

# Llandudno Business Forum Meeting

## 9<sup>th</sup> November 2023 – Venue Cymru

### Attendees

Jon Merrick (JM)	<a href="mailto:jon@mostynestates.co.uk">jon@mostynestates.co.uk</a>	Mostyn Estates Ltd
Amanda Balance (AB)	<a href="mailto:amanda.ballance@conwy.gov.uk">amanda.ballance@conwy.gov.uk</a>	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
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	Livetech creative
Phillip Ashe (PA)	Thepeacocklounge@mail.com	Peacock lounge
Chris Williams (CW)	info@htcevents.co.uk	The Magic Bar
Dafydd Pesic-Smith (DS)	dafydd@penderyn.wales	Penderyn Distillery
Gini Rivers (GR)	friendsofmostynstreet.co.uk	Friends of Mostyn Street
Tim Winstanley (TW)	Pendragon Drinks	Info@pendragondrinks.co.uk
Martyn Knight (MK)	m.knight@live.co.uk	The Magic Bar
Mathew Parry (MP)	Matt@italian.world.co.uk	Italian World
James Wilde (JW)	James.wilde@stdavidshospice.org.uk	St Davids Hospice
Cllr Louise Emery (LE)	<a href="mailto:cllr.louise.emery@conwy.gov.uk">cllr.louise.emery@conwy.gov.uk</a>	CCBC
Anwen Jones (AEJ)	Anwen.jones@venuecymru.co.uk	Venue Cymru
Adrian La Trobe (ALT)	Adrian.latrobe@conwy.gov.uk	Venue Cymru
Amy Jones (AJ)	Amy.jones@conwy.gov.uk	CCBC TIC
Nigel Tracy (NT)	<a href="mailto:nct@jnllandudno.co.uk">nct@jnllandudno.co.uk</a>	Llandudno Ski Slope
Elyse Waddy (EW)	<a href="mailto:sales@empirehotel.co.uk">sales@empirehotel.co.uk</a>	Empire Hotel Llandudno Ltd

Jon Merrick opened meeting and welcomed all.

Thank you to Adrian for hosting the meeting.

Jon introduced the following topics for today's meeting

1. Christmas plans for the Town
2. UK Shared Prosperity – Business Key Fund
3. General
4. Plans/Concerns for 2024

Agenda item relating to Review of 2023 & Group to be moved to next meeting

### Christmas plans for the Town

Gini Rivers from Friends of Mostyn Street gave an update on the developments to date with regards to Merry Mostyn.

- Late Night shopping 13-16 December (Wed – Sat) with the aim for shops to stay open until 8p.m (if possible)
- Window Display Competition sponsored by Llandudno Town Council (Top prize £250)
- Christmas Trail will provide a map which will take people from business to business – they will vote on best window display and also be entered into a prize draw

- Choir concerts/Live music
- Victoria Centre staying open and will include a Christmas Market
- Businesses can sign up via a QR Code and choose which nights they open see links below

<https://www.northwalespioneer.co.uk/news/23910578.late-night-shopping-event-llandudno-hailed-golden-opportunity/>

[Late night Shopping \(llandudnoha.co.uk\)](https://www.llandudnoha.co.uk)

### **Christmas Extravaganza**

Chris provided a brief overview of the Extravaganza which is ready to commence on 16<sup>th</sup> November  
Still time for people to be involved

### **Venue Cymru – Adrian La Trobe**

Pantomime will commence soon

Christmas Party Events still have availability

St Davids Hospice Christmas Fair at Venue Cymru on 25<sup>th</sup> November

### **Karen Aerts**

Had been working with families in Kings Road which was one of the poorer areas in Llandudno. Having undertaken a toy drive she now had a toy for every child on the road

There were 4 x 12 year old who were being awarded Community Spirit Awards by Police that she requested whether any business would sponsor to provide them with an experience/day out for their hard work – Businesses requested to contact KA

### **Communication regarding Christmas Events**

DS advised that Penderyn happy to promote via their Social media channels but enquired how was information going to get out

Article in Pioneer

Jason @ Dudley & George will assist with taking Posters to all businesses

They could do with some assistance with Social Media aspects

AB advised that Visit Conwy can promote via a Blog as there are businesses in other towns across county undertaking Christmas events so could be tied into one Blog

GR advised that Go North Wales happy to promote

LE mentioned that it may be an idea to link into Christmas Parade for the future

Gini advised that Friends of Mostyn Street very much looking to work to link events – this was the first year for Merry Mostyn event and they would take feedback from this one to grow and improve it for years to come

Edward advised that Christmas Trees would be going up around town on 14<sup>th</sup> November – Alix asked was there one for Craig Y Don – EH advised that Town Council had put in requests for where they were situated

### **St Davids Hospice**

James provided details of a variety of events they are holding

Christmas Tree Festival – 11<sup>th</sup> – 16<sup>th</sup> December

Christmas Fair 25<sup>th</sup> November

### **HT emailed details of events to Forum**

### **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](#)
- 25 applications received to date with applications amounting to £900K should these all be approved so funding still available at present.

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.

### **General – Events**

EH queried about several events happening in town on the same weekend I.e. Scooter Rally/Cambrian Rally and Fireworks Display all happened on the same weekend. Could these not be spread across a different timeframe specifically the Scooter Rally as it was acknowledged that Cambrian Rally was always the last weekend of the UK Rally season and the Fireworks were governed by tides.

ALT responded that the organisers of the Scooter Rally had this weekend set as the date they were working to and with Venue Cymru being available had taken the Business case decision to accept the booking.

They are already in discussion with the organisers about next year and had the conversation around moving to an alternative weekend.

Discussion raised by LE regarding the move away from Fireworks e.g Drone displays – CW advised that these were extremely costly and affected by the weather conditions also but unlike Fireworks which can be utilised the following year if not used. Drone display organisers will take fee whether event goes ahead or not

ALT that with regards to Fireworks they are driven by what Town Council look to run. However they are keen to have discussions with local organisers regarding events with growth potential

AK reiterated comments from previous meetings regarding the lack of communication/promotion in town regarding events – should be Noticeboards in relation to these

JM advised that Regeneration Group are looking at this as part of their Plans – they are awaiting on funding

ALT advised that they are still in the process of developing an electronic system to communicate about events. They had a Shared Prosperity Funded bid for events promotion which would assist in the development of this with the aim being to launch April/May 2024

### **Plans / Concerns 2024**

EH – mixed picture across town from discussions with businesses - some quiet and others busy  
Need to send out positive messages

Former M&S building – Planning application withdrawn but a new application has been submitted – If approved aim is works to be completed and for development to open April 2025

EW – Definite drop in numbers of families coming in over school holidays. Pensioners still have money to spend...

Energy increases/Int rates yet to hit some businesses

CW – Magic Bar looking to 2024 schedule. Lot of interest from families and couple wanting to come to Llandudno and their venue. All shows put on in 2023 were sold out 50-60 people at each.

AK – Aware that companies find January particularly difficult. HMRC have a good approach with Time to Pay arrangements. AK will work with any Company for free who need support with Time to Pay arrangements

## **AOB**

Nigel advised of the Launch of the Destination Conwy Management 22<sup>nd</sup> November 10a.m - 1p.m and encouraged businesses to attend

The Destination Conwy Partnership, together with Conwy County Borough Council, has recently revised the Destination Conwy Management Plan (DCMP) for the county.

Tourism is a priority sector for Conwy County. According to 2022 STEAM figures, the total economic impact of tourism to the county is £1.1Bn. This has surpassed 2019 levels where the total economic impact was £996.16M. Visitor numbers have also recovered to 2019 levels. In order to ensure the County's continued recovery and growth, the Destination Conwy Partnership and Conwy County Borough Council have outlined 11 objectives in the revised DCMP in order to support the industry over the next 6 years.

This launch event will provide businesses within the sector with an opportunity to hear about the key themes within the new DCMP, and gain insights into the future development of Conwy County as a vibrant and sustainable destination. There will also be the opportunity to network with industry professionals, stakeholders and like-minded individuals.

This event is free to attend, but space is limited, so make sure to reserve your spot by registering on Eventbrite. We hope to see you all there!

[Lansiad Cynllun Rheoli Cyrchfan |Launch of Destination Management Plan 2023 Tickets, Wed 22 Nov 2023 at 10:00 | Eventbrite](#)

Next Meeting

11 th January 2024

8.00a.m Network

8.30a.m - 9.30a.m Meeting

Venue TBC