

1. James Robertson (“**JR**”) and Simon Gasston (“**SG**”) provided an update on the impact of COVID-19 on the events sector. SG said his main concern was the speed of recovery and the fact there have been no guidelines for events yet. He said people want confidence and they are nervous to put any events on until there is some clear guidance about how to do so, especially in the corporate sector and they would really like some guidance to be produced so they can provide this to clients.
2. SG said Guernsey are 3-4 weeks ahead of Jersey but they are starting to see some green shoots there as there is more confidence in that market with September and October looking healthy there.
3. JR agreed that guidance is key and said that as an events and wedding planner, 95% of his business between March and December had been postponed until next year or cancelled. He said they are getting enquiries from August onwards, but he is unable to give people answers as they are not clear on what they can and can't do. He said that for many businesses, if they get to the end of the year with no business, there is a realistic chance that many will not be here next year. He said even if they can get really small events running again, this would get the wheels in motion and they could grow things from there.
4. KB asked Simon Soar (“**SS**”) how the events sector could participate in the work being undertaken by the Operations Group to support the visitor economy more broadly.
5. SS said that much of the work they are doing now is around staffing, the health charter and practical operational guidance within industry. He said getting events up and running again is important, noting that the level of corporate business on the island is huge and that he can't see any big companies thinking about events unless it is 100% safe to do so, and that it is also perceived as 100% safe to do so, highlighting that perception is key. He said perception about safety is also key for everything, including travel to the island and also for hotels.
6. KB suggested that perhaps the operations group could work with the events sector to try and get some guidelines produced.
7. Graeme Smith (“**GS**”) noted that he had thought events were covered under various other guidance sets but that it sounds as though this is not appropriate. He asked SS whether he could liaise with Stephanie Peat to have this looked at again. He queried whether the UK has a sector body looking specifically at events guidance.
8. SS said he was speaking to Stephanie Peat later today and that he would raise this to try and cover off any grey areas around events. He said most of what the events sector would be dealing with would fall under the restaurant and bar guidance, but that if there were any gaps, they could definitely look at this.
9. Jennie Smith noted that Jersey Business had put together a broad response from people enquiring about running events which directed to the food and drink, indoor leisure and office working guidance. She suggested that as every event is so different, perhaps it would be helpful if JR and SG created a list of key grey areas that the Operations Group could work together on to try and establish better guidance around. SG confirmed he was very happy to do this. **ACTION: JR and SG to collate list of issues to assist with production of specific events guidance and consult with SS and Visit Jersey.**
10. Kristina Le Feuvre (“**KLeF**”) noted that they also have complex issues as her businesses doesn't fall under any particular category. She said that she had an interesting meeting with Environmental Health to discuss her business and that she had found this meeting very reassuring. She suggested perhaps JR and SG try and set up a meeting with them too, so they can better understand what they can do and the timescales for that. **ACTION: JR and SG to contact Environmental Health.**
11. Jim Hopley also agreed that from a Genuine Jersey point of view, it has been very difficult to decide when to put on the market events and endorsed the view that events guidance is really important.
12. KB noted that the Visit Jersey events team would collate examples of best practice from around the world to help inform decisions.
13. David Seymour (“**DS**”) also suggested that perhaps SS should make contact with UK Hospitality as they may have some events guidance and SS confirmed that he has been speaking to Sharon Dickinson (Commercial Consultant at UK Hospitality) and that he would touch base with her again to see if she could provide anything.
14. Senator Lyndon Farnham joined the meeting. Senator Lyndon Farnham (“**LF**”) provided an update on physical distancing measures, the borders and a broader tourism strategy planned by Government.

15. LF noted that physical distancing would be reduced to 1 metre from tomorrow. He said that on the back of medical advice, lots of restrictions around the hospitality sector will be lifted from tomorrow and on 1 July. He said that the issue of re-opening borders has been a very difficult situation as there is still understandable nervousness amongst some islanders and politicians. He said that this week, they have had some good evidence-based medical advice which has enabled the Government finalise the details of their policy around borders. He said that an announcement will be made tomorrow by himself and Senator Ian Gorst which will give clarity and certainty around the timetable for the relaxation of the isolation period and how we might begin to re-open the borders in a safe way with a rigorous and effective testing regime. LF noted that they will seek full States support for this at the earliest opportunity which could be at the beginning of next week, although this is subject to various decisions and further conversations that are happening today.
16. LF said that he has a firm view that we need to put together a proper tourism strategy (separate to Visit Jersey's business plan and marketing plan). He said we need a proper strategy and that the States and the Government of Jersey need to set out exactly what they see as the future for tourism and what they expect from tourism and that we also need to understand what the industry needs. He said he has already instructed officials to start looking at an in-depth strategy which will have at its heart, a complete refresh of the Tourism Law, which is long overdue (also see item 56 below).
17. Dominic Jones ("DJ") said that hospitality is not just about tourism and that 70% of his revenue is from the local market but noted that tourism and hospitality were completely interlinked and need to work together. He said there needs to be a slightly different focus for the local market as reviving tourism will not necessarily revive all hospitality businesses. He referred to announcements about fiscal stimulus for the building industry and queried what plans there were to put money into the tourism/hospitality industry, perhaps in the form of GST cuts. DJ said he was disappointed to see the Chief Minister's comments saying that a cut in GST is all about putting money in people's pockets, when actually it's about helping businesses to put money in peoples' pockets by creating employment and worried that the Council of Ministers were focused on employees and not about how businesses help employees.
18. LF agreed that bars and restaurants need different assistance to hotels. He said that it is about an overall revival of the economy and making sure that people have money in their pocket and that they will spend a certain amount of this within the hospitality industry. LF said that there is another meeting scheduled for Monday about a fiscal stimulus programme which will include things that have never been done before and will be quick, bold and effective. He said this work is going on now and that more details will be provided over the next few weeks.
19. LF noted that another workstream is looking at how the current fiscal stimulus will be extended, noting that payroll support is guaranteed up until the end of August. He said they are looking at a scheme to graduate people out of that scheme but that businesses will not face a cliff edge. He said there will also likely be some new fiscal support which is being worked on especially for the hotel sector. He recognises that the accommodation sector and some other elements of the tourism industry have had no business and been on the front line and there is a separate package for this which will have to run through winter and into next year. LF said this was being worked on rigorously and further details would be shared as soon as possible.
20. Andrew Shrimpton ("AS") asked whether it was likely that tourists would be able to come and stay in hotels in Jersey this July and August without having to go through a testing regime.
21. LF said no as the policy depends on rigorous testing and track & tracing and self-isolation if necessary. He said that this process would be significantly upscaled and refined and that for this to work, it needs to be fast, efficient, effective and come at minimal or no extra cost to the visitor, and that those are the premises they are working upon. LF said that if we start now and can introduce a system which could be pioneering and start gradually building this up to get some traffic moving, then by August and September, we can have a transport infrastructure which is intact, whereas if we do nothing now, we will get to that time and it will be much harder to start from then.
22. LF said he was pleased to hear that Imperial College are undertaking human trials now in the final stages of a vaccine test and that this looks promising.

23. Debbie Goffin queried whether the specific details will be announced tomorrow, so that businesses will know when the borders will re-open and what the testing will look like.
24. LF said the presentation is going to States members at 11am today and that subject to that presentation, he expects Government to announce the policy and will ask the States to approve the policy at the next sitting. He said he was unable to share more details on this as it was still being finalised, but that he was confident that it was received well by the Council of Ministers yesterday. He said that although some cases of COVID-19 may come into the island, Jersey is superbly set up to deal with small numbers of infection. He said it's about conveying this confidence to States members and islanders and then we can start to rebuild our transport network and the more we can do this, the more that confidence will grow and fear will subside amongst islanders. He said he thought around 60% - 70% of islanders would support a safe re-opening of the borders, not just for visitors but so that islanders can get off the island too.
25. KLeF queried whether the separate package LF referred to for hotels and accommodation would include year-round attractions and activities.
26. LF said he did not yet know but that attractions would not be left out and that he was happy to have a separate chat around this. LF said that the available hotel stock will have a big impact on transport infrastructure so that is why he has asked for fiscal support for hotels to take precedence but that attractions will not be forgotten. **Action – KLeF to contact LF separately.**
27. DJ posted the following question in the chat function: One question we need answered is how we get the data to assess how our industry is being impacted by the crisis. Currently the estimates on impact to GVA are being made based on UK statistics from ONS not Jersey ones. We don't even know the true impact of employment on our industry. The Income support, ASW and CRESS figures are not suitable. I don't see how we as an industry or Government can address a problem we can't quantify. Is there a place for us an industry to collate that information?
28. KB noted that Visit Jersey have commissioned some research by Oxford Economics to undertake an analysis of the best case, worst case and base line scenarios around the impact of COVID-19 of Jersey's tourism industry and that this would be shared with the industry (either confidentially or more widely) once finalised.
29. David Seymour said he would like to see the same depth of consultancy that had been afforded to the Finance industry, perhaps commissioning McKinsey consultancy.
30. LF agreed that we need a tourism strategy that will help tourism to be considered as one of our key industries and economic functions, which will get the highest political consideration and the most appropriate consultancy support. LF said he sees this piece of work going on through the winter and that he will look to ensure that there is a dedicated policy officer to deal with this and that he had already discussed with this Darren Scott but had not yet discussed this in detail with Richard Corrigan or Dan Houseago but that this process is starting now. LF said his immediate priority is around the borders and that the next priority after this is around a new tourism strategy.
31. SS provided an update on the Operations Group. He said the 'Stay Safe' charter is currently with Stephanie Peat to refine the document and get this to the final copy stage, but that he is hoping to get this out as soon as possible. He said they have also been focusing on best practice within the industry around things like utilising wholesalers in terms of issues including carbon neutrality and sustainable transport. He said they are pushing forward health and well-being initiatives working with Beverley Le Cuirot. SS said they were also working on developing the buy local campaign to encourage residents to buy local and also to ensure that there is the produce available to meet this demand.
32. SS said he was chasing for updates on the Stay Safe charter as regularly as possibly, but that this had been delayed due to all the other guidance that is being worked on.
33. JS provided an update on the work with VisitBritain around the 'Good to Go' workstream, noting that there is a cost to partnering with them, so they are currently trying to understand what the value of this will be, but that based on the proposed marketing and comms around this initiative, she thinks there will be huge value in working with them. JS said the VB scheme had been delayed but that it had gone live this morning so she will be finalising the terms with them shortly. The VB announcement can be viewed [here](#).

34. Louise Ashworth (“**LA**”) provided an update on a webinar hosted by ALVA (Association of Leading Visitor Attractions) last week. The notes from this are attached to these minutes.
35. Senator Lyndon Farnham left the meeting.
36. Robert Mackenzie (“**RMac**”) and DG provided an update from tour operators. They both said the key issue is opening the borders. DG said the demand is there and they are getting good engagement on all their social media posts, but they just need to know when they can start sending people here.
37. RMac noted that the Chief Minister is on record saying that this will be early July and now this appears to be depending on a proposition being brought to the States to be debated on Tuesday. He said that even if they vote in favour, it is still not clear from when the borders will be open, or what the testing regime will be and noted that there are still lots of unanswered questions.
38. Sarah Barton (“**SB**”) shared feedback from tour operators that demand is now picking up. SB noted that Tui are looking to re-start their outbound programmes from 11 July so consumers will be looking at these options too. She said on a positive note, many tour operators will be looking to expand into the domestic market so there are opportunities here and the key thing is that Jersey can’t miss out on these opportunities where demand is increasing – this is a really important time for us.
39. SB said the questions she is receiving from tour operators are around borders and the testing regime and noted that if there are destinations where consumers do not have to get tested, then they are likely to go there instead. She noted that decisions in the UK around air bridges are expected on or before 29 June. She said there are lots of opportunities and that the appetite for Jersey as a destination is growing, and she had trained around 700 travel agents and tour operators about Jersey, but that timing is key.
40. SB noted that in relation to the German market, she has been speaking to Eurowings and the last conversation was on 18 June about their thoughts on restarting their Jersey programme. She said they won’t provide any detail at the moment but that they are looking to restart the Jersey programme in August but that there are some question marks around this. She said the Dertour Frankfurt charters have been cancelled. She further noted that SR Travel Trends are still eager to bring people if they can and that many tour operators are reaching out to on-island partners to understand how their product will look and measures that have been implemented and communicating their requirements too. SB further noted that Sun-Air have cancelled their operations until 31 July but they are still gain to try and gain as much of the summer season as possible.
41. RMac said he is becoming increasingly concerned that as more accommodation providers are deciding not to open, any customers that the tour operator businesses have booked into those hotels have the right to cancel and receive a full refund if they do not accept the alternative offered. He said that some of these people may have booked with a carrier requiring full payment at the time of booking and they are still entitled to a refund even if the flight is still operating. He said this is a concern and another aspect that needs to be considered.
42. Patrick Burke (“**PB**”) said that as a luxury hotelier, in excess of 80% of his business comes from off-island and therefore opening the borders is life or death for the industry. He said it is good that LF sees this as a top priority but as a group, we need to keep this as a key focus as that this is absolutely critical. PB said he would like reassurance that we are talking about re-opening the airport for all types of services, specifically to scheduled services as this is critical to the top end of the market and it would be good to have this clarified. PB said the Blue Island services are helping at the moment, but that we need the transport infrastructure fully re-built, but appreciated that this would be on a small scale to begin with.
43. PB said in terms of mechanics of how holidays operate in relation to issues like cancellations, he said he believes we have a highly professional industry who can solve just about every problem if we can have the borders opened up.
44. KB said he has been liaising with the Ports and Government about BA, easyJet and Blue Islands and Visit Jersey has put a significant sum of money plus marketing ideas on the table, but that this will come down to the border re-opening and having a process in place that is acceptable to visitors coming to the island.

**Action: Matt Thomas to provide an update on connectivity.**

45. DJ agreed that everyone was supportive of opening the airport and easing restrictions but noted that confidence will have a big impact and he fears that we are not doing enough as an island to instil confidence.
46. AS said he has been frustrated by the lack of clarity from Government about moving forward. He said that there are thousands of holiday-makers ready to come and airlines are still selling flights here but that no-one has had the gumption to tell the industry if this is not going to happen. He said it has been a farce and he can now envisage a cascade of hotels saying they cannot open for the season now. He said at the moment, his hotels have great occupancy for July and August, but said when is he supposed to tell these customers if they can't come.
47. SB said she had the same conversation with the ANTOR (Association of National Tourist Offices) group and the airlines are very vocal about their flights being on sale but there is not the clarity from Governments to enable them to tell customers if they are not going to be able to come. She also noted that some of the tour operators in Germany need 3 weeks' notice too.
48. DS agreed that if hotels decide not to open, this will present big problems for tour operators as there will be lots of refunds but also airlines that will still demand full payment, and if we're not careful, we will lose tour operators as well as hotels.
49. LA provided an update on the Visit Jersey local campaign, 'Rediscover Home' which was launched last week. She said there had been an overwhelmingly positive response from islanders. She said the JEP want to run some features and highlight product partners and VJ will reach out to partners on this next week. She said Jersey Post is delivering an on-island door drop to amplify the message free of charge. JT have also been in touch about how they can collaborate and tap into their audience and Jersey Electric has also been in touch about how they can help get the message out, with a focus on sustainability. LA also noted that the National Park have been in touch about helping to amplify the message.
50. She noted that there is a competition running on Channel 103 for the next few weeks and thanked those who had contributed prizes. LA said just over 4,000 people had visited the Rediscover Home hub on Jersey.com, and that people were engaging most with food & drink, wellness and the great outdoors content.
51. LA said VJ should have access to the Tourism Sentiment Index tracker on 1 July and will share key insights then. She said VJ are looking to restart their always-on digital work over the next few weeks and will be looking to see how we can extend the season.
52. Rmac asked Paul Talbot ("PT") if he had any information around restrictions on transfers when people arrive at the airport.
53. PT said he thinks Liberty Bus have an exemption in terms of physical distancing as they are deemed essential transport, so they can operate. He said he wrote to DVS about a week ago to ask what the restrictions will be but he had not yet received a response. He said with their boats, the Ports are setting the guidelines but that social distancing with big groups on coaches would be near impossible to get people from the airport to the hotel. **Action – representative from Steering Committee to follow up on this query.**
54. JS said that as part of the Visit Safe scheme, some guidance around transport had been produced and she had specifically flagged to Government that their input was required for this and they are waiting for Government sign-off on this. She said the intention is that the Visit Safe scheme will cover every element of a visitor's trip.
55. PT said it seems that taxi companies seem to have different rules (full car and no cleaning afterwards observed) and it was frustrating that different standards seem to be applying.
56. Darren Scott reiterated LF's long-term commitment to having a dedicated policy offer to develop a suite of legislation which impacts both the tourism and hospitality sectors and makes it easier to do business in Jersey, as well as finalising the revamp of the 1948 legislation and developing a new whole of Government tourism strategy.

**Attendees**

<b>Organisation/sector</b>	
<b>Government of Jersey</b>	<b>Senator Lyndon Farnham Darren Scott</b>
<b>Ports of Jersey</b>	<b>Matt Thomas (unable to attend)</b>
<b>JHA</b>	<b>Simon Soar</b>
<b>Accommodation</b>	<b>Patrick Burke Andrew Shrimpton David Seymour</b>
<b>JAG (Activities)</b>	<b>Stef Stevens Paul Talbot</b>
<b>Heritage &amp; Attractions</b>	<b>Kristina Le Feuvre Jon Carter- Apologies received</b>
<b>Jersey Business</b>	<b>Graeme Smith</b>
<b>Community Action Group / Environment Committee / Genuine Jersey / National Park</b>	<b>Jim Hopley</b>
<b>Retail &amp; Restaurants</b>	<b>Dominic Jones</b>
<b>Tour Operator</b>	<b>Robert Mackenzie Debbie Goffin</b>
<b>Events</b>	<b>James Robertson Simon Gaston</b>
<b>Visit Jersey</b>	<b>Keith Beecham (Chair) Louise Ashworth Meryl Laisney Sarah Barton Ruth Perchard Jennie Smith</b>