

Llandudno Business Forum Meeting

28th September 2023 – The Magic Bar

Attendees

Jon Merrick (JM)	jon@mostynestates.co.uk	Mostyn Estates Ltd
Amanda Balance (AB)	amanda.ballance@conwy.gov.uk	CCBC (Conwy County Borough Council)
Heather Thomas (HT)	Heather.thomas@conwy.gov.uk	CCBC (Conwy County Borough Council)
Gaenor Loftus (GL)	Stay@no9.wales.uk	No 9 Holiday Apartments
Andrea Knox (AK)	andrea.knox@knoxcommercial.co.uk	Knox Commercial & Insolvency Solicitors
Edward Hiller (EH)	Edward@mostynestates.co.uk	Mostyn Estates
Steve Doherty(SD)	steve@giddygoatproductions.co.uk	Giddy Goat Productions
Karen Aerts (KA)	Baycounselling@gmail.com	Bay Counselling
Luke Pollitt (LP)	likepollitt@dafyddhardy.co.uk	Dafydd Hardy estate agents
Sally Paveley (SP)	Sally@themotorsportlounge.co.uk	The Motorsport Lounge
Alix Donaldson (AD)	mail@givealittle.co.uk	Give A Little
Paul Levy (PL)	paul@livetech.co.uk	Livotech creative
Phillip Ashe (PA)	Thepeacocklounge@mail.com	Peacock lounge
Chris Williams (CW)	info@htcevents.co.uk	Magic Bar

Jon Merrick opened meeting and welcomed all.

Thank you to Chris for hosting the meeting.

Chris at the request of JM provided a brief overview of the Magic Bar what it offers for the town and visitors

Jon introduced the following topics for todays meeting

1. Update on Shared Prosperity Business Grant
2. Friends of Mostyn St
3. Christmas plans for the Town
4. Brilliant Basics
5. How has the summer been for businesses
6. How can we attract more businesses to this forum

1. UK Shared Prosperity Business Key Fund – Amanda Ballance

Amanda gave an overview of the above scheme: -

- Fund still open for applications, the fund open with just under £1.5m available, which is being administered on a first come first serve basis. UK Government have defined core interventions details of which and full guidance of the scheme can be found via link [Supporting Local Business Key Fund - Conwy County Borough Council](#)
- There were a number of questions about the fund, the recommendation was to read the link above the guidance and application is straightforward. Any queries get in touch with the Business Support team who will assist with queries.

In general projects that support Green & Net Zero aspirations, business sustainability and business development will be considered. As a guide, grants will range from £3k up to £100K at up to 70% match funding grant could cover up to 70% of project costs with applicant providing remaining 30%)

Applications will be submitted by online application form and supporting documents such as Business Plan, accounts, P&L and cashflow will be required. A member of the Business Support team will produce an

advisor report to be submitted to panel. Complete applications will then be presented to Grants review panel for approval.

2. Friends of Mostyn St

Jon asked the group if anyone was involved, had anyone noticed any improvements to Mostyn St

- A number of attendees were involved, in working groups weeding and litter picking on Mostyn St and fund raising.
- Generally businesses had noticed an improvement on Mostyn St in the appearance, it looks tidier. It was recognised it's a constant battle similar to painting the "Forth Bridge"
- Some businesses asked how they could get more information the main contact for the group is Gini Rivers giniivers602@sky.com We will put a link onto the Llandudno Business Forum portal to Friends of Mostyn St
- Friends of Mostyn St have led on an application on behalf of all Llandudno Friends groups to the Community pot of Shared Prosperity. The application totalled circa £240k, which included monies to review the street furniture and lighting strategy for the town. Plus monies to fund a growing area, which would be used to grow plants to be used in planters and roundabouts across the town. Currently the Council only do this in the spring and summer. The town needs to look good all year round.

3. Christmas plans for the Town

CW gave a summary of what is being planned for Christmas in the town.

- Friends of Mostyn St, The Extravaganza and the Christmas Parade organisers have come together to coordinate an approach for Christmas which will include
 - The Extravaganza, linking in with the Victoria Centre Christmas lights switch on.
 - A number of late night shopping days, encouraging businesses in Mostyn St to stay open late and develop a real Christmas theme to the town 9th & 16th December
- Looking for ideas that will attract people into town and for businesses to stay open. ***Please contact Chris if you have any suggestions***

4. Brilliant Basics

This is funding from Welsh Government (Visit Wales) that Conwy Council have been successful in bidding in for. The funding is to assist in refreshing tourism infrastructure in Wales. Funding is going to be used to

- Replace the remaining 5 shelters on North Shore prom, over the next 18 months.
- Review/replace all finger posts across Llandudno
- Renovate/repair the Colonnades, so they can be used for activities and accessed by the public safely

5. How has the summer been for businesses

Jon went round the room for a quick summary on trade over the summer

- Clares Dept Store: up on last year, positive summer
- Motor Sport Lounge: Busy summer, spend levels high
- Self catering: busy summer/year, bookings consistent and looking similar for next year
- Business Centres: Demand for units steady, recruitment has improved, a good year
- Accountancy: demand is high, having to turn down business due to staffing shortage, problems in getting suitably qualified staff.
- Magic Bar: 40 plus shows mostly sold out, looking to run 2 shows a night next year
- Retail gift shop: Overall up on last year, months differ can be weather dependant
- Estate Agents: Pleasantly encouraged by the market, supply and demand still buoyant. The town has lost a number of landlords which puts pressure on rental market.
- Giddy Goat Productions: self-employed productions for the BBC, no real trends work steady

- Counselling services – still busy – issues with anti-social behaviour in evenings which can be off putting to clients
- Pub Watch: Independent pubs doing well having a good year, those linked to breweries facing greater challenges in running their businesses
- Mostyn Estates overview of Llandudno: General economy mixed, winners and losers each sector different. Expect winter to be tough for many businesses. 3 large hotels having a lot of investment, which will attract greater numbers into the town. Void rate for the town in March was 7% Sept 5% this in comparison to Welsh average 14%. Proposal for a Tesco store on Mostyn st, positive it will help bring in footfall. Positive feedback from visitors on the state and appearance of the town. But we recognise some of the infrastructure is looking tired

6. How can we attract more businesses to this forum

Jon raised this question, response from group

- The forum is a good business group, informal, informative, and linked to strategic stakeholders to feed in our comments
- We could all aim to bring 2 business to the next forum meeting
- Promote to N Wales Business Club (**Action for Paul Levy**)
- Encourage people to join the group and receive summaries of meetings via email

AOB

Jon encouraged everybody to check out our Llandudno Business Forum Portal hosted at www.llandudno.com

Next Meeting

9th November 2023

8.00a.m Network

8.30a.m - 9.30a.m Meeting

Venue TBC