

Board Meeting 12
Wednesday, 4th August
Via Zoom



Attendees

Richard Jones, Selections Gift Shop (RJ)
Sally Jones, Resident (SJ)
Alice Smith, Pobl Housing (AS)
Nia Hall, Pump Supplies, (NH)
Julia Harries, Aberafan Shopping Centre (JH)

Apologies

Roger Williams, Coastal Housing (RW)
Jo Morgan, Peacocks (JM)
Peter Williams, The means (PW)
Stephen Kinnock (SK)

Item	Detail	Action
1.0	Welcome and apologies No apologies. RJ welcomed JH to her first meeting.	
2.0	Minutes of the last meeting and matters arising 2.1 Confirmation of approval Those present agreed the minutes were a true reflection of the meeting. 2.2 Matters arising None.	
3.0	Chair's update RW to update at the next meeting.	
4.0	Anti-social behaviour RJ updated the group on some of the incidents that had occurred mostly due to excessive alcohol consumption in the town centre and the potential for a PSPO.	
5.0	Company updates 5.1 AGM This would take place online this year on Wednesday, 8 th September.	

<p>6.0</p>	<p>Coastal Communities Funding</p> <p>RW and PW to update at the next meeting.</p> <p>Four logos had been produced by a designer for the chosen name of The School House.</p> <p>The board discussed this and chose option 4.</p> <div data-bbox="271 539 1013 947"> <p>Glanafan logos</p>  </div>	
<p>7.0</p>	<p>Programme</p> <p>7.1 Loyalty card</p> <p>MJ gave the following update:</p> <div data-bbox="271 1223 1034 1630"> <p>Loyalty card scheme</p> <ul style="list-style-type: none"> Design and print: £215 (+VAT) Video: £500 + VAT Facebook boost £200 <p>Total: £915</p> <ul style="list-style-type: none"> Gift vouchers collected so far: 6 43 businesses signed up Stickers can be collected until 1st September Gift vouchers can be redeemed until 1st November <div data-bbox="588 1323 1007 1619">  </div> </div> <p>7.2 Superhero trail</p> <p>MJ gave the following update:</p>	

Superhero trail

- 8 statues: £7,000 + VAT
 - Design and print: £657.50
 - Video: £500
 - Spiderman hire £150
 - Facebook boost: £200
- Total: £8507.50**
- Leaflets handed in so far: 500



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7.3 Market

Market to take place the next day. MJ gave the following update:

Viva PT Street Market

- Licensing: £358
 - TEN: £21
 - Two gazebo rental: £200
 - Logo design: £140
 - Videos: £500 +VAT
 - Facebook boost: £200
- Total: £1219**



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8.0 Marketing

8.1 Social media

Facebook

2314 followers (+783)

Twitter

316 followers (+22)

Instagram

421 followers (+77)

3 videos posted throughout July

- 94,000+ people reached on Facebook in past month
- Facebook video interactions:

	<ul style="list-style-type: none"> ○ Loyalty card – 30k views, 462 shares, 455 likes, 105 comments ○ Superhero trail – 12k views, 144 shares, 108 likes, 79 comments ○ Street market – 18k views, 241 shares, 233 likes, 78 comments <p>8.2 E-newsletter</p> <p>36 newsletters sent out so far:</p> <p>Open rates:</p> <table> <tr> <th>Date</th><th>Preview text</th><th>Opened</th></tr> <tr> <td>23/6/2021</td><td>More details on our upcoming summer initiatives in Port Talbot town centre</td><td>37.4%</td></tr> <tr> <td>29/7/2021</td><td>Summer is in full swing in Port Talbot town centre!</td><td>36.0%</td></tr> </table> <ul style="list-style-type: none"> ■ 117 subscribers 	Date	Preview text	Opened	23/6/2021	More details on our upcoming summer initiatives in Port Talbot town centre	37.4%	29/7/2021	Summer is in full swing in Port Talbot town centre!	36.0%	
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9.0	<p>Finance</p> <p>9.1 Income Report</p> <p>9.1.1 Update on levy collection from NPTBC</p> <p>Total collected £58,756.22 (approx. 91%)</p> <p>Total o/s £5,231.88</p> <p>8.2 Expenditure Report</p> <p>£26,738.18 in the bank account.</p>										
9.0	<p>AOB</p> <p>None.</p>										