

Llandudno Business Forum Meeting
15th May 2025 – Providero

Attendees

Jon Merrick (JM)	jon@mostynestates.co.uk	Mostyn Estates Ltd
Heather Thomas (HT)	Heather.thomas@conwy.gov.uk	CCBC (Conwy County Borough Council)
Amanda Ballance (AB)	amanda.ballance@conwy.gov.uk	CCBC (Conwy County Borough Council)
Dan Worsley (DW)	Danworsley@hotmail.com	X Factory Ltd
Rich Edwards (RE)	Richard@penderyn.wales	Penderyn Distillery
Kelly Owen (KO)	Kelly@tomowenandson.com	Tom Owen & Son
Elyse Waddy (EW)	Sales@empirehotel.co.uk	Empire Hotel
Samantha Dennis (SD)	Samanthadennis@stdavidshospice.org.uk	St Davids Hospice
Selwyn Williams (SW)	Selwyn.williams@fsb.org.uk	FSB
Barbara Wood (BW)	Barbara.wood@barclays.com	Barclays Business
Jonathon Good (JG)		Barclays Business
Karen Aerts (KA)	Baycounselling@gmail.com	Bay Counselling Services
Edward Hiller (EH)	Edward@mostynestates.co.uk	Mostyn Estates Ltd
Cllr Louise Emery (LE)	cllr.louise.emery@conwy.gov.uk	Llandudno Town Council/CCBC
Adrian La Trobe (ALT)	Adrian.latrobe@conwy.gov.uk	CCBC (Events Mgmt)
Jodi Cook (JC)	Jodi@inscribeprint.co.uk	Inscribe Print
Jacqueline Law (JL)	Seapony.australia@icloud.com	Seapony Australia Ltd
Gaenor Loftus (GL)	Stay@no9.wales.uk	No 9 Holiday Apartments
Tim Winstanley (TW)	Info@pendragondrinks.co.uk	Pendragon drinks

Jon Merrick opened the meeting and welcomed all.

Jon thanked Providero for hosting the Business Forum today. For future forums anyone with capacity wishing to host please advise via business@conwy.gov.uk

Agenda

Library/Venue Cymru Consultation / Proposed Move

Town Council Decorative Lights

Conwy Council Grants

Extravaganza 2025

Anti Social Behaviour

Mobile Masts

Public Consultation Venue Cymru/Library - Cllr Louise Emery

The Business Forum was part of the initial consultation. Subsequent consultations had been undertaken by Friends of Mostyn Street (FOMS) and Janet Finch Saunders.

A report was due to go to Economy and Place overview and Scrutiny Committee on 21st May 2025 and subsequently to Cabinet. However, this had been pulled and will now go to a special meeting in June as the Economic Assessment had not been included. CCBC had indicated a savings of £100K - LE felt that this amount was less than significant in terms of the overall budget position of CCBC and that the economic impact had been disregarded.

LE also noted that it had been confirmed following a Freedom of Information request by Cllr Harry that the grant monies being awarded for the project to improve Venue Cymru were not conditional on the library move. In

addition, the move of the library to Venue Cymru away from the high street goes against Welsh Government's Town Centres first initiative and the TIC also brings both money and footfall into the town centre

Adrian La Trobe in response to the comments advised that this would be a decision for the elected members ultimately. In other areas there had been seen that there was a positive impact when cultural elements work together

Town Council Decorative Lights – Cllr Louise Emery

The consultation with businesses had been completed and businesses had indicated that lights should be both decorative and bright.

There were lots of capital money funding pots which Llandudno to apply to

Ideas included lighting features at North Western Gardens and the Carlton Roundabout

EH commented that when you get the lighting right it can have a big impact on the town. It needs to be an all year around presentation not solely for the lead in time to Christmas

JM – Llandudno puts on many events across the year and the lights need to coordinate to what is going on

The Business Forum will be kept updated on what is going on

Grants – Amanda Ballance

An update was provided of current and future funding

Commercial Property Development Grant

We have secured funding from the Welsh Government Transforming Towns Programme to offer capital investment grants to regenerate commercial properties located in the priority town centres of Colwyn Bay, Abergele & Pensarn, and Llandudno.

The grant can be used to enhance building frontages, bring vacant commercial floor space back into beneficial business use, or repurpose properties where appropriate – for example offices, retail, food and drink uses will be considered. Grants of approx.70% towards eligible internal and external works will be Considered (Up to a maximum award of £50k)

Further details can be found via the link below

[Commercial Property Development Grant - Conwy County Borough Council](#)

Town Centre Grant

The fund would support our local (commercial or social) businesses by offering grants to support improvements to the external appearance of commercial properties, regeneration, and the overall visual impact of the town centre.

The scheme offers funding of up to 70% on eligible capital expenditure for projects with awards offered from £3,000 up to £15,000.

Please follow link below for full details

[Town Centre Grant - Conwy County Borough Council](#)

UKSPF – Supporting Local Business Key Fund

Over the past 18 months we had been operating a development grant for existing businesses through Shared Prosperity Funding. Funding had been applied through Transitional funding to operate a similar scheme which would be available for business development projects which would allow them to undertake green initiatives, increase manufacturing/production etc. Grant would be up to £50K based on 70% of eligible project costs

At present we are waiting approval of this.

Anyone with potential projects that they would like to discuss should email business@conwy.gov.uk and we can arrange for a member of the team to contact you to discuss.

Details of the grant will be sent out via our Business Updates

[Register for business updates - Conwy Business Centre](#)

Visit Wales Small Fund

VW are creating a tourism fund and are looking for ideas on what the sector needs. What are the funding gaps in the sector currently. Any suggestions please email business@conwy.gov.uk ASAP

Extravaganza 2025

JM asked for feedback from members of the Forum as to the impact of the Extravaganza on businesses.

EW – Glad that the Extravaganza had gone ahead as there had been some uncertainty as to whether it was on. Felt it was busy but not as busy as it had been in the past. Due to the uncertainty the Hotels had not promoted as much however without it they would have struggled over that weekend.

LE – The Extravaganza is extremely expensive to put on. Llandudno Town Council had awarded £15K towards the new CIC that has been set up to now run the event. The Town Council will sit on the board of the CIC.

EH – Speaking to tenants there were winners and losers. Businesses with trade up and those where trade was down as not worth opening during the weekend.

The transport Festival and Extravaganza are separate entities and whereas the Transport Festival is self-contained at Bodafon Farm reducing overheads the financials required to run the Extravaganza are hard to cover from fees from Stallholders, fairground attractions as a free event to visitors

KA – Due to issues with parking for clients the Extravaganza resulted in a loss of business for the three days

DW – trade up as a result of the event so fantastic for them

Mobile Masts – Jon Merrick

JM will look to pick up on this. Following a number of meetings with Janet Finch Saunders where it had been indicated a couple of the networks were looking to put in smaller masts round Llandudno.

Understanding was that Planning applications had been submitted

ALT – Understanding was that the Mast on the Venue Cymru was being upgraded

After the meeting Janet Finch Saunders had provided JM with an update below

We are awaiting the decision from Conwy County Borough Council to this planning application;
<https://npe.conwy.gov.uk/Northgate/EnglishPlanningExplorer/Generic/StdDetails.aspx?PT=Planning%20Applications%20On-Line&TYPE=PL/PlanningPK.xml&PARAM0=566731&XSLT=/Northgate/EnglishPlanningExplorer/SiteFiles/Skins/Conwy/xslt/PL/PLDetails.xslt&FT=Planning%20Application%20Details&PUBLIC=Y&XMLSIDE=/Northgate/EnglishPlanningExplorer/SiteFiles/Skins/Conwy/Menu/PL.xml&DAURI=PLANNING>

You will see from looking at the documents that Janet has submitted correspondence in support of the application.

Anti-Social Behaviour

Reports of issues with Anti-Social Behaviour appear to have calmed down. Some of the people causing issues have been moved on from Llandudno.

Through FOMS discussions had been had with the Hospitality Association to get the Hoteliers opposite from the Prom Shelters to check these on a daily basis in the morning for signs of damage, use as a toilet and report to CCBC – ERF Department

AB advised that on this point CCBC actively encourage use people to utilise the Reporting tool to notify of issues e.g. Street Lighting/Pavements/Graffiti etc. This link also provides a link to North Wales Police. Reporting issues helps inform future plans and projects and can feed into the allocation of police resources. For example, funding had been obtained by CCBC Regulatory to purchase Mobile CCTV cameras to address anti-social behaviour issues. Through the reporting tool a pattern of issues with Anti-social behaviour being reported could feed into the deployment of these cameras

[Report it - Conwy County Borough Council](#)

Footfall Data – JM

Additional footfall data sensors had been installed

Information from these will be shared with the group and be on the web portal

[Llandudno Business Forum - Llandudno.com North Wales](#)

Updates

Barclays BA & JG

Currently receiving a lot of enquiries in relation to Commercial purchases. Seem more buoyant the beginning of 2025 in comparison to 2024.

Regionally there had been a concern with the Hospitality & Leisure Sector but following a regional review this sector is still deemed as Green (based on Red/Amber & Green traffic light system). Feel the sector is positively growing

EW countered this as she felt that banks are negative towards H&L. From a lending point of view if you are seeking lending of £2M+ this does not seem to be an issue but requests for smaller amounts are more difficult to obtain

Needs to be a consistent approach

Mostyn Estate – EH

Edward provided a snapshot from business feedback across the town and different sectors

A tough first quarter with Wage & NI increases coming into effect. Increasingly difficult conversations with tenants

Retail trade – Costs gone up/margins are down

For some of the larger projects 3-4 have reevaluated costs and some reduced their spend and projects have slowed

Few empty units across town but interest in these and new places opening

M&S project looking to March 2026 opening

Pendragon Drinks/The Chocolate Experience/Maisies - TW

The Chocolate Experience opened 3 weeks ago and had been very busy initially over school holidays but slowed down

Maisies were extremely busy over Extravaganza

Factory – Turnover up but chocolate costs are extremely unpredictable. As it is purchased in bulk this can cause issues with margins

Bay Counselling – KA

Constantly steady

With contracts with North Wales Police the recent impact of the search for Arthun

St Davids Hospice – SD/JW

The organisation continues to run Fund Raising events and seek Sponsorship as with increasing costs with NI Contributions etc they are struggling budget wise – see link

[Fundraising & Events - St David's Hospice](#)

Tom Owen & Son - KO

Continue with their Bereavement Coffee Connection @ Providero – see dates below

On the third Thursday between 10am and 12pm at **Providero** on **Upper Mostyn Street** in **Llandudno**
19/06/2025, 17/07/2025, 21/08/2025, 18/09/2025, 16/10/2025, 20/11/2025, 18/12/2025

FSB – SW

SW drew businesses attention to the increase in the Employment Allowance which lets eligible employers reduce their National Insurance liability. This has increased to £10,500 from April 2025. Businesses need to apply please see link below and claims can be backdated over 4 financial years

[FSB | What is the Employment Allowance and am I eligible?](#)

Meeting Closed 9.30a.m

Next Meeting

10th July 2025

Venue TBC.