

Business Development, Tourism and Marketing Committee Minutes of a meeting on Monday 2nd March 2015 2:30pm - Anne French Room		
Present:	Norma Paris (NP) : Chairman Chris Rowley (CR) : Deputy Steve Roberts (SR) Matt Birmingham (MB) Alex Flewitt (AF) Emma Odoli (EO) Laura Gaudion (LG) – minutes	
		Action
1. Apologies	None.	
2. Minutes of last meeting	Approved.	AF/NP
3. Matters arising	<p>AvGas/ GA: Awaiting a further proposal from AEL. Noted.</p> <p>Move to Alderney: This Aspect of the Economic Development Plan discussed. Concerns were raised about spending the budget whilst our transport links are still poor. NP to put a put a paper together for P&F with the emphasis on general aviation. Our marketing efforts to be focussed on the register of private aircraft owners, who can make their own way to Alderney. The Committee discussed the importance of having a 'Guardian Angel' who would be available for advise and support at every step for a relocation to Alderney – one point of contact. AF to provide proposal of costs/ quotes for a gradual update of the Move to Alderney website.</p> <p>Economic Development Plan: Working closely with the Move to Alderney projects – gradual update of the website and obtaining further marketing information for the promotion of 'Moving to Alderney'. These projects correspond to the various subjects included on the Economic Development Plan.</p> <p>Ferry Proposals: It was reported that there are financial issues in both proposals. Further negotiations are to be had with Bumblebee. Noted.</p> <p>Accommodation Capacity: AF reported that indications showed the majority of self-catering accommodation is fully booked for August 2015 – other accommodation is starting to fill. With limited hotel beds, there is a continual demand for self-catering accommodation. It was suggested</p>	

	that house swaps could be a possibility, and TRP rates for properties that let rooms were queried. AF to seek advice from Treasury regarding details of TRP figures.	AF
	Young Enterprise: The Committee agreed that the criteria for Young Enterprise needs to be revised. Noted.	NP
	Lager Sylt: It will be put for discussion at the March States Meeting. Noted.	
4. Grant Mandate	AF reported that the revision of the Grant Application forms can be made. AF and NP to meet with Treasury to discuss.	AF/NP
5. Grant Applications	Alderney Literary Trust – AF contacted ALT with the proposed charter flight from Jersey, which has been declined due to late response from participating parties.	AF
6. Current Grant Situations	The Committee discussed the need for an increased budget, as events have doubled in the last year, with the total BDCC budget remaining the same. AF reported that approximately £4K is left of the 2015 budget, and is to discuss with Treasury the possibility of relocating other monies that are not being used at the moment into the main account	AF
7. Commercial Rates	The Committee discussed the feasibility of a blanket reduction in occupiers' rates by 10% to help boost the islands economy. It was suggested that a 'rates window' for new businesses, and self-catering accommodation could be done through a grants scheme.	
8. Commercial Fishing	MB reported that there are currently 16 commercial fishing boats, of which 4-5 fish full time. The Harbour Master had told MB that approx. £500 to £1K per year is spent on mooring fees. It was suggested that a reduction of these fees could be done in the form of a grant for full-time fishermen, and possible refund of mooring charges on stall pots. These ideas to be discussed further at the next BDTM meeting after NP's meeting with the Chamber of Commerce so that they can bring forward any other ideas they have for helping local businesses.	NP
9. Dark Sky Status	AF reported that our application for Dark Sky Community Status had been unknowingly removed, but can be re applied for. July is the given deadline for	

	<p>applications, with a view for an up and running Status by September. AF to email MB the questions asked on the application, regarding light pollution laws (BDCC matters) etc. AF and EO to organise 24 letters of support from business and local establishments towards the Dark Sky Community Status, as required in the application. If successful, Alderney will be the second Island worldwide to have Dark Sky Status, along with Sark.</p>	AF/EO/MB
10. Christmas Lights	<p>It was noted that £900 was still available in the Christmas Lights Fund, which cannot be spent on the renewal of Christmas Lights due to the wiring issue of Victoria Street at this present time. It was suggested that the monies be transferred into a Christmas Fund to go towards other Christmas decorations for this coming year. AF to speak to Treasury on advice for transfer of funds.</p>	AF
11. Guernsey Trade Workshop	Nothing to report.	
12. Marketing Department relocation to VIC	Continued concerns with the time frame of the relocation to the Visitor Centre have been expressed. CE and Wildlife Trust Board to meet and resolve issues.	SP/CE
13. Jersey Flights	NP advised that no proposal has been submitted. However, there is a possibility of a proposal to be received from another company. The Committee agreed that transport links are a 1 st priority for the island. Noted.	
14. Quality in Tourism Progress Update	All hotels, some bed and breakfasts and self-catering accommodation are opting for the star grading system. All premises will be inspected by QIT, even though being graded is optional.	
15. Any Other Business	<p>Island Games – MB proposed supporting the event through the means of buying the Alderney Team's tracksuits, stating the colour is blue and white with branding representing the States of Alderney logo. MB to research costings of tracksuits, and local business for embroidery, to bring a full proposal to the next meeting. Noted.</p>	MB

Date of next meeting:	Monday 30 th March 2015 Anne French Room 2:30pm	
Meeting closed:	4.25pm	