

**WELSHPOOL TOWN COUNCIL  
BUSINESS FORUM  
MINUTES**

**Of a meeting held in the Council Chamber (1<sup>st</sup> floor) Welshpool Town Hall on  
Monday 20<sup>th</sup> November 2017 at 6pm**

**1. Record of attendance:**

Cllr S Kaye	Chair	Welshpool Town Council
Cllr F Veenstra		Welshpool Town Council
A Crowe		Ali Cra Entertainments
M Parkes		Lamplite Antiques
H Parkes		Lamplite Antiques
C Holmes		Flaunt It
V Edwards		
F Davies		
A Williams		Jan's Cards
J Williams		Jan's Cards

There were no apologies for absence.

**2. Minutes of the last meeting**

The meeting approved the minutes of the last meeting.

**3. Town Centre update**

The meeting considered updates as follows:

**i) Around the town – shop lettings and vacancies.**

The main news is:

Costa Coffee is due to come to the Pinewood Café.

Specsavers and the Card Factory are coming to the retail park.

The Old Chemist on the Cross is opening with V Harding.

The Nat West Bank has some interest.

**ii) Town and Community Plan 2017-2022**

The plan has been adopted and is now being implemented.

**4. Parking issues**

These are still under discussion.

## **5. Business Rates**

A discussion took place around business rates and a review of them. The general feeling was that a profit/income based tax would be fairer than the current fixed amounts – which are difficult in time of recession or poor trading.

The Town Clerk explained how the rateable values were assessed which is on rentability of the property. I.e.

A property on Broad Street of 25sm

Value of each sm is £50 therefore rateable value is £1,250

A property on Severn Street of 25m

Value of each sm is £25 therefore rateable value is £625

Same size shops but different rateable values.

The rates are an amount (currently 48.5p) times the rateable value.

## **6. Litter campaign**

The meeting considered an update on the litter campaign for Welshpool which continues.

## **7. CCTV**

The meeting considered an update on the CCTV system in Welshpool.

This is due to be updated in the near future with more cameras in partnership with the Police.

## **8. Tourism and promoting the town**

The meeting considered suggestions for promotion of Welshpool.

The promotion of Mid Wales by Welsh Government, Visit Wales and Powys County Council was considered poor and not adequate. The Town Council has increased its budget to allow for more local promotion.

The Town Clerk outlined what is already planned which is as follows:

Advert is Wales Brochures

Visit Welshpool Web Site

Maps (pocket and booklet sizes)

Events Booklet

The meeting put forward ideas for consideration as follows:

- Stands at events and trade fairs
- A box of leaflets for people to take to events
- BBC/ITV coverage when possible
- Map boards at the station, car parks and other places with attractions.
- Translate brochure on Web Site to encourage other Countries to visit.
- A Town Guide type booklet for Mid Wales

The Town Council will be putting together a formal plan for such promotion.  
The Town Clerk is meeting Cabinet Members from Powys County Council on the subject.

**9. Cambrian Railway**

The meeting received an update on matters relating to the main railway line.

**10. Christmas Lights and Winter Festival**

Details were given on this year's Christmas Lights and Winter Festival.

**11. Date of next meeting**

The meeting noted the next meeting to be held on Monday 15<sup>th</sup> January 2017 at 6pm in the Council Chamber.