

Business Development, Tourism & Marketing Committee
Anne French Room
Monday 5th October 2015
1430

Mrs N Paris, Chairman
Mr C Rowley
Mr M Birmingham

Mrs E Odoli, Tourism Assistant
Mr P Veron, Economic Development Officer (from
3.25 – 4.05pm)
Mrs L Baines, Minute Secretary

Apologies: Mr S Roberts

15/2015 Minutes of the previous meetings of 31st August (September meeting) 2015 were tabled and approved.

16/2015 Matters Arising

16.1 Alderney Lottery Update

Nothing to report as Steve Roberts was absent from the meeting.

16.2 APAF Play

EO to chase Martin Batt on the clarification of the APAF play.

EO

16.3 Floral Guernsey

NP reported that 500 crocus bulbs have been received for planting. MB suggested that the bank at the harbour adjacent to the new car park area could benefit from a floral display to welcome visitors to the island - perhaps the bulbs could spell out 'Welcome to Alderney' or just 'Alderney'. The Committee also discussed that the watering system for the proposed Floral Alderney would have some technical issues, and would need to be passed on to GSC for further discussion. **Noted.**

GSC AGENDA ITEM

16.4 Jersey Bike Trials

Nothing further to report. MB to provide a paper for next meeting. NP requested this to be an on-going agenda item. **Noted.**

AGENDA ITEM

17/2015 Business Development

17.3 Young Entrepreneur Update

NP reported that the mentors have resigned from the Scheme due to other commitments. The Committee discussed the possibilities of continuing the scheme with no mentors, or to focus on the Apprenticeship Scheme using the funds allocated in the 2016 Budget for the Entrepreneur Scheme. It was suggested that the Scheme should be advertised on the States Notice Board, website and press articles, and advertise for more mentors on island. MB to clarify the name of the company used in Guernsey.

EO/MB

17.4 Apprenticeship Scheme

See minute above relating to 'Young Entrepreneur Scheme'. CR stated that the Braye Beach Hotel and the Georgian House are supportive of the Apprenticeship Scheme. The Committee discussed promoting this scheme to upcoming school leavers. It was suggested that a 'Careers Day' or 'Recruitment Night' should be organised along with the school. This could allow for the potential employers of an apprentice to liaise with interested students. CR and MB to liaise and speak to the school, Braye Beach and the Georgian House. NP to forward the Guernsey Scheme to CR. Update at the next meeting. **Noted.**

CR/MB/NP

17.5 Ferry Proposals

Nothing to report.

17.6 AvGas/ Jet A1

Nothing to report.

18/2015 Tourism**18.2 Dark Sky Status Update**

MB reported that the policy is dependent on the outcome of the BDCC meeting tomorrow. There have been some resistance from BDCC members regarding the proposed guidelines. If approved at BDCC, proposal from MB will be put to P&F/ full States for support. **Noted.**

18.3 QIT 2016

EO/PV to chase for confirmation on the dates for inspections. CE to sign contract before the next P&F meeting. **Noted.**

EO/PV/CE

18.4 Lager Sylt Update

Nothing to report as Steve Roberts was absent from the meeting.

18.5 Alderney Brochure Update

EO reported that the final draft will be going to press on the 21st October. 1st draft tabled and noted. EO stated that 'Beach Life' and 'Island of Culture' are new additional pages promoting SoA sponsored events. All air links are included - connections via Guernsey. Also the Alderney Library and Museum are included in the listings. **Noted.**

3.25pm Paul Veron joined the meeting

18.6 Landmark Trust Update

Nothing further to report, more photographs have been requested from the Landmark Trust. On-going. **Noted.**

18.7 Living Islands Update – Press releases from Living Islands dated 2nd October 2015 (Naturetrek tour groups), and Living Islands Project dated 5th October 2015 tabled and **noted.**

The Nunnery - The Committee discussed the potential final state of the Nunnery once the lease has expired – conditions on this issue need further discussion at GSC/P&F. CR to provide paper to GSC.

NP tabled the Stamp collection on Alderney Forts for information.

CR

17/2015 Business Development - Continued**17.1 Linking up with Aurigny Marketing**

NP advised that it would be beneficial to coordinate a marketing strategy with Aurigny on the launch of their new Dornier fleet in 2016. EO/PV/NP to meet and discuss possible ideas with a view to this marketing also being linked with the Move to Alderney campaign. **Noted.**

EO/NP/PV

17.2 Move to Alderney

See minute above relating to 'Linking up with Aurigny Marketing'. The Committee discussed the importance for Alderney to be included in the Locate Guernsey campaign – to work together in marketing different products for the promotion of the islands. PV to liaise with Jason Moriarty (CE of Commerce and Employment) to progress further. PV and EO to update Committee as necessary. **Noted.**

PV/EO

18/2015 Tourism - Continued**18.1 Guernsey Tourists**

The Committee discussed the importance of attracting Guernsey tourists to the island, whether it be through package deals with Braye Beach or the Georgian, or the possible use of Island FM as sponsorship with a prize being a weekend break in Alderney.

PV stated that the Guernsey Tourism department could provide most of the marketing through the department's key people, who can be shown Alderney and what attracts the tourists. It was agreed for PV to contact Jason Moriarty as 1st port of call. **Noted.**

PV

Questionnaire to be placed in the VIC to acquire better figures/statistics rather than the Airport.

Noted.

4.05pm Paul Veron left the meeting

19/2015 Marketing

19.1 Grant Applications

Alderney Angling; a monetary grant of £1500 has been requested towards the advertisement and running costs of the 2016 33 Hour Lure Fishing Competition. The Committee discussed the benefit of bringing Henry Gilbey over as press for marketing and promoting the Fishing Competition as well as Alderney as a whole. This could be separated into – flights for Mr Gilbey, and then the grant request for the competition. EO to discuss further clarity of details with Mark Harding.

Action: monetary grant of £1500 approved in principle subject to EO acquiring clarity of costings, and detail of grant request.

EO

Alderney Theatre Group; waiver of Island Hall fees and a grant of £2000 has been requested towards the unique musical production marking the 75th anniversary of the Island's evacuation. The Committee stated that there is still no clarity of request – with no costings provided.

Action: Further information on costings, number of performances etc to be requested. Decision to be made via email.

EO

19.2 Additional Wording on Applications

The Committee agreed for two statements to be placed on the bottom of the grant application forms – 'Just ask if there is anything that the SoA Tourism Department can provide' and 'Do you require a States Member to attend your event if possible'.

EO to produce draft statements for final approval. **Noted.**

EO

19.3 Christmas Lights

NP reported that Treasury have a fund of £900 towards Christmas Lights. The Committee agreed for the funds to be transferred to James Lancaster at AEL towards the purchase of a new set of Christmas lights. Committee Secretary to email James. **Noted.**

COMMITTEE SECRETARY

19.4 Alderney Garenne

NP reported that the show jumping horse Alderney Garenne has the potential to jump at possible international level. EO to acquire photographs and background information to then place on social media sites for additional interests relating to Alderney.

EO

20/2015 Any Other Business

None.

21/2015 For Information

The following reports were tabled and noted:

- VIC Visitor Numbers

Meeting closed: 4.45pm

DATE OF NEXT MEETING: 2nd November 2015 at 2.30pm

Signed: Norma Paris

Date: 2nd November 2015