



SUMMARY OF ABA Meeting
Wednesday, 6th November 2013
The Golden Key, Snape

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<p>Welcome, Introductions & Apologies</p>	<p>Naomi Tarry: ABA Chair & Best of Suffolk Alex Tarry: ABA Marketing & Best of Suffolk Rob Mabey: ABA Vice Chair & Regatta Restaurant Annette Mason-Gordon: HCMTI Grahame Tinnion: TA Hotel Collection Peter Osbourne – White Lion Hotel Helen Barker - Sanderlings Hilary Lightfoot – Vintage Angels Derek Cook: Saxmundham Rotary Club Marion Anthony – Heritage Hideaways Ollie Mummery – Suffolk Secrets Sarah Whitelock: HCMTI Board & Green Apple Communications Liz Biagioni: Positive Pilates Jo Charles: Suffolk Cottage Holidays Harry Barclay: Avocet Paul Rosher: Barnes Rosher Diana Biddlecombe Mike Kiff – Aldeburgh Town Council Robert Trigg – Aldeburgh Community Centre Mark Fairweather – Treasurer & Fairweather Stephenson Ciara Scallon – Aldeburgh Music Claire Bruce Clayton – Lawson's Delicatessen Sue Fletcher – Caramel Graeme Fielden: Fielden Ltd</p> <p>Apologies Charlie Damonsing: ABA Secretary & CL Associates Liz Emsden: Salters Jill Douglass: Alde Valley School Richard Keane Harry Young</p> <p>Naomi Tarry welcomed all guests and thanked Inga Haselmann for hosting the meeting at The Golden Key</p>
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**Christmas Lights –
update and finalised
plans - NT**

Thanks to the committee for their effort and time in organising the event which is greatly appreciated.
Plan of the day attached to the minutes
Thanks to TA Hotel Collection for fireworks on the beach at 5pm, earlier to accommodate feedback from last year about the day being too long.
Use the morning of master classes so please use the opportunity to get people into your shop with offers/promotions
Volunteers needed Thursday 21st November from at Hall Farm 10am to get new lights onto the trees, 150 to do!
Please e-mail Sandra interiors@burnettandcompany.co.uk to confirm you can be there.
Trees going up on the 24th thanks to RNLI
Volunteers needed from 7.45am on 30th December to put cones out to stop parking from High Street Co-Op to Choppings Hill please e-mail Liz Biagioni
Volunteers from 12 to 6pm on 30th to man the road closure, can rota for 30 mins if we have enough and Munchies are donating hot drinks to volunteers
VOLUNTEERS PLEASE E-MAIL pilatespositive@btinternet.com
Collection buckets needed and people to collect donations
Thanks to all for adverts, particularly Co-Op as major sponsors and Alex Tarry for creating the brochure which will be free.
Please contact Liz to distribute
Emma Freud will be switching on the lights.
Will be sending out an 'advance warning' with all the details, would appreciate 300 copies printed from someone.
SCDC have given free parking from 11am to 6pm.
AT thanked Liz and everyone for their support.
TA Hotels & Lawson's volunteered to accommodate Jive Bunnies for a break.
LB: looking to have a small drinks reception to encourage councillors etc.
NT: will be covering the press and encourages everyone to promote in their own newsletters and websites etc.; posters in windows etc.

Feedback session:

- Recent Aldeburgh EADT supplements

Started this new project and have had two supplements already with a 3rd due on 19th November. Would be interested to know if this has been successful for businesses.
GT: raised awareness but difficult to measure increase in business as a result. Perhaps a good time to negotiate a better deal in advertisement
SF: had a great response and some from further afield, easier to measure with specific clothing featured. Feel it's important in light of shops closing.
LB: suggested incorporate vouchers so it can be measured.
Update on closures: Strand Gallery, 152, the old book shop.
RM: there's been a huge increase in rents which is creating problems.
LB: suggested we lobby landlords as an organisation. Discussion concluded that landlords will continue to go for the best rent but perhaps the fact that there are vacant shops will open them up for negotiating.
MF: Mindset of landlords that they're driven by the thought that the big chains coming in will pay premium rents
CS: suggested a survey to establish the rateable values over the last 5 years
LB: have the data on rates from the Council for last year, would be interesting

	<p>to compare, suggest look at Valuation Office website.</p> <p>SF: suggested we speak to Therese Coffey for a reduction on rateable value.</p> <p>Agreed that pop ups were a good thing for the town.</p> <p>MK: suggested speak to Richard Smith and ask him for his advise.</p> <p>Agreed that a portfolio of the High Street with details of owners and rental values, if possible, would be a valuable document and Hilary Lightfoot volunteered to put this together</p>
<ul style="list-style-type: none"> Impact of the Food & Drink Festival & Eat Aldeburgh on businesses 	<p>PO: Positive for the White Lion, definitely created a buz in the town</p> <p>CBC: Lawson's was 15% up on the Festival weekend and historically it's a boost for sales</p> <p>SF: always good for Caramel in both Aldeburgh and Snape shops</p> <p>GT: all these events are growing and increasing stays. Names Not Numbers is also returning next March.</p> <p>Overall view that, out of season, all events create footfall.</p> <p>AT: asked if there was any possibility of a temporary marquee for something like an Arts Festival.</p> <p>MK: Council would look at each application on it's merits</p> <p>PO: highlighted the strength of the link with Snape and value of it</p> <p>CS: 34% of Festival bookers this year are new bookers so events are clearly introducing new blood to the region</p>
<ul style="list-style-type: none"> Town Council Fireworks display 	<p>Excellent show and overwhelmed by the number of people, estimated 2000 and great to have no light pollution. Generous raffle prizes.</p> <p>NT thanked the council for organising the event</p>
<ul style="list-style-type: none"> Any Other Business 	<ul style="list-style-type: none"> GT: Devastation due to storm affected us badly with four hotels closed. Frustration at lack of communication and information. ATC also said they were kept in the dark. Best of Suffolk also had major issues both with the office, cleaners and customers with many cottages without power. AMG suggested complete the Chamber survey to support them lobbying for the future. It was suggested that businesses look at their insurance policies which may cover business interruption and damage HCMTI/Alde Valley Careers Fair – please support by taking a stand between 11th and 4pm on Wednesday 27th November. CS: commented that the students aren't very forthcoming and questioned if it's the best format to share information. AMG: There are a number of other options, interviewing skills, mentoring etc. and there's not one method to suit all young people so trying every angle. Please contact AMG to book annette@hcmti.co.uk or Jill Douglass at Alde Valley if you can support in some other way Jill.douglass@aldevalley.suffolk.sch.uk Deputy Launching Authority (DLA) for the RNLI. PR clarified that it is part of charitable organisation who request RNLI to launch in case of emergency. The process requires someone in town to make the decision and currently, Simon has a number of DLAs but is looking for more to spread the load. Commitment to go to Poole for a weeks training then be available approx one weekend per month. Contact paul.rosher@bros ltd.co.uk if interested
Date of Next Meeting	Wednesday 15th January, Venue TBC