

Board Meeting 48
Wednesday, 15th July
4:30pm, Barista's Café

Attendees

Richard Jones, Selections Gift Shop (RJ)
Melanie Cole, Barista's (MC)
Sally Jones, Resident (SJ)

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

Apologies

Julia Harries, Aberafan Shopping Centre (JH)

Item	Detail	Action
1.0	Welcome and apologies RJ welcomed everyone to the meeting at 16:45 and gave apologies. MC said there is a new manager in Tesco so MC will invite them onto the board.	MC: Invite Tesco manager to board meeting.
2.0	Minutes of the last meeting and matters arising 2.1. Confirmation of minutes Those present agreed the minutes were a true reflection of the meeting. 2.2. Matters arising 2.2.1. Brag boards MJ and JE had discussed the idea with the graphic designer who had explained that custom foam boards could be made for each business at roughly £20 each; the boards can be made into a custom shape. MJ asked if the board had any ideas for a shape that related to Port Talbot; the board had no ideas. MJ suggested a heart shape, RJ said this might be too awkward to prop up in a window or on a counter. MJ and RJ discussed a foam board design made to look like a chalkboard. RJ has spoken to several businesses about the scheme. MJ has applied for funding for the scheme from the Community Changemakers Fund offered by the South West Wales Connected Community Rail Partnership, will hear back on the outcome in September. The board spoke about café closures. 2.2.2. Pitch fees JE updated: outstanding payments were chased again on 17 th June, this prompted three of the six outstanding payments. £150 is now	RJ and JE: Chase

	outstanding. RJ will chase the fee from the town centre business. JE to phone the other two.	outstanding payments.
3.0	Programme 3.1. Loyalty card JE updated: 35 businesses are taking part, more have been given the information and are deciding whether to take part. Several businesses said no to joining the scheme. 150 vouchers will be available. MJ and JE delivered all the scheme packs today ready for the scheme to launch on Saturday. 3.2. Heritage trail MJ updated: she has applied to the Heritage, Culture, Tourism, and Events (HCTE) Fund, part of the Local Growth Fund administered by NPTC, to turn the trail into permanent a permanent feature, similar to the blue plaque scheme. The application came to £10,800, including the production and installation of the signs/plaques, booklets, marketing, and translation. The application received letters of support from ASC, Calon Afan, four MSs, and all four town councillors. If the application is successful, the project timeframe would be January to March. SJ suggested speaking to Eilwen for more information. MJ and JE had spoken to Bethan from council for information on how the blue plaque scheme works and logistics with permissions. 3.3. Christmas lights MJ updated: she had looked into applying to the HCTE fund for new lights as up to £30,000 was available per project. MJ spoke to the Aberavon Wizards to get an idea of annual costs; this would be a minimum of £5,000 to £10,000 a year, which would not be feasible for VPT to continue after one year. The board discussed applying and managing the lights for one year and agreed that while this would've been good for VPT to do, it would be too big of a project for the BID and realistically could only fill the gap for one year.	
4.0	Marketing JE updated the board with the following figures: - Facebook: 7173 followers down to 7170 (-3) - Instagram: 1357 followers down to 1348 (-9)	
5.0	Finance 5.1. Income/Expenditure Report RJ updated that there is £24,746 in the Viva Port Talbot bank account. MJ has paid the recent VAT bill of £4,150.89.	

	MJ updated that only half of the BID levy monies for 2026/27 have been drawn down, so there should be more available to invoice the council for.	
6.0	AOB JH had emailed stating that the Santa's Grotto opening would take place on Saturday 21st November; this will also be the Christmas event date. RJ requested contacting JM Entertainment to discuss alternative plans for this year's Christmas event. RJ asked when the new arcade would be opening; MC confirmed it would be Monday. JE to share this on the Facebook page. RJ and MC discussed the vintage kilo sale that took place in the old Pep & Co unit; it had been a busy day, similar to an event day. Cafes were busy with non-regulars, young people, etc. Older people were put off from attending as entry tickets had to be pre-booked online and couldn't be acquired at the door. The board discussed the Town of Culture 2028 shortlist; the council will now have £60,000 to work toward the application for the final round. SJ spoke about year of literature she was involved in in Swansea. MJ spoke about community event that MJ, JE, and SJ attended. MC updated that Barista's is doing a fundraising Penylan climb for the Dementia Hub.	MJ and JE: Talk to JM Entertainment.
7.0	Date of next meeting Wednesday, 26th August, 4:30pm. Meeting concluded at 17:28.	