



Board Pack

Agenda

Date: 10th August 2021

Time : 18:00 - 20:00

Venue: Microsoft Teams

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Introductions & Apologies

Notes & Action from last meeting

Initiate the Greening Projects and instruct all relevant parties on location and positions of planters	Pam / Dan
Put together a plan of action regarding the Summer Showcase	Adam
Bring on new directors	Pam / Dan
Arrange AGM	Pam/ Dan
Create Strategy for Sunday Trading for Businesses	Adam

Set agenda for the next meeting	Pam
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Manager Report:

July has been a busy month for all. And I'd like to start by offering a very warm welcome to our newest director Clare Morris from newlook. Great having you a part of the team!

Businesses have felt the benefit of the summer holidays trade. I can definitely see the High Street bustling more than usual, which is fantastic! However we now need to ensure this additional business stays in Bangor and further down the coast.

As you might be aware, The Welsh Government has a pilot scheme in place and the spotlight is on Bangor along with three other areas. The Entrepreneurship Fund is a discretionary match fund grant upto £10k to support new businesses or established new businesses open in the Bangor First Boundary. To my knowledge there have been 47 expressions of interest for this fund in the four areas however only 8 were from Bangor.

In light of these figures I have created a new page on the website for potential new businesses. All in one place, you can find the details of the pilot scheme and also various vacant properties in Bangor. Please check it out if you haven't already.

On the 30th July we held our AGM at last. And I am so pleased it went well without any problems. Thank you all again & well done to all of you.

Lastly I would like to confirm to the Board that the Levy bills have finally been posted to businesses. There has already been some backlash regarding having to pay, however I shall deal with this on a case by case basis. We will discuss this further later in the meeting.

Social Media

Bangor First Page:

The Bangor First Facebook page is coming along. It's not underperforming, however there's lots of room for improvement.

Reach : 17,323 (-22%)

Post engagement : 8231 (+41%)

Page Likes 24 new likes in the last 28 days

Audience : 2405

LOVE Bangor Group:

Members : +5.11% vs June 2021

Total Members: 2302

Requests: 48

Engagement: -1% vs June 2021

1. Levy Collection

We have finally had the bills go out. The delay is due to some technical issues on Gwynedd County Council's side however this shouldn't be a problem going forward.

This term we have authorised Gwynedd County Council to enforce the Levy bills, which means levy payers will get reminders about their bills and this won't go away. Roughly there is £300k still outstanding from the last term.

With cashflow getting back on track we can move forward and start making some progress with our projects and make a real difference to the city centre.

2. Strategic Partnership Sub Group

Pam will be chairing a new Sub group for the Strategic partnership. This group is going to be more focused on tackling the real big problems rather than just speaking about it. (Pam will explain more)

3. Loyalty Card Scheme

A way to combat a drop in trade for businesses and keeping shoppers in Bangor, Dan proposes the Bangor Loyalty Card Scheme.

Participating businesses will be given blank loyalty cards and a 'Love Bangor' stamp. When a customer spends £20 or more in these businesses they get a stamp. Once the customer has 5 stamps from 5 different businesses they will be awarded a £20 Gift Voucher to spend in any of the participating businesses.

4. AOB

Next Board Meeting

21/08/2021