

**Board Meeting 14**  
**Thursday, 9<sup>th</sup> December**  
**Via Zoom**

**Attendees**

Richard Jones, Selections Gift Shop (RJ)  
Jo Morgan, Peacocks (JM)  
Sally Jones, Resident (SJ)  
Nia Hall, Pump Supplies (NH)

Mandy Jenkins, The means (MJ)  
Peter Williams, The means (PW) (present for part of the meeting)

**Apologies**

Ray Oglesby, Barista's (RO)  
Julia Harries, Aberafan Shopping Centre (JH)  
Elliot Carpenter, Coastal Housing (EC)  
Becky Cole, Pobl Housing (BC)

Item	Detail	Action
1.0	<b>Welcome and apologies</b>  Apologies given as above.	
2.0	<b>Minutes of the last meeting and matters arising</b>  <b>2.1 Confirmation of approval</b>  Those present agreed the minutes were a true reflection of the meeting.  <b>2.2 Matters arising</b>  None.	
3.0	<b>Company matters</b>  <b>3.1 New board members</b>  Lisa Smith had resigned as a board member. RJ explained to the board about what had happened on the day of the Christmas event with businesses on Forge Road being unhappy that there was nothing on their street as promised. Lisa had posted negative comments on social media about the BID but refused to take them down. RJ had been to see Lisa and explained that the market stalls that had been due to go there had	

	<p>either cancelled or had to leave due to the storm conditions. He also suggested that the businesses on Forge Road come up with their own event idea which might work there, e.g a wedding fayre. She was still unhappy and wanted nothing more to do with the BID.</p> <p>Anne Marie from the Afan Deli has been to see MJ and JE on market day so try and explain why businesses felt as they did but also to say that she understood that the rough conditions had been impossible for market traders.</p> <p>The board agreed that MJ should draft a letter to all businesses on Forge Road explaining the situation and offering some money for them to come up with their own event idea which MJ and JE would help them implement.</p> <p>Chris Parsons from 2Sons had expressed an interest in joining. The board agreed to this as he would be able to represent the night time economy.</p> <p>PW had been speaking to Lisa Jones at Sam Hawkins Solicitors about the lease for Glan Afan which she had promised to look into at no charge. PW hopes that she might become a voluntary contributor to the BID and subsequently join as a director. The board agreed to this.</p>	<p><b>MJ: To draft a letter to businesses on Forge Road</b></p>
4.0	<p><b>Coastal Communities Funding Update</b></p> <p>PW gave the update below:</p> <div data-bbox="271 1120 949 1198" data-label="Section-Header"> <h3>CCF – Appointment of manager</h3> </div> <ul style="list-style-type: none"> <li>■ Laura Jenkins has confirmed her acceptance of the centre manager post and commences on 10th January</li> <li>■ During her first week, Laura's induction will include: <ul style="list-style-type: none"> <li>○ Visit other BIDs to develop a fuller understanding of the model</li> <li>○ <b>Meet as many VPT directors</b> that are available</li> <li>○ Meeting with relevant council officers</li> <li>○ The development of a work plan for her first quarter</li> </ul> </li> </ul> <div data-bbox="901 1444 970 1478" data-label="Page-Footer"> <p>#VIVA Port Talbot</p> </div> <div data-bbox="271 1534 933 1601" data-label="Section-Header"> <h3>CCF – Other posts</h3> </div> <ul style="list-style-type: none"> <li>■ There is an ongoing analysis of the current need compared to what was asked from CCF originally</li> <li>■ The post of manager was made f/t through combining it with another position</li> <li>■ Revised job descriptions will be developed</li> <li>■ Recruitment for these roles will be arranged to fit with the completion of building works at Glan Afan</li> <li>■ Employment and payroll – The means or Accountancy Solutions?</li> </ul> <div data-bbox="890 1843 956 1879" data-label="Page-Footer"> <p>#VIVA Port Talbot</p> </div>	

## CCF – Glan Afan

- We have learnt that Our Aberdare BID have secured Community Renewal Funding to develop a hub with similar aims / objectives
- More information has become available about the services running from the refurbished Plaza
- The lease documents have been sent to a local solicitor for review. There will be little scope to request modifications as they are a standard lease CHA use. However as an exercise in due diligence it will ensure that VPT is not entering into an arrangement that places an onerous burden on it.
- The board is asked to authorise directors(s) to compete the lease on its' behalf

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## CCF – Progress on works tender

- Two of the three contractors who are intent on returning tenders have asked for an extension due to the difficulty in obtaining quotes for equipment relating to the mechanical and electrical elements of the specification
- CHA are acting as project managers for the build. They will compile a full tender evaluation report complete with recommendations on the selection of contractor

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## CCF – Project governance

- It would be helpful if 2 or 3 directors would be prepared to join a sub - committee to deal with the CCF project. It is envisaged that this would involve a commitment of 1 hour roughly once every three to four weeks.

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The board decided that The means add Laura Jenkins to their payroll and bill monthly as they did for MJ and Jade Evans.

RJ had some questions on the lease which PW was able to answer.

PW then left the meeting.

**5.0**

### **Programme**

#### **5.1 Christmas event**

MJ and RJ gave an update on the event which had taken place on 27th November. The feedback from the public and most businesses had been good. NH said that the coverage on social media had been excellent with lovely comments and photos being

	<p>posted by members of the public that had attended. Town had been very busy but numbers had trailed off after 2pm.</p> <p>RJ suggested prizes for the best themed groups etc next year and MJ suggested the stage be placed in Bethany Square so the event was not quite so spread out. Also, the reindeer parade would hopefully go ahead in 2022 so the parade route would need to be looked at as a whole.</p> <p>NPTBC had agreed to contribute £2.5k towards the event which MJ had invoiced already.</p> <p>Superhero Day on 25<sup>th</sup> October has also been a big success with lots of people turning up on the day and great feedback.</p> <p><b>5.1.1 Nutcracker trial</b></p> <p>The trail had started on the 27th November to coincide with the event and MJ had seen lots of families on the day walking around with trail maps. There seemed to be some confusion in Jenkins Bakery over the counting of the maps but MJ thought there may be around 250 returned so far. The trail would run until 31<sup>st</sup> December.</p> <p><b>5.1.2 Market</b></p> <p>The fifth and final market of the year had taken place on 2nd December with only nine stalls attending despite 20 being booked in. MJ said that she felt footfall had dropped dramatically since the first two markets and didn't think it was worth taking forward in its current format. The board discussed it and agreed that a quarterly market might be better starting in April, just before the Easter holidays.</p> <p><b>5.1.3 Dinosaur event</b></p> <p>MJ had booked Dino4Hire and their dinosaur show for Monday, 21st February which would need to take place in Bethany Square.</p>	
<b>6.0</b>	<p><b>Marketing</b></p> <p><b>6.1 Social media</b></p> <p>A significant increase in social media followers since the last meeting, largely as a result of the Grinch video advertising the Christmas event.</p> <p>Facebook: 3384 followers (+693)</p> <p>Twitter: 367 followers (+27)</p> <p>Instagram: 602 followers (+78)</p> <p>58,000+ people reached on Facebook in past month</p> <p>Facebook video interactions:</p> <p>Christmas promo – 34.1k views, 545 shares, 386 likes, 345 comments</p>	

	<p>Christmas event – 5.6k views, 96 shares, 189 likes, 64 comments</p> <p><b>6.2 E-newsletter</b></p> <div> <p><b>E-newsletters</b></p> <ul style="list-style-type: none"> <li>40 e-newsletters sent out</li> </ul> <table border="1"> <thead> <tr> <th>Date</th><th>Preview text</th><th>Opened</th></tr> </thead> <tbody> <tr> <td>29/10/2021</td><td>Our first event was a super success! Read all about it here...</td><td>32%</td></tr> </tbody> </table> <ul style="list-style-type: none"> <li>Christmas newsletter to go out next week</li> <li>124 subscribers (+2)</li> </ul> <p>#VIVA Port Talbot</p> </div>	Date	Preview text	Opened	29/10/2021	Our first event was a super success! Read all about it here...	32%	
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29/10/2021	Our first event was a super success! Read all about it here...	32%						
<b>7.0</b>	<p><b>Anti-social behaviour</b></p> <p>MJ gave the board an update on the meeting that Jade Evans had attended in her absence including feedback on events and Operation Sudbury. RJ told the board that the situation in Sation Road had been a lot better since the operation has been under way.</p>							
<b>8.0</b>	<p><b>Finance</b></p> <p><b>8.1 Income Report</b></p> <p><b>9.1.1 Update on levy collection from NPTBC</b></p> <p>Approximately 94% collection rate.</p> <p><b>8.2 Expenditure Report</b></p> <p>Approximately £20k in the bank account with the £2.5k from NPTBC to be received.</p>							
<b>9.0</b>	<p><b>AOB</b></p> <p>Sally Jones gave an update on the Rich history project and thanked <i>The means</i> for their contribution.</p> <p>The pitch fees from the monthly market (around £500) could now be donated to the food bank as agreed. The board decided to make the donation in January instead of before Christmas as it might be more needed then.</p> <p>MJ asked the board if they wanted to take out any paid marketing for the free parking in town from 11<sup>th</sup> December but they decided to only advertise on the BID's social media pages as the free parking was a NPTBC initiative.</p> <p>MJ asked if meetings could be moved from Thursdays to a different evening in the week due to other commitments. The board agreed that the next meeting would take</p>	<p><b>MJ: To speak to the food bank</b></p>						

	place on Monday, 17 <sup>th</sup> January.	
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