



Jet Coast Development Trust Ltd.

Directors meeting at Staithes Gateway Centre.

2pm, Wednesday 14th December 2005.

### **MINUTES OF MEETING**

START TIME: 1402

Andrew Steel (AS)  
Bob Knott (BK)  
Cliff Southcombe (CS)  
Liz Dowson (LD)  
John Liverseidge (JL)  
Anthea Ellis (AE)

#### **1. Apologies**

No apologies had been received.

#### **2. Social Audit**

CS discussed the possibility of Jet Coast applying for grant aid for a social audit, the application would be made under the 'Investigating an Innovative Idea'. The maximum grant available is £12,000. Whilst discussing the advantages and benefits of a social audit CS stated that 'agreements are led by social objectives rather than financial'.

Discussion ensued regarding the fragmentation of the groups within the Parish. Finally, a decision to go ahead and apply for the grant was made. AS and CS were actioned to put the bid together.

In addition, CS discussed the success of the 'Bay Broadband Cooperative' and suggested that it might be an idea for Staithes and Hinderwell to produce something similar.

### **3. Matters Arising**

#### **i. Rates**

AS brought the board up-to-date with the current situation and stated that the units were going to be re-rated individually. Jet Coast was in the process of applying for discretionary relief.

#### **ii. BT**

AS brought the board up-to-date with the current situation regarding all the BT telephone and ISDN lines. He stated that the matter was now in the hands of Tony Spencer at SBC.

#### **iii. Redcare/CCTV**

AS discussed the issue of the Redcare phone number, BK stated that he'd been in touch with SBC enquiring whether the insurance stipulated the need for the monitoring service. BK also stated that he had received confirmation from SBC that they would expect JCDT to pay for the service and deduct the cost from the operating expenses of the Gateway Centre. The annual cost was estimated to be in the region of £400 plus VAT for the monitoring service, with an addition £200 for the dedicated ISDN line.

General discussion ensued regarding the CCTV facility. Eventually the following decisions were reached.

- > AS to write to John Burroughs regarding the CCTV issues.
- > No final decision regarding Redcare will be made until the relevant insurance documents have been received.

### **4. Marketing Update**

AS delivered the following report...

#### **Units**

- > Mr Croft has had to leave due to ill health.

#### **Promotion SGC**

- > Registered SGC with a national office broker, any successful conversions would see them taking 10% commission for the first year
- > 5k SGC brochures have been originated and printed.
- > 500 have been dropped off with NYMAC.
- > Main marketing thrust will begin next year with a profile raising event involving the community.
- > Underpinned by a mail shot and aided by intermediaries.

## Promotion JCDD

- > Website almost complete.

## Promotion Staithes

- > Origination of a Staithes orientated tourism brochure has begun.
- > Database of tourist-sector business in the parish has been created.
- > Letter sent out to all local photographers asking if we can use some of their pictures for the brochure and website.
- > Good response: David Manship, Tony Murphy & Colin Harrison all agreed to assist.
- > Letter drafted to local accommodation providers enquiring whether they would like to be featured on the site, if so can they give us details of their accommodation product (to be sent out in the New Year).
- > Letter drafted to potential advertisers (to be sent out in the New Year).
- > Liz & Vanessa using their local knowledge and experience have begun writing the content for the brochure and accompanying website.

General discussion ensued, the results of which were that the dissemination of literature would take place as discussed and the Staithes brochure & website would incorporate the wider parish. Visitstaithes.com would remain the favoured domain and was authorised for purchase.

## **5. Any Other Business**

LD discussed that 'Awards For All' were currently seeking to find worthy causes for grant relief.

BK discussed the Indemnity and Tenancy agreement issues which AS stated that they were now complete and in operation. BK also enquired about the accounts AS stated that there was a meeting set up for Monday 19th December at 1pm to go through the accounts. BK said he would try and be present. General discussion ensued regarding the accounts.

AE discussed the PACT 'Quality of Life' and 'Business Skills' surveys and whether or not JCDD could take the lead. After general discussion it was decided that Jet Coast could indeed help the Business Skills survey but not the quality of life.

## **6. Date & Time of next Meeting**

Wednesday 25th January 2006, 2pm at Staithes Gateway Centre.

END TIME: 1639