

## **AMBA**

### **Minutes of the meeting held on Thursday 21<sup>st</sup> January 2021 at 6.30pm.**

Present:            Ian Grey (IG) Chair  
                         Gina Perryman (GP) Secretary  
                         Janis Goodfellow (JG) Treasurer  
                         Guy Harmer (GH)  
                         Elaine Edgar (EE)  
                         Andy Holt (AH)  
                         Lesley Mearns (LM)  
                         Jon Owen Guest  
                         Rich Berry Guest

Apologies:        Gary Wright

IG welcomed everyone to the meeting especially Jon Owen and Rich Berry as they are considering joining the committee.

1. Minutes of the meeting were read. AH proposed the minutes and JG seconded them.
2. Action points were reviewed and agreed. GP highlighted that the Traffic Management Committee have brown signs promoting Alston on their agenda (particularly at the top of Hartside). Funding will be the issue.
3. JG outlined the Committee's accounts for the end of last year and the beginning of 2021. JG stated that not much had actually happened last year so there wasn't much to report.
4. GP highlighted that the minutes were being completed by LM in preparation to LM taking over the role of secretary. GP stated that she would be arranging a hand over zoom meeting early next week where she would outline how to use Gogolemail.  
IG again stated that Jon Owen and Rich Berry were considering joining the committee.
5. IG reported that he had received very little feedback to his recent communication to all AMBA members. As a result the AGM could be postponed as suggested in order that we meet in person. The lack of response also mean that the idea of a Webinar or similar digital event could be shelved.
6. GP briefly outlined that EE together with Alison would head up and develop the marketing survey which would be sent around to the full committee for approval before it was distributed. JG stated that AMBA now had 98 members. GP said that as part of the marketing strategy new leaflets would build on from the information regarding Covid instructions that each business was putting in place to ensure that Alston was as safe as possible for visitors (when allowed to come again). GP stated that the leaflet would be A3 size. These leaflets would also be distributed to caravan and holiday parks once lockdown was over. GP said she was working with Alix Martin to design the leaflets. GP also

highlighted the need for someone to step forward and take over the marketing to visitors role at some point soon. **ACTION: GP**

- GH – Alston Accommodation Forum – GH reported that there was nothing new to report as all the businesses are closed at present therefore nothing was happening.
  - GP – Front Street Steering Group – Some businesses on front street had come on board however there was a need to attract more to step forward and support the project. GP stated that Norman English (Mad Hatters) has stepped forward to take over as Chairperson for this group and is taking it forward. EE highlighted that there was an opportunity for someone to undertake a placement in Romania to look at how cobbles were originally laid and that this might be interesting to feedback to Alston. GP highlighted that although this was interesting from a heritage perspective it was an engineering project. GP did however state that she would supply EE with the project managers name so she could pursue the opportunity. **ACTION GP and EE**
  - IG – Community plan – IG said that some names had been identified and it was hoped it would develop.
  - Traffic Management Committee -Gary Wright was not present at the meeting but it was confirmed that there was to be a meeting of this committee later in the month. It was also highlighted that the committee have not met since the last AMBA meeting in December.
  - AMERG – IG stated that this group had been very successful throughout the first lock down in areas such as food and medicine deliveries. IG also stated that there had been a help line put in place for those who needed it. IG said during the second and third lockdowns their services had not been used as much as the first. The intention was that the group would remain in existence and could be used in an emergency.
  - GP – Alston Area Planning Group – GP is going to see if a budget flagged up by Eden DC to this group would be appropriate for the brown tourist signs. IG stated that the funds that United Utilities provided had been spent and that he was in negotiation to gain some further funds.
  - Alston Moor Parish Council – AH stated that there was nothing much to report at present.
  - Alston Moor Partnership IG told the meeting that he was not aware of any meetings having been undertaken recently.
  - IG reported that the United Utilities (UU) monies had been sent although AMP had yet to distribute much of the lump sum that had been given to them to fund Community Plan activity.
  - IG plans to meet with UU when possible to present the results and to request additional funding although at present no one was asking for grants.
7. Front Street Closure Plans – IG informed the meeting that although there had been some requests to postpone the work for a year this was not possible as to do so could mean that we lose the funding.
  8. Feedback on Chair’s note to the membership – IG stated that there had been a lack of response from the membership.
  9. Christmas Trees – IG stated that there had been a good uptake this year however, he noted that some of the trees needed replacing so there would be a cost before next Christmas. IG stated that the current plan was to take down the trees this weekend weather permitting and asked if anyone was free help would be appreciated.
  10. Prospective MP visit to be progressed when viable

11. Heritage Open Days 11-19 September 2021 -IG asked if we should get involved this year maybe as part of a recovery from Covid. IG said he would circulate a note regarding the background to the event to committee members. IG suggested that it should be placed on the Agenda for the next meeting. **ACTION AMBA committee**
12. AMBA Google/email Account – GP stated that it was a generic account that she would like to handover to the committee. GP stated that she hoped to run a training event where she would show those committee members who were interested how to use Gmail etc. JG, LM and AH said they would be interested.
13. Any Other Business – IG – stated that he would like to step down from being the Chairperson at the next AGM. EE thanked IG for all his hard work.

Date of next meeting Wednesday 24<sup>th</sup> February 6.30pm.

Meeting closed at 7.35pm.