

**Business Development, Tourism and Marketing Committee**  
**Minutes of a meeting on Monday 1<sup>st</sup> December 2014**  
**2:30pm - Anne French Room**

<b>Present:</b>	Neil Harvey (NH): Chairman Matt Birmingham (MB) Ray Berry (RB) Norma Paris (NP) Steve Roberts (SR) Victor Brownlees (CE) Alex Flewitt (AF) – minutes	
		Action
<b>1. Apologies</b>	None.	
<b>2. Minutes of last meeting</b>	Approved.	
<b>3. Matters arising</b>	<p><b>AvGas:</b> CE confirmed that things were moving along.</p> <p><b>Pilot Training Scheme:</b> RB suggested that NP &amp; SR forge ahead with a meeting to discuss with Tim Bailey. NP stated there were immediate issues in the paperwork and regulatory compliance that would need to be resolved.</p> <p><b>Move To Alderney:</b> NH concerned at delays in starting the work now funding has been secured. CE &amp; AF have discussed the forward planning for the Move To Alderney strategy for 2015 and the expected involvement of Be A Tiger. Marketing &amp; Tourism office to oversee this going forward. NH requested an action plan to be presented by January 19<sup>th</sup> 2015.</p>	CE  NP/SR  CE/AF
<b>4. Grant Applications</b>	<p><b>Alderney Performing Arts Festival 2015</b> – a grant of £5,000 has been requested by the APAF committee for the 2015 festival.</p> <p>With an increased number of tourism events planned for next year, budgets are limited for 2015. The BDTM committee has requested APAF's <b>full historic accounts and projections for 2015</b>, as well as the <b>long term plans for future funding</b> to further support the application.</p> <p><b>Action: pending.</b></p> <p><b>24 Hour Lure Fishing</b> – a monetary grant (amount unspecified) has been requested for the 2015 event.</p> <p><b>Action: pending discussion with organisers as to amount required.</b></p>	AF       AF

	<p><b>Angling Festival</b> – a monetary grant (amount unspecified) has been requested for the 2015 event. Historically, £1,500 has been offered.  <b>Action: pending discussion with organisers as to amount required. Invitation extended to the organisers to attend the next BDTM meeting on 19<sup>th</sup> January 2015.</b></p>	AF
	<p><b>Alderney Community Fireworks</b> – a grant has been requested by the new community group for a 2015 fireworks display &amp; bonfire for the island's November 5<sup>th</sup> celebrations. Historically, a £500 grant has been issued to organising committees for Bonfire Night.  <b>Action: Approved unanimously to grant £500 to Alderney Community Fireworks.</b></p>	AF
5. Accommodation Grading	<p>Paper received from NP with a recommendation to action a new accommodation permit system for 2015. The States of Alderney bring in a voluntary Quality in Tourism grading and inspection scheme starting with a full inspection at the beginning of the 2015 season. The cost of the scheme to all stakeholders will be held at the same level as the current permit for 2015 (and possibly longer). Anyone choosing not to participate in the grading scheme in 2015 would receive a local, ungraded permit as before and may join the QIT grading scheme at a later point. MB stated the Tourism Law has been checked and the recommendation complies. NP and AF to take forward.</p>	NP
6. Anniversary of Alderney Airport	<p>RB stated that Alderney Airport would have its 80<sup>th</sup> Anniversary in 2015. As the first land-based airfield built in the Channel Islands as a forward training base for the Air Force, the committee agreed the anniversary should be recognised. RB has passed information on to the Marketing Dept (who will in turn involve Living Islands &amp; the Fly-In committee) and President's Office. Passed to AF.</p>	AF
7. Tourism Report	<p>Festive Alderney events and literature now complete and publicised including 3 major events for Homecoming Day and a successful lantern making workshop for the 23<sup>rd</sup> December procession.</p> <p>Press/Tribe PR liquidation/Braye Beach press are giving good PR including SilverTravel. Also, a recent feature with Alderney making No.2 in the top 5 islands to visit before you die with ExpressHolidays;</p>	

	<p>New literature - better map and 2015 improved brochure. Two new walking guides proposed.</p> <p>New events focus for January 2015 and beyond. A large-scale music festival is starting to be planned.</p> <p>CE suggested that the Marketing Dept. offices move to a more public location at the Visitor Information Centre with Living Islands early 2015. Committee approved.</p>	
<b>AOB</b>	<p><b>Campsite</b> – RB stated that he was pleased with the improvements.</p> <p><b>RB Departing</b> – On the occasion of his final BDTM committee meeting RB wished to thank &amp; say farewell the committee and staff. The Chairman expressed the committee's appreciation of all RB's help over the last 2 years.</p> <p><b>Transport Statistics</b> – MB confirmed that the October transport stats going forward quarterly were now being created by Emma Odoli in the Marketing Dept. MB is liaising with EO about distribution at the end of the year and continuing on a quarterly basis.</p>	AF
<b>Date of next meeting</b>	<p>Monday 19<sup>th</sup> January 2015</p> <p>Anne French Room</p> <p>2:30pm</p>	