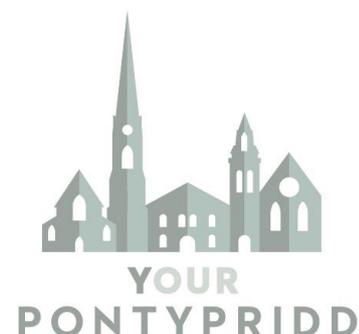


Your Pontypridd BID Board meeting
Wednesday 26th October
Pontypridd Museum
08:30-10:00

Agenda

1. Welcome & Introductions
2. Minutes of last meeting & matters arising
3. Your Pontypridd update
 - 3.1 Levy collection & expenditure
 - 3.2 Grants
 - 3.3 BID apprentice
4. Agreeing RCT's parking proposal
5. Business rates revaluation
 - 5.1 Reviewing the figures
 - 5.2 Your Pontypridd's response
6. Your Pontypridd's policies
 - 7.1 Licencing applications
 - 7.2 Planning
7. Theme group updates
 - 5.1 Welcoming
 - 5.2 Marketing and Promotion
 - 5.3 Supporting businesses
8. Town centre updates (KC)
9. DONM
Wednesday 26th October
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
Sean Hayes	SH	Boots
Robert Bevan	RB	RCTCBC
Angela Cavil	AC	Ponty Osteopath
Marco Orsi	MO	Café Royal
Tracey Cook	TC	Trevallis (formerly RCT Homes)

In attendance

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

Apologies

Paul Maunder	PM	Adref
Sean Hayes	SH	Boots

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 discussed the actions. He explained that all items would be covered in the agenda 2.3 The group signed off and agreed that the minutes were an accurate record of the meeting 2.4 RT handed over to TC to invite members of the group to a Cardiff City Regions event at Trevallis on the 26 th September. BC explained the context of the Cardiff City Region and the importance of business representation.	
3.0	Your Pontypridd update 3.1 Levy collection 3.1.1 BC confirmed that £53,000 of the levy had been collected, which is a collection rate of 73%. She commented that this was good when comparing this to other BIDs. 3.2.1 BC explained that some friendly reminders have been issued but there will be further formal reminders sent out in the next few weeks.	

	<p>3.2 Directors and signatories</p> <p>3.2.1 JG and RT explained that TJ is no longer with Parc Funeral Services and has decided to step down as a director of Your Pontypridd</p> <p>3.2.2 JG added that since TJ was a signatory with himself and MH, a new person would need to be appointed</p> <p>3.2.3 It was proposed and agreed by the group that SR would become the third signatory on the bank account to replace TJ</p> <p>3.2.4 RT added that SR was previously on the scrutiny panel who are responsible for reviewing payment lists monthly and asked if any of the board members were interested in taking his place.</p> <p>3.3 £1 Parking agreement</p> <p>3.3.1 BC discussed the document that has been drafted between the BID and RCT for the £1 parking and the profit shared agreement. She said that whilst this had been agreed at a meeting with the Leader, a decision was made not to proceed with by the Director of services this back in April despite the group not being informed of this</p> <p>3.3.2 A discussion was had around how to proceed with the agreement in light of this change and the group decided that because RCT had contributed the grant to the BID, are funding the changes to payment machines and software for the £1 offer that they were happy to forgo the profit share</p> <p>3.3.3 BC raised an item on the revised agreement which suggested an annual review of the £13,500 fee. She explained that if the scheme was a success, that Your Pontypridd could end up paying more in the following years because the cost is calculated on subsidising the number of cars in the car park. It was agreed that BC propose that this clause is removed or fixed for the BID term because only £13,500 has been budgeted for per year.</p> <p>3.4 Company membership forms</p> <p>3.4.1 BC said that although the directors have filled in the relevant paperwork for companies house, that all members are required to fill in a company membership form</p> <p>3.4.2 She showed the groups copies of these in the board papers and explained that she would circulate these for the board to sign.</p> <p>3.5 Recruitment of the BID apprentice</p> <p>3.5.1 JG explained that it has been decided to use Jobs Growth Wales to take advantage of six months funding for the BID apprentice position</p> <p>3.5.2 BC added that to take advantage of this scheme, the person would have to be in post by the beginning of October. She explained that the interviews would take place in the next two weeks and RT said any of the board members would be welcome to be a part of the interview panel.</p>	<p>BC to speak to Barclays and authorize change signatories.</p> <p>BC to revise agreement and have this signed.</p> <p>BC to circulate membership forms Board members to sign and give forms to BC</p>
4.0	<p>Agreeing to theme group business plans and updates</p> <p>4.1 Creating a better experience</p> <p>4.1.1 BC and JG ran through the detail of the business plan and discussed key projects such as the £1 offer, general access in the town centre and gateway and environmental enhancements. JG suggested that further projects should be added such as accessibility to public toilets</p> <p>4.2.1 BC discussed Christmas lights and said that some of the enhancement money would go toward Christmas lights on High Street. It was also suggested that decorations be explored on</p>	

	<p>Gelliwastad Road</p> <p>4.2.2 The group agreed that they were happy with the budgets and content of the 'Creating a better experience' theme group.</p> <p>4.2 Marketing and promotion</p> <p>4.2.1 AB and BC ran through the priorities of the marketing and promotion business plan</p> <p>4.2.2 BC updated the group on the progress of the welcome pack for students and explained that a booklet of over 50 offers would be given out in a canvas bag with events leaflets and flyers from the businesses</p> <p>4.2.3 BC explained that the group will discuss future events that they would like to deliver and that there is potential funding from Visit Wales for a Tom Jones Festival in the future and Celebrate Wales National lottery funding for a Welsh music festival which could tie in with the statues being reinstated in the park</p> <p>4.2.4 The group agreed that they were happy with the budgets and content of the 'Marketing and promotions' theme group.</p> <p>4.3 Supporting businesses</p> <p>4.3.1 BC expressed concerns about this theme group and said that, although it was one of the most productive theme group meetings, only two people showed up to the last meeting. She proposed that she follow the business plan and try to establish meetings again at a later date when there is more interest. The group agreed that this would be the best way forward because it is difficult for people to keep going to meetings</p> <p>4.3.2 BC discussed the key priorities such as a business support package, charity of the year scheme, linking businesses up with local charities, CSR programmes and shopfront enhancement grants.</p> <p>4.3.3 The group agreed that they were happy with the budgets and content of the 'Supporting businesses' theme group.</p>	
<p>5.0</p>	<p>Licensing committee application response</p> <p>5.1 BC asked the group to consider an application which has been submitted by</p> <p>5.2 The group agreed that they were unsupportive of the scheme because it has the potential to cause anti-social behaviour in the town centre. They discussed the current issues outside Tesco's with street drinking</p> <p>5.3 MH explained that the application can only be rejected on four grounds: prevention of crime and disorder, prevention of children from harm, prevention of public nuisance and public safety</p> <p>5.4 RB suggested that evidence was collected on those premises currently selling alcohol</p> <p>5.5 BC agreed to research this further and draft a response on behalf of Your Pontypridd but commented that the group must be mindful that the business is a levy payer.</p>	<p>BC to draft a response</p>
<p>6.0</p>	<p>Town Centre updates</p> <p>6.1 RT handed over to KC to give an update on the town centre. The following updates were given:</p> <p>1) Physical regeneration projects ongoing</p> <p>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).</p>	

	<p>Demand is still very high and a number of projects are currently in development.</p> <p>Homes Above Retail Premises (HARP) - 6 housing units and a traineeship have been delivered at 93 - 95 Taff Street. A further 12 housing units as well as traineeships are currently being delivered at 56 – 58 Taff Street. The scheme is expected to complete by October 2016.</p> <p>Physical regeneration projects developing/underway Metro/City Deal Major programme will improve infrastructure and therefore access/links</p> <p>Increase in frequency in trains from Cardiff to Pontypridd (from 6 to 8 per hour), with a potential to go up to 12 longer term.</p> <p>2) Taff Vale precinct site</p> <p>Architects have prepared outline designs for the development which have been shared with representatives of the BID Board. An outline planning application was submitted at the end of July and is now being considered. Site investigation works undertaken to assess structural integrity of remaining structure. Consultants are working up plans for the demolition of the remaining site structures to allow development of the site Market testing is continuing for the future uses of the development.</p> <p>3) YMCA Planning permission for the capital redevelopment project secured in February 2016. Design Team are working on 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.</p>	
7.0	<p>DONM Wednesday 26th October @Pontypridd Museum</p>	

How have rateable values in Pontypridd changed (2016-17?)

Earlier this month the draft rateable values were published ahead of the 2017 revaluation. These will be officially published in April when they can be appealed. As a consequence there have been the following changes:

Location	Average percentage change
Penuel Lane	+11%
Taff Street	-22%
High Street	-4%
Market Street	+2%
Mill street	1%
Gelliwastad Road	+11%
Morgan Street	+19%
Broadway	+8%
Berw Road	13%
Sardis Road	+4%

Penuel Lane: All businesses on Penuel lane have seen an increase in rateable values, the highest being 19%

Taff Street: Taff Street has seen the most significance decrease, with the highest rateable values at 48%.

High Street: has also seen a decline at an average of -4%, the highest reduction was 21%

Market Street: Some businesses, particularly offices, have seen an increase in rateable value whilst the largest decrease was Unit 1 on Market street at 25%

Mill Street: has also been mixed with offices rateable values increasing whilst retail decreasing. The highest reduction was 20%

Gelliwastad Road: the majority have seen an increase in rateable values, the highest being 46%.

Morgan Street: have also experienced an increase, with the highest up 163%

Broadway: the largest increase on rateable values was 110% and the majority of businesses are up

Berw Road: the rateable values of car parks on Berw Road and the Eglwys Bach chapel car park is up 18-20%

Sardis Road: offices and car parks are up almost 20%.

How are rateable values calculated?

The rateable value is the underlying value of a property, which is based upon the value from two years previously. The figure represents a rentable value for which the property could be let.

When will we find out how this affects our business rates?

In autumn/winter this year, the new multiplier will also be announced to enable businesses to calculate their business rates

How do I appeal?

Appeals cannot be logged until April 2017 when the new business rates come in to affect.



Agenda item 7- theme group updates

7.1 Welcoming

The Welcome group are currently working on the following projects:

- 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

7.2 Marketing

The Marketing group is delivering the following:

- 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 'Celebrate 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

