

# Llandudno Business Forum Meeting

10 May 2022 – by Zoom

Present:

Jon Merrick (Chair) (JM)	Business Development, Mostyn Estates
Karen Aerts (KA)	Bay Counselling Services
Beverley Cooke (BC)	Alpine Travel
Edward Hiller (EH)	Mostyn Estates
Berin Jones (BJ)	Llandudno LHA Chair & Shelbourne Hotel
Andrea Knox (AK)	Knox Solicitors
Chris Owens (CO)	Alpine Coaches
Nathan Prosser (NP)	Heartland Coffee Roasters
David Roberts (DR)	Cater Vets
Nigel Roberts (NR)	DN and WA Roberts
Nigel Treacy (NT)	Llandudno Snowsports Centre
Tim Winstanley	Pendragon Drinks LTD
Beverley Warden Owens (BW)	Conwy Pearls
Steve Watts (SW)	William Hill
Amy Jones-Enaruna	Llandudno TIC
Amanda Ballance (AB)	Business Support Manager, CCBC
Heather Thomas (HT)	Business Advisor, CCBC
Leila Cravetto(LC)	Business Engagement Officer, CCBC
Kim Nicholls (KN)	Business Support, CCBC + Note Taker

Unable to attend

Vincent Lavin	Bag of Receipts Bookkeeping Services
Steve Doherty	GIDDY GOAT PRODUCTIONS LTD
Mark Alexander Bonsall	75Point2 (financial advisor)
Janet Finch Saunders	The Office of Janet Finch Saunders
Janet Davies	Bondfigure Projects Ltd
Nigel Aspinall	New Dawn Workwear Ltd
Alan Barker	British Land (Mostyn Champneys)
Ruth Lloyd Williams	Network She
Elyse Waddy	Empire Hotel
Tansy Rogerson	Armadillo events
Nicola Moore	Network She
Shoukry Rozek	Four Saints Hotels
Claire McElroy	Clare's Department Store
Rachel Phoenix	Coco Vanille

## **Welcome**

JM welcome everyone to the first meeting of the forum and thanked CCBC business support for facilitating the meeting

## **Context – Why we need this forum**

There is no voice for Llandudno businesses since the Chamber of Commerce closed formally a couple of years ago pre-Covid.

The Llandudno Hospitality Association does an excellent job in representing the tourism and hospitality sector. But this leaves a gap for businesses outside of this sector

The UK and Welsh Governments are looking to fund regeneration in towns therefore Llandudno needs a strong voice to attract funding. Also need to link into key stakeholders e.g. Business Wales, CCBC, Local Ambition Board etc., to identify opportunities for Llandudno

## **Comments**

- The Llandudno Partnership disbanded around seven years ago
- Businesses automatically think of Mostyn Estates or the LHA in relation to business.
- The LHA is supportive of this forum. LHA member sectors include accommodation providers, cafes, bars, restaurants and suppliers.
- Businesses outside hospitality and retail also need to be included e.g. solicitors, accountants etc. to bring a more balanced view. Need to be aware that decisions made may not suit all sectors
- The North Wales Business Club is still in existence with many members from Llandudno. There is an informal meeting 10 May at the Mulberry, Conwy at 5.30pm
- Destination Conwy has specific groups who meet regularly
- One of the issues is engagement. Need to get smaller businesses to engage and attend meetings. Possibly hold meeting in an informal setting
- CCBC are setting up forums in other towns – Colwyn Bay, Llanrwst. CCBC are happy to speak to businesses on behalf of the group to try to get them involved
- It is important to have an alternative comms channel as individuals cannot always attend meetings

In conclusion, it was agreed that this forum is needed and was supported

## **Proposed Principles of the Forum**

1. The forum should aim to be informal. This can be done by inviting key stakeholders to meetings to keep the forum informed about funding etc.
2. The forum should be able to raise issues and opportunities to inform others
3. The forum should look at local issues but also wider strategic issues. Llandudno is a hub for growth in North Wales with the best retail offer in North Wales. This should attract more funding
4. The forum needs to work closely with other groups e.g. LHA

### **Comments**

- Llandudno should have more local artisan shops or food markets. These are very popular at the moment. The old M&S menswear building would lend itself to becoming a venue for an artisan market. There should also be opportunities for test marketing with no or cheap rents

– Mostyn Estates are very proactive in Llandudno but this is not always made public.

– Businesses will not always be in agreement depending on their individual needs e.g. parking/deliveries are difficult in a busy town. However, retail needs a busy town to thrive. We need to appreciate there is no just one angle. A ten year plan is being developed with only Mostyn Estates and the LHA contributing so far

### **Key Areas**

- Parking is an issue for businesses with local clients

– We need to understand the different needs of the day tourist and the local residents

– Data is important as this can help to formulate actions. Some data is available (car parking, footfall, voids) however a business survey would be important

– We need to understand visitors and encourage them to spend. Need to appeal to higher spending visitors and overseas visitors.

– We need to have good transport links and services plus infrastructure (e.g. pavements) in good repair

– Tourism and hospitality is not a valued industry. Jobs need to be year round and with a good career path in order to attract young people.

– Llandudno needs to become a chosen hub for national businesses. As branches close we need to ensure that Llandudno becomes the natural focal point for branches which are being retained, so that support services and national chains are encouraged to stay in the town.

– Businesses should be encouraged into the town rather than a bleak business park with no amenities close by

### **Reaching a wider audience**

CCBC will send out information via their business database

Mostyn Estates will forward to their contacts

Forum members to disseminate info to appropriate contacts

Consider a business survey. AK suggested utilising someone from the MSparc three month work scheme.

ACTION – JM to provide a list of other business groups in Llandudno

### **Future Meetings**

JM – will provide a draft TOR and share any relevant data held currently. Plus draw up an agenda for the next meeting. Next meeting suggested in two weeks' time.

### **Chair of Group**

It was agreed that Jon Merrick would chair the meetings initially

### **Membership of Group**

There will be no membership fee. However, members may be asked to complete an annual business survey

### **Minutes of Meetings**

CCBC will produce a summary of the first couple of meetings. These will be shared with participants. The group agreed that the minutes would be in English only, unless Welsh is specifically requested

### **Terms of Reference**

JM will draft Terms of Reference

### **ACTIONS**

JM – to provide list of other business groups in Llandudno

JM / CCBC – to communicate next meeting date (approx. 2 weeks)

JM – to draft terms of reference for review at next meeting.