



ALSTON MOOR BUSINESS ASSOCIATION MINUTES OF COMMITTEE MEETING

Date/Venue: Thursday 30 July 2020, 5.30pm, online via Zoom

Present: Ian Grey (Chair), Gina Perryman, Gary Wright, Lesley Mearns, Guy Harmer

Apologies: Andy Holt, Janis Goodfellow, Elaine Edgar

Minutes of committee meeting held on 2 July 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 80.

Free Membership Offer

More new members have joined since the last meeting, and several more businesses are known to be interested. Gina will recirculate the updated list of potential membership targets; **action for All** to follow up on their allocated ones.

Marketing Group sub-committee

Gina provided an update on activities since the last committee meeting:

Cumbria Tourism – Alston blog finalised, although we now need to remove reference to STR. **Action for Gina** to do that, and to establish the publication plans for it. Gina asked CT to share the new online guide to Alston Moor, which they have agreed to do www.alstonmoorhealth.org/guide.

Caravan/Holiday Parks project - Gina met with Jane from Alston TIC to discuss the brief for contacting these outlets, and Jane has been working her way through the list of about 100 parks within an hour's drive of Alston. Jane has found that the exercise is proving really useful, and park operators have reacted very positively to helping us promote Alston Moor. She's updating the list with details of the contacts, and recording their needs in terms of posters/leaflets/other info requested.

Shop Local – Gina has contacted the other main Eden towns with a view to discuss this topic, and also what they're doing with the Reopening High Streets Safely (RHSS) funding. A meeting was held with the Penrith Town Centre BID manager, and the Appleby Town Clerk (Kirkby Stephen were unable to attend). Useful introductions were made, and a follow-up session is planned.

Guy reported that the Alston Accommodation Forum is still going well, with good engagement, collaboration and information sharing.

All AMBA activities, not just marketing, take time and have to be fitted in around the volunteers' other commitments. We really need someone to step up and take the lead on marketing Alston Moor retailers and service providers to residents, to encourage them to shop locally. We agreed we should ask our membership if someone would be prepared to lead on this. We have some ideas already; **action for Gina** to email membership.



Heritage Open Days Group sub-committee

In light of the Covid situation, and the fact that STR has announced that they will not be operating this year, we agreed that we won't run a coordinated HODs programme like last year. **Action for Guy** to email the HODs committee, and copy in Gina for circulation to our members.

Front Street Steering Group

The last Steering Group meeting was 8 July, and Janis represented AMBA at that. The test panels have been laid on Front Street. The next meeting is 5 August.

United Utilities sub-committee

There are no grants currently being considered by the sub-committee. There's around £300 left in the budget. AMP have only used £54 of the £1,000 allocated for the Community Plan. This isn't surprising in the current climate, with many activities suspended. **Action for Ian** to meet with UU once a demand for grants picks up again to see if they will allocate more funding.

Reopening High Streets Safely (RHSS)

Gina is leading on this for AMBA. The first piece of work, a directory of businesses for use by residents and visitors, has been completed www.alstonmoorhealth.org/guide. Gina has shared this on the local Facebook Groups that AMBA is a member of, and has had Cumbria Tourism and Eden Tourism share it through their channels. She's working with the Parish Council's Press Officer for some wider press releases.

A work party, led by Claire Driver, is looking at street signage; the communication of their recommendations is awaited. Once we have that, the next piece of work to start is a leaflet, and this will form part of what is distributed to Caravan/Holiday Parks; Gina will be leading on that.

AOB

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

Wine Train event – this isn't possible now for this year because STR aren't running trains this season due to Covid-19.

AMP Shop – this has been cleared out and they're looking for a home for various Alston leaflets. While Local Links remains closed, Gary kindly offered to store them at Wright's unit at Skellgillside. **Action for Gary/Ian** to organise.

Ian is meeting with one of the STR trustees tomorrow to see if we can offer any support.

Gina noted that there was a shortage of taxi services, as Alston Taxis have advised that they're not currently looking for work. Some ideas were discussed.

Alston Moor Emergency Response Group (AMERG) – this has effectively been stood down now, as we enter the Covid recovery phase, for which the RHSS activities are the main focus. Gary advised that there's just a limited prescription delivery service left.

Date of next meeting

Thursday 27 August, 5.30pm via Zoom.

The meeting closed at 6.25pm.