

**Tourism & Marketing Committee**  
**Anne French Room**  
**Tuesday 31<sup>st</sup> May 2016**  
**1400**

**Mr C Rowley, Chairman**  
**Mrs N Paris, Deputy**  
**Mr M Birmingham**

**Mrs E Odoli, Tourism Assistant**  
**Mrs J Page, Economic Development Assistant**  
**Mrs L Baines, Minute Secretary**  
**Mr P Veron, Economic Development Officer**  
**Miss A I Boulon, Tourism Assistant**

**Apologies: Mr W V Brownlees, Chief Executive, Mr S Roberts**

**15/2016 Minutes of the previous meeting** of 15<sup>th</sup> February 2016 were tabled and **approved**.  
Bags for Life – costings still to be obtained. CR to put forward to P&F with business case.

**16/2016 Tourism**

**16.1 Tourism Strategy Update**

The Economic Development Officer advised that the updated previous strategy which has been approved by P&F is now in circulation and in implementation.

It was also discussed whether another tourism survey could be done in co-operation with a UK University, perhaps Leeds to maintain continuity with the previous ones. This would provide a better understanding of what's working. PV to progress.

It was noted that feedback from Visit Guernsey would be circulated by EO to all members for information. EO to speak to Visit Guernsey regarding a potential 'pop up' to be placed on the revamped Aurigny website for Visit Alderney. This would then collate more information regarding figures and interest. It has been advised by Web Reality that this can be achieved.

**PV/EO**

**16.2 Tourist Law** – The Tourist Law 1948 which had been previously circulated was noted. In particular it is very outdated with many aspects being very difficult to police or enforce.

**16.3 Accommodation Permits** – Report from Economic Development Officer dated May 2016, and Alderney Economic Data Report 2014 which had been previously circulated was discussed and noted. The Committee noted that the Tourism Law is out of date, with clauses that are not enforceable. A mechanism is needed to deal with these issues. However, the Committee did not have the resources in 2016 to tackle this matter.

It was noted that self-catering/B&B accommodation is a part time business, which has shown as TRP and Water Rates increase, deregistration of accommodation providers has increased. The Committee discussed the potential of levelling the TRP rates to remove the temptation of leaving. This could be done as an Economic Development Initiative, which could come from the Economic Development Fund. It was advised that Policy & Resources would have to approve this proposal.

PV to produce paper with separate proposals for the accommodation and self-catering issues, acknowledging the next step required. This paper to be based on MB paper from 2015, reducing the TRP across the Accommodation Industry.

**PV**

**16.4 QIT & Inspection Procedure**

The original approved proposal for QIT from P&F in 2014 was tabled and noted. It was advised that this issue will be viewed in the autumn with a new proposal to P&F. **Noted**.

**17/2016 Marketing****17.1 Grant Applications**

*Mrs Paris abstained due to being a member of the Rotary Club.*

**Alderney Rotary Half Marathon;** a monetary grant of £350 has been requested towards the running costs of the race.

**Action: monetary grant of £350 approved.**

EO

**Alderney Community Fireworks Display;** a monetary grant has been requested to help fund the event.

**Action: monetary grant of £500 approved.**

EO

*Mrs Paris abstained due to the event being run by her husband.*

**Alderney Runners;** a monetary grant of £300 has been requested towards the running costs.

**Action: monetary grant of £300 approved.**

EO

**For Ratification: Cultural Exchange;** a monetary grant maximum of £1800, has been requested to cover the vacant seats on the Manche Ille Express.

**Action: monetary grant of a maximum of £1800 approved in the event that 80 seats are not all sold.**

EO

**17.2 New Business Scheme**

Nothing to report.

**17.3 Apprenticeship Grants**

It was noted that businesses are aware that a scheme is in place.

**18/2016 Any Other Business**

- Email from Robert McDowall tabled and noted. The Committee agreed that an increase in the budget for 2017 would be required. It was also noted that the Events Calendar is full throughout the year in comparison to 2010 figures. The Calendar and Marketing spread sheet of figures to be circulated to all states members for information. It was also discussed that the Guernsey population need to be targeted as a potential market, with cheap flights for a package deal to encourage new visitors. A meeting with Clive Acton on 1<sup>st</sup> June is arranged to discuss this further.

CR/EO

- General Aviation – needs pushing forward. It was noted that the Jet A1 fuel has been affecting weight capacity issues and flight seat availability. AEL has committed to do the fuel until December 2016 which could become a major issue for P&F and the full States to address. Delays in providing the Jet A1 fuel have been due to compliance issues. Jet A1 is to become available in Alderney from 7<sup>th</sup> June 2016.
- UK Bird Fair – 21<sup>st</sup> to 22<sup>nd</sup> August 2016 – AWT to submit a grant application to cover costs for sending representatives with an Alderney stand and potentially an ABO Presentation. Once application received, to be circulated via email for approval. Economic Development Officer to liaise with AWT. If successful, the Committee noted that it would be worth looking at for 2017.

PV

- P Productions (who created Grand Designs) have requested three ideas for their Relocation Stories cover. EO has provided John Horton the ABO Warden, the Cox Family – Farming, and

the Boys from Jacks Brassiere – Hospitality. EO to keep the Committee updated.

**EO**

- PV thanked EO for all her hard work, as this is her last meeting due to her resignation. The Committee wished her all the best for her future, and thanked her for all her hard work in promoting Alderney so well.
- Mrs Paris provided an Alderney Air Transport Update which was tabled and noted.

**19/2016 For Information**

**The following reports/letters were noted:-**

- **Summary of 2015 Grants**
- **Letter of Thanks – Alderney Literary Festival**

**Meeting closed: 4.10pm**

**Date of next meeting: 26<sup>th</sup> July 2016 (date to be confirmed)**

**Signed: Chris Rowley**

**Date: 20<sup>th</sup> June 2016**