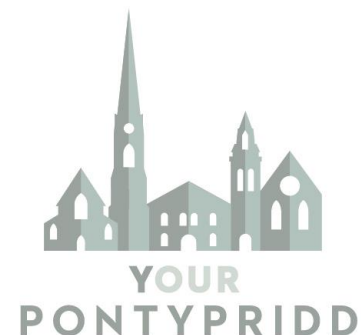


Your Pontypridd BID Board meeting
Wednesday 11th January
Pontypridd Museum
08:30-10:00

Agenda

1. Welcome & Introductions
2. Minutes of last meeting & matters arising
3. Your Pontypridd update
 - 3.1 BID apprentice
 - 3.2 Your Pontypridd office space
 - 3.3 Voluntary membership of the market
4. Development opportunities
 - 4.1 Pontypridd YMCA
5. Theme group updates
 - 6.1 Welcoming
 - 6.2 Marketing and Promotion
 - 6.3 Supporting businesses
6. Engaging Meercat to deliver cost savings
7. Town centre updates (KC)
8. DONM
22nd February 2016
Pontypridd Museum

Agenda item 2- minutes of the last meeting



Your Pontypridd Board meeting
 Wednesday 6th July, 08:30
 Pontypridd Museum

Minutes

Robert Thomas	RT	R H Jeffs & Rowe, Chair
Joe Gambarini	JG	Princes Café, Vice Chair
Alan Bevan	AB	Pontypridd Town Council
Maggie Hughes	MH	Harvest Books & Crafts
Robert Bevan	RB	RCTCBC
Angela Cavil	AC	Ponty Osteopath
Tracey Cooke	TC	Trivallis (formerly RCT Homes)

In attendance

Becky Chantry	BC	<i>The means</i>
Karen Collings	KC	RCTCBC
Sean Hayes	SH	Boots

Apologies

Paul Maunder	PM	Adref
Marco Orsi	MO	Café Royal

Item	Description	Action
1.0	Welcome and Introductions 1.1 RT opened the meeting, welcomed attendees and thanked them for attending. 1.2 RT and BC gave apologies as above.	
2.0	Minutes of last meeting and matters arising 2.1 RT read through the minutes of the last meeting and BC discussed the matters arising: <ul style="list-style-type: none"> • SH had been authorized as a signatory to sign cheques with MH and JG • There have been alterations to our parking arrangements which will be discussed in agenda item 4 • TC still needed to sign up to become a Director and the group needed to fill in company membership forms • The Licencing application for Supernews was withdrawn, so Your Pontypridd did not need to make a response 2.2 The group discussed involvement of the market and decided that one representative should be on the board. They deliberated the voluntary contribution that they should make and decided to agenda this topic for the next board meeting. 2.3. RT explained that all other matters were covered in the agenda. 2.4 The group signed off and agreed that the minutes were an	BC to circulate forms and asked for them to be signed by next meeting. BC to come up with a proposal for involvement of the market.

	accurate record of the meeting.	
3.0	<p>Your Pontypridd BID update</p> <p>3.1 Levy collection</p> <p>3.1.1 BC explained that £60,000 had been collected from the council and that reminders would be dispatched by Business Rates.</p> <p>3.2 Grants</p> <p>3.2.1 BC explained that Your Pontypridd had been awarded a further grant of £4,000 by RCT towards Christmas which will be spent on a light projector for the Bingo Hall and potentially free rides for a number of children at the schools.</p> <p>3.3 BID apprentice</p> <p>3.3.1 BC informed the group that the job had been advertised for over a week on Careers Wales and there had been three applications.</p> <p>3.3.2 She said that <i>the means</i> are shortlisting and interviewing candidates with the view to hold second interviews with Your Pontypridd Directors.</p> <p>3.3.3 RT encouraged the directors to get involved in the recruitment. JG agreed to participate in the interviews.</p>	
4.0	<p>Agreeing RCT's parking proposals</p> <p>4.0.1 BC updated the group on a meeting that her and JG had with Cllr Morgan and representatives of RCT. She explained that they would be conducting a parking review to implement the following changes:</p> <ul style="list-style-type: none"> • £1 all day Saturday parking in long stay car parks RCT wide • making Gas Lane car park (short stay) 4 hours no return • reducing and simplifying car parking tariffs <p>4.0.2 JG commented that despite the BIDs best efforts to highlight issues with Gas Lane car park, free Christmas parking would continue this year but in future changing the car park to 'no return' would solve this issue</p> <p>4.0.3 BC said that since the council will be rolling the £1 scheme RCT wide, Your Pontypridd would no longer have to fund this. She proposed that instead the money could be put into changing car parking technology to facilitate contactless and chip and pin payments.</p> <p>4.0.4 The group agreed, subject to cost, that they would be willing to put the £13,000 originally allocated to subsidizing the £1 Saturday parking toward trialing this technology.</p> <p>4.0.5 MH suggested that this could be run alongside a week long project with the students that taught people how to use the new parking technology</p> <p>4.0.6 BC discussed timescales for the £1 Saturday that would be introduced in April 2017. The group agreed to subsidise the parking offer from January- April to get the project off the ground. It was decided not to launch on the original date in November, since parking was free throughout December. She commented that this would be three months pro-rata from the original figure</p> <p>4.0.7 SJ questioned why the £2.50 all day staff offers was not working. BC said that this was a misunderstanding and it is the season tickets that are not working currently.</p>	
5.0	<p>Business rates revaluation</p> <p>5.1 Reviewing the figures</p> <p>5.1.1 BC explained that she had examined some of the figures for the business rates revaluation which were included within the meeting</p>	

	<p>papers.</p> <p>5.1.2 She discussed that the majority of businesses had seen their rateable values decrease whilst Gelliwastad Road had seen an increase.</p> <p>5.2 Your Pontypridd's response</p> <p>5.2.1 RT proposed that a meeting of businesses in Gelliwastad Road was organised and JG suggested that the BID could employ an agent to lobby for a decrease on their behalf. The group agreed this in principle, subject to costs.</p> <p>5.2.2 BC commented that data would need to be collected for the rentable values of these properties, to determine whether this aligns with the new RV. If this does then there is less of a case for these businesses.</p>	<p>BC to contact and discuss opportunity with an agent.</p>
<p>6.0</p>	<p>Your Pontypridd's policies</p> <p>6.1 Planning policies</p> <p>6.1.1 RB declared an interest in the agenda item.</p> <p>6.1.2 BC explained that Your Pontypridd needed to develop policies and procedures for future planning applications to determine what the group will or will not support. This also ensures that the organisation is accountable to its members.</p> <p>6.1.3 She said that this would include the procedure for responding and best practice for gaining views of other BID members</p> <p>6.1.4 BC agreed to gather evidence that would also help inform their decisions and demonstrate to other members what the rationale is behind their decisions.</p> <p>6.2 Licensing applications</p> <p>6.2.1 BC said that a similar exercise and evidence will be conducted for licensing so that there is an evidence base for future decision making.</p>	<p>BC to gather evidence and draft policies.</p>
<p>7.0</p>	<p>Theme group updates</p> <p>BC updated the group on the following projects.</p> <p>7.1 Welcoming</p> <ul style="list-style-type: none"> • Marketing of the new parking arrangements on banners, posters and potentially signage • Digital signage/notice board within the town centre which involves no upfront costs for Your Pontypridd but is funded through advertising which costs £99 per month. We may consider subsidising this cost for BID levy payers and also advertising events. The noticeboard will be very interactive with a town centre map, store directory and QR codes for people to scan which stores information in their phone • Liaising with the Leader of RCT about parking review and new proposals. Also continual lobbying to remove Christmas parking from the short stay car parks and for short stay in Gas Lane • Organised for the 6 week rental of a projector to light up the Bingo Hall this Christmas • Lobbied the Town Council to light up 'High Street' this year with Christmas lights stretching further this year <p>7.2 Marketing and promotion</p> <ul style="list-style-type: none"> • Finalising the website design which will be launched in the next few weeks • A Christmas campaign with posters which will be included 	

within the 'About Town' magazine and launched at the Christmas switch on. This involves a Christmas competition where people spending over £10 get a voucher that is placed in a box which enters them in to a prize draw to win up to £300 cash.

- The group are applying for funding for £2,000 from the National Lottery to 'CelebrEAT Pontypridd.' This involves a week long campaign where restaurants/pubs/cafes put on Welsh food/taster menus. If successful we would look to hold the event in January next year
- Attended Fresher's Fayre back in September which was a big success. Handed out 750 canvas bags and 1,000 event leaflets to the students and a booklet with 50+ offers. Will be evaluating this scheme to find out how many students people had in as a result and would like to continue this next year. As a result of speaking to staff at Fresher's Fayre were invited to lecture students at the University about the town centre, who were working on a project to make Pontypridd 'healthier and happier.' Have invited the students to present best ideas at the next Board meeting in December.
- Supported Giving to Pink where a number of businesses helped support the cause by fundraising- cake sales, wearing the pink t-shirts and turned their windows pink. Will find out next week how much all the businesses have raised
- Attended the Aquathlon a few weeks ago which Your Pontypridd sponsored. Had our logo on the finisher's bags, banners at the finish line and a stall on the day. Would like to make more of this event next year and give people a reason to stay around in the town afterwards.
- Interviewing for a University Marketing placement student this week who will come in to assist January- April.

7.3 Supporting businesses

- Have followed up with waste and recycling about the idea of offering reduced/free recycling
- Met with Business Wales who offer businesses access to a huge amount of advice and support e.g. finance, business planning. They have agreed to attend an event in January next year for businesses to speak to them about what they can access
- Organising a list of seminars/networking for next year
- Putting together a handbook/Your Pontypridd manual which includes 'cost savings' and BID services for businesses. This will include:
 - £2.50 all day parking for staff in NCP
 - Waste and recycling offer (once decided)
 - Discounts on local professional services e.g. insurance/accountancy/legal fees
 - Useful numbers
 - Stationary
 - Telecomms
 - Training
- Continued lobbying regarding business rates, the new RVs and reduction after the closure of M&S
- Have also been approached about a Town Guide for the town

	centre	
8.0	<p>Town Centre updates RT handed over to KC who gave the group a town centre update:</p> <p>1) Physical regeneration projects ongoing Funding schemes Welsh Government Vibrant & Viable Places Programme:-</p> <p>Townscape Enhancement Programme (TEP) - There is a limited budget for the third and final year of the scheme (2016/17). There is a limited budget for the third and final year of the scheme (2016/17)..</p> <p>2) Physical regeneration projects developing/underway</p> <p>Taff Vale precinct site</p> <ul style="list-style-type: none"> • DC Committee Approval 20th October. • Cabinet to consider next steps on 2 November <p>YMCA</p> <ul style="list-style-type: none"> • Design Team are finalising a redesign of the building which will be appropriate for the level of funding available to the project • External consultants are also reworking the YMCA business plan at the same time to test whether the project will be sustainable in its future operation. 	
7.0	<p>DONM December 7th 2016.</p>	

Agenda item 3.3

Voluntary membership arrangements- Pontypridd market:

Purpose

For the board to agree the representation and contribution from Pontypridd market.

Context

As discussed in previous meetings, it is highly desirable that Pontypridd Market is represented and has a voice on the board of the Business Improvement District (BID). Since the majority of hereditaments there are below the £5,000 threshold set by the BID they are exempt from paying the levy. The board has deliberated the best way forward for encouraging the traders' involvement whilst keeping it fair for other levy paying businesses.

Representation

Directors have expressed a desire to involve representation on the board from the Market Traders in Pontypridd Indoor Market.

Recommendation- The market traders will select one representative to be the spokesperson for the market. It will be their responsibility to liaise with the other traders and communicate the views and opinions of the market to the other board members.

An additional representative will also be selected to represent the voluntary levy payers outside of the market.

These representatives will be able to vote on behalf of the other voluntary payers and market voluntary payers at the annual AGM.

Setting the level of voluntary contribution

The voluntary contribution set by the board for non-levy payers was £50 per annum. As yet, there have been no voluntary contributors.

The options for charging for this are as follows:

- £50 in line with the other voluntary contributors
- A one off yearly fee for the whole of the market e.g. £200
- Contributions based on the rateable values of the market stalls

The table below outlines the pros and cons of each approach.

Model	Pros	Cons	Total income
£50 per market stall per annum	<ul style="list-style-type: none"> ➤ Is simpler as it falls in line with other voluntary contributors 	<ul style="list-style-type: none"> ➤ May not want to pay as much as a larger business ➤ It would not be in line with the levy payer 	£3,100
One off yearly fee	<ul style="list-style-type: none"> ➤ Simpler, would know how much income the BID would get each year from the market 	<ul style="list-style-type: none"> ➤ Burden may fall on some businesses who choose to pay ➤ Would we give all of the stalls the same benefits? 	£200
Contributions based on RVs (fixed at April 2010 list)	<ul style="list-style-type: none"> ➤ Fairer way of asking for payment ➤ Have RV data so can calculate this ➤ Is also fairer for the one levy payer in the market who is contributing to the BID 	<ul style="list-style-type: none"> ➤ Challenging to administer, would need to keep a tight list of who has paid and how much they owe ➤ Small sums of money to be collected e.g. £3 	Up to £1,245 The most paid would be £58, the least £3

Benefits for paying into the BID- examples

- Detailed profile on the Your Pontypridd website
- Promotion on social media
- Participation in loyalty initiatives and marketing campaigns
- Access to services
- Reduced £2.50 parking in Catherine Street Car Park
- Free entry to networking/seminars/workshop events held by the BID

Those who choose not to pay- examples

- Presence on the website but no detailed profile
- Unable to access future services e.g. if the BID introduces recycling/energy savings
- £5 fee for entry to networking/seminars/workshop events held by the BID

Next steps

Distribute a letter to individual market traders and arrange a meeting with the market traders to determine levels of interest. Produce a leaflet on what they would receive for their contribution which could also be used to encourage other non-levy paying businesses to pay into the BID pot.

Agenda item 6

Theme group update presentation

1. Welcome theme: Access & Experience

2016/17 budget: £29,500

Spent £1,418.46

Business plan:

- £1 parking
- Picking up and dropping off in the town centre
- Parking strategy
- Improving first impressions

What has been achieved?

- Barrier lowered at 3pm
- Goods Only Bays to Loading Bays, enabling people to park for 20 minutes in the morning
- Lobbying to change Gas Lane car park 4 hours no return



- £1 Saturday parking launching January
- RCT to pay for £1 Saturdays April onwards (subject to consultation)
- £2.50 parking for staff (NCP)
- Lobbying Pontypridd Town Council to invest in Christmas Lights- High Street



Looking ahead

- Changes to parking payment technology
- Christmas lights in other areas of the town centre- Gelliwastad Road, Church Street
- Gateway improvements- Broadway & Gelliwastad Road
- Planters & flowers (Spring 2017)
- Digital signage (January 2017)

2. Marketing theme: Entertaining and rewarding

2016/17 budget: £28,000

Spent- £6,006

Business plan:

- Schedule of regular events
- Incentivise and reward local shopping
- Pro-active marketing
- University of South Wales students

- 50 employees in the town centre benefited from reduced parking (£2.50)
- Businesses said that trade has increased in the mornings

What has been achieved?

- Fresher's fayre- discounts booklet & canvas bags
- USW live briefs
- Events campaigns
- Sponsored Pontypridd Aquathlon
- Live music stage Natwest- Parti Ponty
- Christmas campaign
- Spend £10 and be in for the chance of winning £300 offer

- Facebook following +400 followers
- Twitter +120 followers
- Christmas campaign reach- 30,095
- Student reach- 750+



Looking ahead

- Your Pontypridd organised events
 - ✓ Summer music series
 - ✓ Performing arts e.g. circus skills
 - ✓ CelebrEAT festival
- Supporting existing events
- Ensuring businesses benefit from existing events

- More campaigns
- Website launch (Jan 2017)
- Marketing strategy
- Your Pontypridd app/loyalty initiative



3. Business theme: Reducing costs and support

2016/17 budget: £7,000

Spent- £0

Business plan:

- Reduce costs for businesses e.g. business rates & cost of services
- Advice & networking
- Access to grants
- Attract additional funding
- Lobbying collectively

Looking to the future

- Develop a collective purchasing scheme & cost saving opportunities
- Schedule of monthly networking/topical seminars (Jan 2017)
- Seek further funding opportunities
- Create a guide for Pontypridd businesses- useful numbers etc
- Link businesses up with the University for employment

What has been achieved?

- Discussions with RCT about free recycling scheme
- Lobbying- Parking
- Strategic role- support for Taff Vale Precinct site, licencing applications
- Applied for funding- £2,000 National Lottery Celebrate
- £20,000 grant RCT
- Supported Carnegie Trust Twin Town Application
- Improved relationships with RCT

Agenda item 6

Engaging Meercat Associate's services for the Your Pontypridd BID

Background

In its manifesto the Your Pontypridd BID vouched to tackle costs on individual businesses by investigating opportunities to save money through collective purchasing or other means.

Your Pontypridd has an opportunity to engage a company who has experience in negotiating the lowest costs for businesses, who are particularly working more with BIDs across the UK.

About Meercat Associates

Meercat are a company who provide intelligent buying and smart saving advice for businesses. They save companies money by getting the best group deals and ensuring that they are making the most efficient use of utilities.

They have developed a BID buying group which brings together all members from the 200+ UK BIDs to generate group buying power on:

- Utilities
- Telecomms
- Testing
- Pest Control
- Waste/recycling
- Printing
- Private car hire
- Couriers
- Handymen services

They are working in a number of BIDs including Brixton, Shrewsbury, Winchester, Stratford, Merthyr Tydfil and Newport.

How does it work?

The BID team would set up meetings with and engage with member businesses one to one. They will be given full training by Meercat Associates and the information collected would be relayed back to Meercat to identify the savings. This would be at no cost to the BID member.

Case studies

Shrewsbury

Since its launch in May, Meercat has saved £65,931 for 27 businesses in the town centre and one business has saved 40% on Merchant Fees.

Winchester

Assessed the Eclipse Inn's electricity tariff and helped the business make savings of £1,600.

Newport

Coffee First £4,000 energy savings with a deal on a three year contract.
£1,400 saved on energy.
£3,000 savings on merchant fees.

Costs to Your Pontypridd

The cost per annum for the lifetime of the BID would be £4,000. £2,500 would go to the company Meercat and £1,500 in to the time of the 'BID Apprentice' who will be responsible for liaising with the businesses and on the ground engagement.