

### Attendees

Gary Pemberthy, Cactws / Watch Obsession (GP)  
 Mark Joseph, The Jewellery House (MJ)  
 Gareth Lloyd, Ceredigion County Council (GL)  
 Eddy Webb, InSynch (EW)  
 Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)  
 Gweneira Raw-Rees, Aberystwyth Town Council (GRR)

### Apologies

Sophie Fuller, Sophie's café (Chair) (SNF)  
 David Evans, Aberystwyth Business Club (DE)  
 David Lees, Aberystwyth Town Council (DL)  
 Tom Trevarthen, Crimson Rhino (TT)  
 Sian Fisher (SF)  
 Nick Davidson, The Phonenumber (ND)  
 Jim Wallace, Aberystwyth University (JW)

| Item | Detail  | Action   |
|------|---|--|
| 1.0  | <b>Welcome and Introductions</b><br><br>As above  |  |
| 2.0  | <b>Apologies for absence</b><br><br>Apologies given as above.   |  |
| 3.0  | <b>Minutes of the last meeting</b> <ul style="list-style-type: none"> <li>• GP to be added to list of apologies</li> <li>• Error – typo in GL initials to be corrected</li> <li>• Point 6.0 – a decision was made re: SF staying as chair until the AGM, therefore the wording on this matter needs amending</li> </ul> <p>GL proposed the minutes are accurate and MJ seconded</p>   | <b>MN to amend minutes</b>                         |
| 4.0  | <b>Actions from the last meeting</b> <p><b>4.1 Locly</b></p> <p>MN has liaised with Locly who have confirmed that they are happy to quote for the development of the website. However, no figures have been received.</p> <p><b>4.2 Christmas</b></p> <p>MN and MJ have held further meetings regarding the Christmas Lights together with GRR. Feedback on the original proposal was submitted to Lite, who provided a new proposal. This new proposal has been submitted to the local electrician in order to see if it is achievable and if so, how much would the installation costs be. The electrician's initial feedback has included an alternative proposal which would involve installing more electrical points. He has spoken to Manweb who have stated that this is achievable if an order is processed in the next few weeks. Therefore MN, MJ, GRR are meeting the electrician on September 14<sup>th</sup> at 5.30pm in order to determine how many new electrical points are</p> | <b>MN to email the board with the final quotes</b> |

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|                   | <p>needed and in what locations. After the meeting, the electrician will provide his quote, and MN will submit the full costings for the board to consider via email.</p> <p><b>4.3 Parking costs for Saturdays up to Christmas day in December- GL</b></p> <p>GL fed back regarding the council's decision regarding free parking on Saturdays in December. He confirmed that the council will be providing free parking (county wide) for the first 3 Saturdays of the month (2<sup>nd</sup>, 9<sup>th</sup> &amp; 16<sup>th</sup>). This will be from 10am in order to avoid businesses employees taking up all the free spaces.</p> <p>The cost of securing free parking in Aberystwyth for the 4<sup>th</sup> Saturday (23<sup>rd</sup>) is £625, and the cost of providing free parking for the first 4 Sundays in December would be £975. Therefore, the total cost of providing free parking for the first 4 weekends in December is £1600 plus VAT. GL left the room and a vote was taken. All agreed to go ahead with the proposal. It was agreed to stick to the same terms as the council i.e. from 10am.</p> <p>Conformation needs to be given to Technical Services in order to start the official process, and so that the council can include/add it to their notices.</p> <p>It was also suggested that a press release is submitted to the Cambrian News.</p> <p><b>4.4 Submit TAIS application</b></p> <p>MN confirmed that the final application was submitted to Visit Wales. A final decision is due before the end of September</p> <p><b>4.5 Meeting Peter Austin about splash park</b></p> <p>MN has informed Peter Austin that we would potentially consider being involved in converting the current paddling pool in to a Splash Park if this was the only suitable location within the BID area.</p> <p>A discussion took place regarding other potential sites including areas around the castle and the Rope Park/ Maze at Queen's Road Bowling Club.</p> <p>MN is to continue discussions and when appropriate, a theme group will be set up.</p> | <p><b>MN to contact Gerwyn Jones (Technical Services) and submit a press release</b></p> |
| <p><b>5.0</b></p> | <p><b>Local loyalty card – night time economy proposal</b></p> <p>A proposal has been put forward by our Night Time Economy theme group to develop a new Student Discount Card.</p> <p>The proposal includes the production of 5,000 card is to be sold for £2 at Freshers Fair and also within pubs/cafes for £3. Each member of the Night Time Economy Group (6 pubs) have already signed up to the scheme, and SF has secured 4 cafes. The details of the offers will be made available on our website and the information/content will be submitted by the</p>  |  |

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|             | <p>businesses directly to MN.<br/>After a long discussion, a vote was taken and all agreed to support the scheme for a maximum spend of £2,000 (although the marketing spend will mean that the overall amount will be far less). EW stated that it should be made clear that the scheme will be a 'pilot'.</p>   |   |
| <b>6.0</b>  | <p><b>Company Matters</b></p> <ul style="list-style-type: none"> <li>EW proposed that we register for Data Protection. Cost is approximately £35 per year. All agreed</li> <li>EW stated that the directors details needs changing with Companies House to remove previous directors and to add SF and DL</li> <li>Discussion took place regarding Social Media activity. All agreed that we should invest in facebook advertising in order to maximise the impact of posts.</li> </ul>   | <p><b>MN to register for Data Protection</b></p> <p><b>MN to change details with Companies House</b></p> <p><b>EW to propose budget and activity for facebook advertising</b></p> |
| <b>7.0</b>  | <p><b>BID Manager feedback</b></p> <ul style="list-style-type: none"> <li>All theme group meetings were postponed this month, as many people were unable to attend. MN suggested that we do not hold meetings in August next year.</li> <li>Meerkat project is still in development. MN is working on the content for the brochure and Meerkat are developing the communication database</li> <li>The majority of time this month has been spent on finishing the TAIS full application and organising Christmas lights</li> </ul>  |   |
| <b>11.0</b> |   |   |
| <b>12.0</b> | <p><b>AOB</b></p> <ul style="list-style-type: none"> <li><b>Plastic Free Coastline – GRR</b><br/>GRR presented the Plastic Free Coastline initiative to the group. She stated that the Town Council are an official partner and that AAayB should also become officially involved as businesses are a critical part of the scheme. The aim is to become the first official Plastic Free Coastline within the UK. Everyone agreed that AAayB should become an official partner. It was suggested that one of the levy paying businesses should be asked to represent the group. MJ suggested that we approach the owner of Stormriders (surf shop). GP is to approach. If he is unwilling to get involved then MN will attend the next meeting.</li> </ul> | <p><b>GP to ask owner of Stormriders to represent AAayB</b></p>   |
| <b>9.0</b>  | <p><b>Date of next meeting</b><br/>Thursday, 7<sup>th</sup> September, 5:30pm<br/>(Town Council Office, 11 Baker Street)</p>  |   |



ADVANCING  
ABERYSTWYTH  
AR Y BLAEN

**Minutes of the Advancing Aberystwyth ar y Blaen  
7<sup>th</sup> September 2017, 5.30pm at Aberystwyth Town Council, 11 Baker Street**

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