JG handed over to KC who gave the group a town centre update:</p> <ul style="list-style-type: none"> • A report would be going to cabinet following the parking review and would confirm the changes to future charges and arrangements. • The demolition of the remaining parts of the former precinct has begun • A bid is being considered for the Heritage Lottery Parks for People fund for the park requesting £1 million in the phase 1 application. This is an opportunity to improve the look of the town and link the park with the town centre. 	
<p>7.0</p>	<p>DONM</p> <p>Wednesday 22nd March?</p>	

Agenda item 3- Your Pontypridd's finances

Expenditure to date: £32,694.41

Balance: £62,710.18

Income		
Date	Amount	Item
18/07/2016	£4,481.95	BID levy income
10/08/2016	£41,290.17	BID levy income
03/10/2016	£13,381.97	BID levy income
31/10/2016	£8,625	BID levy income
28/12/2016	£1,697	BID levy income
Total	£69,476.47	
	(86% collected)	

Additional income		
Date	Amount	Item
06/07/2016	£20,000	RCT Grant
21/12/2016	£4,000	RCT Christmas activities
10/01/2017	£1,928.09	VAT return
Total	£25,928	

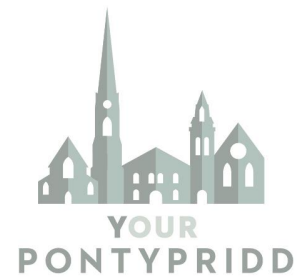
Theme	Expenditure to date
Marketing & Events	£5,782.76
Access & Welcome	£281.52
Business support	£50.00
Christmas Campaign (£4,000 grant)	£2,598.86
Core costs- <i>The means fees, office space, stationary, company insurance</i>	£23,981.27

Agenda item 4- Decision on engaging Meercat's services

	Merthyr Tydfil	Newport
Project started	01/05/2016	01/10/2016
Identified savings to date	£32,455.00	£15,542.00
Return on investment to date	£1: £3.83	£1:£3.70

Please see Meercat Services brochure for more information.

Agenda item 5- Development Opportunities
5.2 Pontypridd Bingo Hall- Response letter



Dear Sir/Madam,

Thank you for asking Your Pontypridd to respond to the 'consultation before applying for applying for planning permission for the Former Bingo Hall, High Street, Pontypridd.'

After viewing the information available we are pleased to see the plans proposed for the demolition and redevelopment of the site into residential accommodation. As an organisation we firmly support opportunities to increase the number of people living and working in the town centre, which has the potential to help regenerate Pontypridd and increase its vibrancy. We feel that this would bring significant benefits to local businesses and that Pontypridd has a significant role to play in offering convenient services for its local residents.

It is also pleasing to see that retail units will remain on the bottom floor. At present, these units are leased by a number of small independent businesses and we are pleased to see that this will continue in future. These smaller units also provide opportunities for start-up businesses, which are a more realistic size compared to existing empty units in the town centre.

However, we would like to have assurances that there is the funding in place to deliver the project once the building has been demolished. Many businesses feel disheartened by the lack of progress at the Former Precinct site and we would like to ensure that the development is to go ahead and not be surrounded by hoardings for the next ten years. We also feel that there may be some particular access issues with the underground car park, particularly when the town is pedestrianised between 11am-3pm and would be keen to discuss these concerns with further.

Another consideration is for adequate sound proofing to be in place so that new residents will not be disturbed by evening activity generated by nearby nightclubs such as Platform 11. The taxi rank is also ran from the layby by Tesco Express.

Additionally, we are an organisation that is investing in making the town a better place to visit, work and live. Therefore, we would welcome the opportunity to work with you once the development is more advanced, to ensure that Pontypridd is an attractive place for its future residents.

If this pre-consultation stage is successful, we would like to invite you to present more established plans at a future Board meeting.

Please feel free to contact me on the details below if you have any queries.

Agenda item 6- Theme group updates

Marketing group:

- The website is launched and up to date- an advert has been placed in Around Town Magazine to encourage people to subscribe to our mailing list on the website
- Placing an advert in Cycle World Magazine to promote Pontypridd as part of a 10 page special on cycling in Wales
- Social media engagement has increased and are now up to almost 700 followers
- Six Nations Saturdays: Your Pontypridd has organised events for the Six Nations which involve people writing messages of support for the Welsh team on a banner and free face painting for children, where the proceeds go to charity. Another of these events will be happening on the 18th March and we have asked Principality to get involved and give some goody bags to hand out. All the pubs showing the games have had promotional posters and social media advertising
- The BID has funded half term activities such as Drama workshops in the museum which are themed around the YMCA and regeneration in collaboration with Ponty Arts. Also have a half term trail with artworks displayed in shops in the town centre and a list of questions for the children to complete.
- The group were unfortunately unsuccessful on the application to National Lottery for CelebrEAT funding. This is because a lot of the funds had been committed and Pontypridd had also received these
- Christmas Prize Draw was a huge success and it has given us a contact database of 1,000 e-mail addresses
- Introduced a monthly 'business showcase' where a different business is selected each month and promoted
- The group have committed funds to Parti Ponty again this year for a stage and music in the town centre
- A meeting will be held on the 7th March to choose which events will be delivered by Your Pontypridd over the next year. This may include music in the park, a music festival, Easter Egg hunt, Wimbledon events etc.
- There are further events that we would like to support such as the Commonwealth baton coming to Pontypridd
- Have been attending Pubwatch meetings and discussing how we might get the evening economy more involved in the BID. We are working with the group to choose a night for students which the BID can promote
- Been in conversations with a local film company about creating some short videos to change perceptions of Pontypridd

Business support group:

- Danai & James are going to launch a free service for businesses whereby they can receive assistance and training to improve their social media and online presence
- Danai is developing a questionnaire for new businesses in Pontypridd to find out more information about their experiences starting up in Pontypridd
- A local company called Trikon have provided a proposal on a collective purchasing scheme with the BID. These costs will be compared with existing amounts paid by

Board Members. This can also be used when discussing a cost reduction scheme with the council in future.

Access & welcome:

- Working with a company to put digital information signage in the town centre which will be funded through advertising. This will have a store directory, list of events, taxis, the weather, bus and train times etc. This will be installed in future subject to planning permission and once the scaffolding has been removed from outside Natwest
- £1 parking will be launched in April. We have the branding ready to go and will translate this in to posters and banners around the town centre. We have also placed an advert in Around Town Magazine
- RCT have offered planters to go around the town. The next step is to determine locations where these planters can go. We are in discussions with Trivallis about planting these up on Give and Gain Day
- Will be looking at ways to make further visual enhancements to the town e.g. bunting
- Spoken with the University about the potential of a shuttle bus for students between the University and the town centre

Agenda item 9- Agreeing future board meeting dates

Timetable of Board meetings 2017-18

Date	Time	Venue
Wednesday 10th May	8:30am	Pontypridd Museum (TBC)
Wednesday 21st June	8:30am	Pontypridd Museum (TBC)
Wednesday 13th September	8:30am	Pontypridd Museum (TBC)
Wednesday 18th October	8:30am	Pontypridd Museum (TBC)
Wednesday 29th November	8:30am	Pontypridd Museum (TBC)
Wednesday 10th January 2018	8:30am	Pontypridd Museum (TBC)
Wednesday 21st February 2018	8:30am	Pontypridd Museum (TBC)
Wednesday 4th April 2018	8:30am	Pontypridd Museum (TBC)