

**Board Meeting 44**  
**Wednesday, 21<sup>st</sup> January**  
**4:30pm, Aberafan Shopping Centre management meeting room**

**Attendees**

Richard Jones, Selections Gift Shop (RJ)  
Tia Dowding, Wetherspoon (TD)  
Julia Harries, Aberafan Shopping Centre (JH)  
Sally Jones, Resident (SJ)

Mandy Jenkins, The means (MJ)  
Jade Evans, The means (JE)

Item	Detail	Action
1.0	<p><b>Welcome and apologies</b></p> <p>RJ welcomed everyone to the meeting at 16:35.</p>	
2.0	<p><b>Minutes of the last meeting and matters arising</b></p> <p><b>2.1. Confirmation of minutes</b></p> <p>Those present agreed the minutes were a true reflection of the meeting.</p> <p><b>2.2. Matters arising</b></p> <p>No matters arising.</p>	
3.0	<p><b>The Business Community @ Glan Afan update</b></p> <p>RJ updated that the Business Community @ Glan Afan project has come to a close as the building lease was officially handed over 13<sup>th</sup> November, however this wasn't received until January. The electricity contract will be switching over in mid-February. The GACC will square up the bills owed with VPT.</p> <p>The board spoke about complicated grant scheme forms.</p> <p>MJ updated that Beacon owe a month and a half of rent refunds to VPT so this is being chased.</p> <p><b>3.1. Rent</b></p> <p>RJ updated the board that the GACC had proposed £50 a week rent for an office space for MJ and JE. JH asked about the basis of office; RJ and MJ confirmed it would be one day a week for VPT and would be shared with GACC. GACC has also been approached by a counsellor who is interested in renting the office space in future, however this is not confirmed.</p> <p>The board agreed to discuss the rent rate at the next meeting when all board members are present to discuss without RJ present. The rent will</p>	

	<p>be backdated to the lease handover date to ensure a paper trail.</p> <p>The board discussed the BID levy statement.</p>	
<p><b>4.0</b></p>	<p><b>Programme</b></p> <p><b>4.1. Easter Egg Hunt</b></p> <p>MJ updated that this will take place between Saturday 28<sup>th</sup> March and Saturday 11<sup>th</sup> April.</p> <p><b>4.2. Food Festival</b></p> <p>MJ confirmed this will take place on Saturday 9<sup>th</sup> May.</p> <p>JE updated that the event documentation had been submitted to the ESAG this week. JE explained the alternative location plan to the board: the street food and stage area will be held on the Transport Hub due to the ongoing work in Civic Square. This should result in more passing trade for the bottom end of Station Road.</p> <p>RJ suggested tiered pricing for pitches at the event: highest fee in ASC, middle fee for Station Road and Transport Hub, lowest fee for Forge Road. RJ suggested using the open area of Civic Square as the licensed alcohol trader area.</p> <p>The board discussed this – there may be complaints about the higher price and potentially lower footfall in ASC if there is good weather.</p> <p>JH to take this to management to decide whether to offer indoor pitches. RJ said coordination on day would have to be ASC as the outdoor areas currently use up all volunteer capacity; JH agreed to this.</p> <p>JH to look into alcohol licensing of ASC for stallholders.</p> <p><b>4.3. Other ideas</b></p> <p>MJ asked the board if they have any other project ideas for the year.</p> <p>RJ discussed people coming to town for events and only spending with stallholders. RJ suggested doing the loyalty card again to encourage spend with town centre businesses; suggested limiting to a month and increasing the spend price from £10 to £20 for a sticker. RJ asked JH to ask tenants about the best time of year for this. MJ explained how the scheme previously worked for JH. TD will ask management if Wetherspoon would take part.</p> <p>JH updated the board on ASC's plans for the year:</p> <ul style="list-style-type: none"> <li>• 50<sup>th</sup> anniversary – Multi-phase exhibition from February to September. Launching on 9<sup>th</sup> February with main event on 20<sup>th</sup> February with dignitaries and previous management and tenants invited. Will include old photo exhibitions. February</li> </ul>	<p><b>JH: Discuss indoor pitches with management and investigate alcohol licensing.</b></p>

	<p>half-term will also tie into the anniversary.</p> <ul style="list-style-type: none"> <li>• Easter holiday activities to be confirmed, noted thanks for confirmation of Easter Egg Hunt.</li> <li>• Queen’s 100<sup>th</sup> birthday – Late April, will have royal themed photobooth.</li> <li>• May half-term – Mini golf course rebranded with 50<sup>th</sup> anniversary theme.</li> <li>• Summer holidays activities to be confirmed.</li> <li>• Halloween activities to be confirmed, falls on a Saturday this year.</li> </ul> <p>SJ explained that the children’s department of the library would host celebrities each summer, suggested that ASC could recreate this for the anniversary celebrations. SJ explained that she wrote a children’s storybook in the 1970s and suggested ASC could host a storytelling event. JE suggested doing a trail to tie in with the storybook.</p> <p>JH updated the board that her and Chris have been invited to the Royal Garden Party for services to the community.</p> <p>The board discussed and agreed that the Retro Fest won’t take place this year due to wanting to move away from reliance on events.</p> <p>RJ talked about the dinosaur event; JH liked this event but felt something different should be done. RJ suggested looking into the Weird Science show done in schools. JH explained that a science exhibit had previously been held in ASC with their tenant, Cancer Research Wales.</p> <p>SJ suggested looking into a link to the Roman villa in Margam, could host an exhibition. SJ also suggested hosting a medieval market partnered with the Rich History Group.</p>	
<p><b>5.0</b></p>	<p><b>Marketing</b></p> <p>JE updated the board with the following figures:</p> <ul style="list-style-type: none"> <li>• Facebook: 6784 followers up to 6837 (+53)</li> <li>• Instagram: 1285 followers up to 1292 (+7)</li> </ul> <p>The Merry Christmas video had received over 42,000 views. The board discussed the video and noted it had been good for engagement.</p>	
<p><b>6.0</b></p>	<p><b>Finance</b></p> <p><b>6.1. Income Report</b></p> <p><b>6.1.1. Expenditure Report</b></p> <p>MJ updated that there is £14,119.85 in the Viva Port Talbot bank account.</p> <p>The board discussed the change in rateable values from April 2026 – this</p>	

	<p>may need to be explained to BID levy payers as the BID rate will remain fixed on the 2023 ratings list.</p>	
<p><b>7.0</b></p>	<p><b>AOB</b></p> <p>MJ updated that this had been written and will accompany the bills when sent out in April. The statement shows that nothing has been spent on the access theme in this financial year as free parking posters hadn't been produced.</p> <p>MJ updated the board that she had been contacted by the manager of Lloyds Bank. She had asked about the BID and security coverage in town. She had also explained that the Credit Union now has a mobile service in Tesco car park on Wednesdays – the council would have charged for use of a council car park. MJ had explained the BID and suggested becoming a director to get more involved. The board agreed to her joining in principle.</p> <p>RJ asked JH about the photography ban in ASC as he had seen a post circulating on Facebook groups. JH clarified that the policy hadn't changed and that the new signs were just for public information.</p> <p>MJ updated the board about the UK Town of Culture 2028 competition: constituted organisations can apply on behalf of a local partnership of stakeholders, and if successful in the first round then receive £60,000 to develop a programme. Expressions of interest must be submitted by 31<sup>st</sup> March. Winners would become the Town of Culture 2028 and would receive £3 million; finalists would receive £250,000. The board discussed this and agreed that Port Talbot would be in good position to apply.</p> <p>MJ, JE and SJ have discussed this already – SJ was involved in Swansea Year of Literature 1995 so has experience.</p> <p>JH asked what the expression of interest entails; MJ explained that it is a lengthy form. MJ asked if Calon Afan could be the lead organisation; SJ agreed. VPT will support with writing the expression of interest. JH suggested meetings to go through application process.</p> <p>TD asked the board for updates on business openings and closures in the town centre to pass onto area management periodically.</p>	<p><b>MJ: Invite Lloyds manager to join the board.</b></p>
<p><b>8.0</b></p>	<p><b>Date of next meeting</b></p> <p>Wednesday, 4<sup>th</sup> March, 4:30pm.</p> <p>Meeting concluded at 17:57.</p>	