



ALSTON MOOR BUSINESS ASSOCIATION MINUTES OF COMMITTEE MEETING

Date/Venue: Thursday 12 November 2020, 6.30pm, online via Zoom

Present: Ian Grey (Chair), Gina Perryman, Lesley Mearns, Janis Goodfellow, Guy Harmer, Elaine Edgar, Gary Wright, Andy Holt

Apologies: None (whole Committee present)

Minutes of committee meeting held on 1 October 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

Since the last meeting expenditure has gone out for our Cumbria Tourism membership renewal (£312) and the poppy wreath (£25). There's been a further increase in membership, taking the total to 94. The membership form is available on the [website](#). There will be some expenditure on the Xmas trees (which the committee had already agreed by email would be free to businesses this year), plus the Zoom fees for which Gina will be reimbursed.

Marketing Group sub-committee

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

- Caravan/Holiday Parks project – Ongoing, the TIC staff are continuing to make contact with these.
- Shop Local - Alison Clark has been working on the survey referred to last time, and a draft should be ready to test with the AMBA Committee in the next few days.
- Website – New member profiles have gone onto the site. Gina will look to restructure the member profiles page by category, effectively turning it into an online business directory to promote to locals to use.

Accommodation Forum

Guy reported that the group met last week. The self-catering sector had been strong until the start of the current lockdown, although the B&B trade had dropped off. The members of the forum have found it beneficial to be part of this local network, so it will continue.

Front Street Steering Group

Before the next Steering Group meeting on 2 December, Gina will be meeting with the other Alston stakeholders on that group (Sonia Kempsey, Dave Liquorice and Claire Driver). From an AMBA perspective the plan is to invite our members (particularly those on Front Street) to form a group to proactively manage the closure next year, but with proper support e.g. from the Steering Group, Cumbria CC comms people, and learning from how Pooley Bridge managed their restricted access while the bridge was missing.

United Utilities sub-committee

With the remaining funds now allocated it could be time to approach UU to see if we can get any more. **Action for Ian** to contact UU.



Covid/Recovery Plan

Ian represents AMBA on the Alston Moor Emergency Response Group (AMERG), which has reactivated its helpline. In the current lockdown AMERG is coordinating prescription/medicine deliveries. There have been some Covid cases at SKS.

Reopening High Streets Safely (RHSS)

Gina is leading on this for AMBA. The online guide www.alstonmoorhealth.org/guide has press releases prepared, but they remain on hold for now in light of the current Covid-19 situation. Work will resume on the leaflet now, so it's ready to distribute along with the press releases once it's appropriate to do so.

AOB

STR – Ian continues to remain in contact with one of the trustees over developments. Current thinking is that they will operate for 70 days in 2021, starting from Easter. Ian has asked if STR can keep the car park open when not operating next year, and this will be considered.

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

Member event – Ian has developed his thinking on a webinar event, and will share his thoughts in the next week or so. **Action for Ian.**

Christmas trees – going up on Saturday 14 November, weather permitting. Janis advised that we may need to replace up to 10 of them next year, and invest in some new brackets.

Janis reported that the pre-lockdown late night opening in Alston proved very successful, so she will be looking at whether that should be repeated once the current lockdown ends.

Brown Signs – Gina fed in a request to the Traffic Management Committee through Gary to ask about obtaining signs e.g. on the Penrith to Hartside approach, and on Townfoot, signing tourists to Alston's 'Historic Town Centre' or similar. It's on the agenda now, and being looked into.

Gina announced that she will be standing down from the AMBA committee at the AGM. We will start to plan how the work she does is handed over at the next meeting.

Date of next meeting

Thursday 3 December, 6.30pm via Zoom.

The meeting closed at 7.40pm.