

**Business Development, Tourism & Marketing Committee**  
**Anne French Room**  
**Monday 29<sup>th</sup> June 2015 (July Meeting)**  
**1430**

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

**Mrs E Odoli, Tourism Assistant**  
**Miss L Gaudion, Minute Secretary**

**Apologies: Mr S Roberts, Mr C Beeching, Head of Operations**

**01/2015 Minutes of the previous meetings of 2<sup>nd</sup> June 2015 were tabled and **approved**.**

**French Aviation** – CR is in pursuit. **Noted.**

**Move to Alderney** – EO reported a delay in the publishing of the ‘Golden Ticket’ as they require a serial number on each ticket, and there has been an issue with the photocopier. EO to publish tickets as soon as possible, and circulate to NP. **Noted.** **EO**

**Accommodation Sector Capacity** – The Committee discussed the legality issues of potential ‘House Swaps’ which could infringe on the Tourism Law under accommodation. EO suggested that the Committee seek advice from QIT regarding the concerns raised last meeting from Simerock Guest House, with a view for QIT to provide guidance to any further queries. **Noted.**

The Committee discussed the need for a Budgetary Meeting regarding the Tourism Budget; to include the contract of QIT for 2016, along with a possible increased budget for Grant Applications. **Noted.**

**02/2015 Matters Arising**

**2.1 Apprenticeship Scheme** – Report from Matt Birmingham tabled and noted.

MB advised the Committee that this proposal would be an incentive to employers, with a view for further development towards the assistance to apprenticeship schemes. MB stated that it could be a possible cost of £13,500 per year from the States of Alderney to support 3 apprentices per year at £1,500 per person. NP to liaise with Chamber of Commerce. **Noted.** **NP**

**2.2 Alderney Lottery Update**

Nothing to report as SR was absent from the meeting. **Noted.**

**03/2015 Business Development**

**3.1 Move to Alderney**

Nothing further to report. See minutes from 1 – **Move to Alderney. Noted.**

**3.2 Young Entrepreneur Update**

NP reported that the Mentors are happy with having no age limit to the scheme, and for a new name to be decided. The Committee discussed the need to identify the gaps in the Market within the Island, such as School Dinners/ Outside Catering – business that aren’t already on the Island. The Members are to brainstorm ideas for the following points: attract people; identify the gaps in market; new name/title, and re-launch for advertising. NP to liaise with the Chamber of Commerce. EO reported that the Move to Alderney advert for the Alderney Week Programme is ready for production, having been updated with an email address rather than the website. EO to circulate final draft of advert to NP before being published. **NP/EO/CR/MB**

**3.3 Ferry Proposals**

Nothing to report. **Noted.**

**3.4 AvGas/ Jet A1**

Nothing to report – AEL to push Guernsey into their responsibility of the Fuel.

**3.5 Aviation** – Report on Alderney Air links Proposal from Norma Paris and Matt Birmingham tabled and noted.

MB reported that this was a 'Plan B' for a potential solution. Operational Management was reported to be the key problem within Aurginy. The Committee agreed for this report to be placed as a discussion document for the July P&F meeting. MB to acquire medevac figures from St John. **Noted.**  
MB/P&F

### **3.6 Electric Vehicles**

MB reported that he has discussed the proposal of having Electric vehicles on the island with AEL Director James Lancaster. This is being looked into by AEL. MB stated that there are issues with computerised software available on island for the service of modern cars. If electric vehicles were to be introduced, a contract could be signed with a dealership that would be able to service the vehicles on island. It was stated that this would be a slow change but would provide massive saving across the board. It was suggested that AEL and the States could update their company vehicles using this proposal. The Committee agreed that figures supporting this change to electric vehicles would need to be tabled. MB in discussion with James Lancaster – to update the Committee when required. **Noted.**  
MB

## **04 /2015 Tourism**

### **4.1 General Aviation Campaign**

See minutes from **1 – Move to Alderney. Noted.**

### **4.2 Dark Sky Status**

EO reported that 8 letters have been received out of the 20 required for the support for Dark Sky Status. **Noted.**

### **4.3 Accommodation Sector Capacity**

Nothing to report – see minutes from **1 – Accommodation Sector Capacity. Noted.**

### **4.4 Sign at Alderney Airport**

NP reported that she had spoken to Paul Bunn at the Airport, who wants a new Welcome To Alderney sign. The Committee discussed the options of transfer stickers for the Arrivals Doors and a banner sign to be placed over the top of the arrivals doors. MB suggested the use of Public Art for a Welcome sign by the vehicle height poles opposite the Arrivals doors onto the car park. The Committee approved a budget of £200 for a banner sign and transfer stickers. EO to liaise with Paul Bunn. **Noted.** EO

### **4.5 Dogs on Beaches**

NP reported that this matter had been discussed in GSC. She advised the Committee that there is a small lab in England that tests for DNA in dog faeces, to then fine the owners for littering. It was suggested that more bins may be needed. **Noted.**

### **4.6 Centralised Booking Update at VIC** – Report from Emma Odoli tabled and noted.

EO reported that there have been problems with the existing Living Islands website regarding the access from the VIC. Adding additional pages on the website is proving problematic. The Committee discussed the potential for a new website for VIC bookings if these current issues cannot be resolved. MB discussed the proposal of combining the VIC with a Travel Agency component that is ATOL Registered. This would reduce the ITX rates, and provide a 'Reservations Hub' at the VIC to deliver a bespoke service. Clients would be able to book all flights, accommodation and trips through this system with the first point of contact being the Accommodation proprietor. This potential system could be a great business opportunity with partial funding from the States of Alderney. The Committee discussed this as possible future prospects for Living Islands, where an income stream would be generated from the booking fees. Ideas to be discussed with Martin Batt from Living Islands. It was noted that this would be a long term proposal needing further discussion within the States;

which would coincide with the centralised booking system currently in progress at the VIC.  
EO to pursue work on the website to ensure it is up and running as soon as possible. **Noted.**

EO

#### **4.7 On-going Staff Arrangements – Alderney Week**

EO reported that the position for Marketing Assistant is currently being advertised. It was stated that there is no measure of the scale of the Social Media side to the Marketing position – which could potentially be a full time position. NP stated that currently we have no member of staff on duty in the VIC during Alderney Week, apart from the part-time volunteers. **Noted.**

#### **4.8 Living Islands**

See minutes from 4.6. **Noted.**

#### **4.9 Travel Agency – ATOL Registration**

See minutes from 4.6. **Noted.**

### **05/2015 Marketing**

#### **5.1 Grant Applications**

**Alderney Flying Club;** a monetary grant of £1000 has been requested towards the event costs.

**Action: grant request for £1000 approved.**

EO to check that the forms have 'thanks for sponsorship from the States of Alderney' as discussed earlier in the year. **Noted.**

EO

### **06/2015 Any Other Business**

It was reported that the Campsite is not in the Guernsey Brochure for Accommodation, and that also it still states 'NB. Alderney have no star rating system' – which needs to be removed. **Noted.**

EO

### **07/2015 For Information**

The following reports were tabled and noted:

- VIC Visitor Numbers
- Conge Figures
- Airport GA Data

Meeting closed: 5.00pm

DATE OF NEXT MEETING: 31<sup>st</sup> August 2015 (September Meeting) at 2.30pm

Signed: Norma Paris

Date: 31<sup>st</sup> August 2015