



## ALSTON MOOR BUSINESS ASSOCIATION MINUTES OF COMMITTEE MEETING

**Date/Venue:** Thursday 2 July 2020, 6pm, online via Zoom

**Present:** Ian Grey (Chair), Janis Goodfellow, Gina Perryman, Elaine Edgar, Lesley Mearns, Guy Harmer

**Apologies:** Gary Wright, Andy Holt

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### **Minutes of committee meeting held on 4 June 2020**

Agreed, with no matters arising. **Action for Gina** to update and publish on the website. All action points discharged, or carried forward as detailed below.

### **Finance and Membership**

No change to finances since the last meeting. Increase in membership to 77.

### **Free Membership Offer**

More new members have joined since the last meeting, and several more businesses are known to be interested. All new members have had their profiles added to the website and email distribution list. Gina had circulated a list of potential membership targets to follow up on; **action for All** to follow up on their allocated ones.

### **Marketing Group sub-committee**

The sub-committee met on 23 June and the notes of that meeting had been circulated to the committee.

Ian, Gina and Shane Harris (AONB) had a very good meeting with Cumbria Tourism this morning to look at ways of increasing Alston's profile in their marketing. Following an approach by Gina a couple of weeks back, CT have been drafting a blog which we hope will be published soon. **Action for Gina** to make sure STR is included in the blog, now they've confirmed they will be operating this season.

Gina has a meeting with Elizabeth and Jane from Alston TIC next week, and they're helping with the caravan/holiday parks project. We're hoping to send the RHSS-funded (see below) leaflets out to these, and Gina suggested we could also send STR leaflets now that they've confirmed they'll be operating this season. Janis agreed, and confirmed there were plenty of STR leaflets available.

The Alston Accommodation Forum that Guy set up is going well, and feedback from participants has been very positive. Maz Chajeki of Waterclear Solutions (a new AMBA member) specialises in Legionella control, and kindly gave a presentation to the group, outlining the serious risks, and effective control measures that businesses should take. Guy did a 30 minute interview with a local journalist yesterday about the Forum, so we anticipate some good media coverage as a result of that.

### **Heritage Open Days Group sub-committee**

Ian has been notified that registrations have opened today. **Guy** is leading on this.

### **Front Street Steering Group**

Cumbria CC's media release has been shared with members. There's nothing further to report at this stage. The next Steering Group meeting is 8 July, and **Janis** will represent AMBA at that. One of our members has highlighted the need for effective signage, which has previously been flagged up with



the project team, but **Gina** will remind them (we've already asked for something along the lines of the bespoke signage we got from United Utilities as a minimum, plus the right messaging on signs further afield).

#### **United Utilities sub-committee**

There are no grants currently being considered by the sub-committee. A grant has been awarded for signage at the model village in Nenthead (requested by The Hive), which will be paid upon completion of the work.

**Action for Ian** to meet with UU to see if they will allocate more funding.

#### **Covid-19 Recovery Plan**

Ian continues to represent AMBA on the Alston Moor Emergency Response Group (AMERG), which is now scaling down and moving into the recovery phase.

A key part of the recovery is the Reopening High Streets Safely (RHSS) funded work. The RHSS is an AMBA-led project within AMERG. The first piece of work is a directory of businesses, for use by residents and visitors, that shows what Covid adjustments have been made [www.alstonmoorhealth.org/guide](http://www.alstonmoorhealth.org/guide); this is ready to go live for when visitors arrive on 4 July. A work party is looking at street signage, and undertook a survey of Alston town centre this morning; recommendations are awaited. The next piece of work to start is a leaflet; it's hoped the design phase can start next week.

#### **AOB**

Potential MP visit – action point carried forward from last meeting to keep in touch to arrange Neil Hudson visit. **Action for Janis**.

Community Statement on reopening to visitors – Gina had drafted a statement which the committee were happy with. **Action for Gina** to post to the Facebook groups that AMBA's a member of tomorrow.

Wine Train event – of course we would love to run another event this year, but that may not be possible. We agreed to wait and see how things unfold regarding the Government's restrictions, and at STR. **We will revisit this at the next meeting**.

#### **Date of next meeting**

Thursday 30 July, 6pm at The Nook (with social distancing!) or via Zoom if that doesn't prove viable.

The meeting closed at 6.55pm.