

1. Keith Beecham (“**KB**”) passed on apologies from Darren Scott and Matt Thomas who were unable to join the meeting due to another meeting between the Ports and Government.
2. KB noted that the objectives of the steering group were to think about the product response to COVID-19 (noting that Simon Soar would provide an update on the operations group later in the meeting), the need to start marketing Jersey at the right time and to decide on the best prospects for Jersey going forward and what the marketing response would look like at the right time (noting that Louise Ashworth would provide an update on this later). The steering group also aims to give the industry a voice and it was clear from the last meeting that the group can also help to inform and advise Government about the industry support packages that need to continue and what appropriate measures are appropriate for the visitor economy.
3. Tony Moretta (“**TM**”) provided an update on the plans for the development of a testing and tracing approach being explored by Government.

Subsequent to the meeting the Government issued the following press release

<https://www.gov.je/News/2020/Pages/BorderTesting.aspx>

4. KB provided an update on connectivity, noting that Condor has announced that they are not intending to put anything on until mid-July at the earliest and Manche Iles Express have also said nothing will happen until July at the earliest, so there is no immediate prospect of sea connectivity for passengers.
5. KB noted that the Ports are leading on conversations with easyJet and BA and Visit Jersey (“**VJ**”) is supporting those conversations. He said VJ has offered route marketing funds and ideas to support the Ports in attracting BA and easyJet back to Jersey, noting that without connectivity, marketing will be wasteful. KB said he understands that easyJet are keen to come back to Jersey, but the 14-day quarantine is a disincentive at this time. He said BA is reviewing their route connectivity and there is every expectation that BA will want to return to Jersey, but there is the question of whether this will be to Gatwick or Heathrow. KB noted that he did not see easyJet or BA coming back to Jersey in the immediate future (i.e. the next few weeks) but that conversations are live and on-going, although he appreciates this is not as fast as many would like. KB thanked Matt and the Ports team for working hard to bring passenger connectivity back to Jersey.
6. Paul Talbot noted that they deal with lots of groups from the European market and Trendtours were due to come in July but have cancelled this programme. They were due to travel from Germany by coach through St Malo. He said the good news is that the sales are still there and Germans do still want to travel to Jersey but it is near impossible with the current measures in place. He said they are still waiting to hear from the tour operator about August.
7. Sarah Barton (“**SB**”) noted that in relation to other charter programmes, Globalis cancelled their spring charter but they are still hopeful they can still progress with the Autumn series. Prima Reisen had a Blue Islands charter, but Blue Islands have cancelled the full 2020 charter schedule. They are already looking to re-book people for 2021. Eurowings who operate the flight schedule from Dusseldorf and Stuttgart are looking to restart their flight schedule generally in June (although not Jersey) but imagine they may look to launch Jersey later in the year. Of course it is all dependent on factors, the biggest being 14-day self-isolation. She said the feeling is that there is demand and there is already a lot of interest for 2021 but everything is dependent this year on restrictions.
8. SB further noted that Sunair cancelled all departures up to 18th May and now beyond this, but they are still hopeful for some late summer business.
9. David Seymour (“**DS**”) referred to the loss of Shearings and asked if we were expecting more and what level of business they brought into the island. SB said that through National Holidays, Shearings bring 3,000 - 5,000 visitors. She said most groups have cancelled up to the end of July and there is some caution around whether they will look to bring them later in the summer. She said there is definitely an appetite for next year, but this is dependent on whether we can get any business this year.
10. DS also queried whether there was any indication about whether easyJet will be flying in from any other airports. KB said initially he thinks they were looking at 3 ports possibly, Gatwick, Bristol and Edinburgh, but given the restrictions that are currently in place, this is on pause.
11. RMcK said he understood that a lot of information would be gleaned from any airport trial, but that it would be very helpful to have some sort of timetable from Government, as businesses are trying to plan ahead for

when the borders may re-open. For example, to understand how long it would take to scale up the testing trial to the full process and how many flights that may be allowed to come in. He said CITG still have lots of people booked for later in the summer which they have not yet cancelled. He said it would be useful if Government could give some indication of timings of when things may open up, so that they can plan accordingly. **VJ- and industry members- to feedback this to Government**

12. SB noted that she had just received an e-mail from Sunair making exactly the same point as RMac, that there is demand, but they need some more guidance on timescales so they can manage customers' expectations. She said everyone is very keen to optimise the opportunity where they can, but the 14-day isolation and the testing programme is very key to this.
13. The whole group agreed that although they are sensitive to needs of the island as a community, Government needs to recognise the needs of industry in trying to run their businesses and that more transparency around timeframes is key, noting that these are not mutually exclusive considerations.
14. AS noted that a major challenge that hotels will face is staffing. He said it will take weeks to prepare to open them up again and that it could be worthwhile seeking feedback from hoteliers as to what would be the last feasible date this year that they could consider opening up their hotel, to understand the capacity of the island for August/September. **VJ action to seek this feedback from hoteliers.**
15. Kristina Le Feuvre ("**KLeF**") reiterated the point that the uncertainty around timings is very frustrating and even a disappointing timeframe would be better than complete uncertainty about this.
16. Patrick Burke ("**PB**") echoed this and said they need a plan to follow and that they need to be in a position to give everyone in the industry a sense of this. He said that it isn't a question of asking about the latest date that hotels could feasibly open again, but that if things do not get moving soon, then some will never open again.
17. PB said Jersey is ahead of the UK in terms of dealing with the virus and is more in line with countries like Germany, which could still be a good market for Jersey later in the season if businesses were able to communicate realistic possibilities to partners.
18. PB further noted that he didn't understand why locals are not able to stay in the hotels here or eat in the hotel restaurants, noting that in many other parts of world which were much closer to the source of the outbreak, hotels and restaurants had not been told they cannot trade. It would help many of the luxury properties to empower them to provide services to locals, which would help the industry in the recovery plan once it becomes more formalised.
19. KB suggested that Government would probably respond by saying that they have their 4-stage approach, but as we move towards level 2, these things may be able to happen. KB reiterated that clarity and transparency from Government around timing are critical and although these are probably difficult questions to answer, the industry and VJ need to keep asking them.
20. DJ said there is no excuse for Government not telling businesses as soon as possible about the guidance for level 2 as this will require internal modifications. He said we also have to accept that potentially businesses will not be able to re-open this year. He said Government need to be open and honest and let industry know if this will be the case, so that people can make longer-term plans.
21. KB reiterated that businesses need a better understanding of what the Government's intentions are so that they can make appropriate plans and this is continually being referenced in conversations with Government.
22. SS provided an update on the Operations Group, noting that himself, Stef Stevens and Jennie Smith had been working on the 'Visit Safe' health charter. They want this initiative to be industry led rather than Government led to enable them to dictate something which is more implementable.
23. SS said they had met with the Assistant Director of Environmental Health and Stephanie Peat from Strategy and following this, they had put together a checklist for different areas including accommodation, wholesale, bars & restaurants, and attractions, and transport. They received feedback on these last night from Environmental Health and Stephanie Peat and they are finalising these now.
24. SS noted that Jennie Smith will work on the public facing side to promote this initiative and help instil consumer confidence and he said the Steering Group can help push this forward to other destinations we are trying to market to.

25. SS said that businesses would go online, check that they adhere to a checklist of requirements and they would be sent an accreditation. He said spot checks would be undertaken throughout the industry by trained individuals. This means they can guarantee that anyone coming into the island will be moving through in a way that has been deemed safe for them and for the island.
26. SS said they are looking at this initiative on multiple levels; 1) showing the Government that the industry is taking the onus on providing a safe environment for everyone, 2) facilitating consumer confidence and producing something that is marketable, and 3) creating something that reflects 'the Jersey way'. He said there was a discussion about whether to create a Jersey charter or adopt the VisitBritain 'Stay Safe' mark, and it was decided that it is good to have something that aligns very closely with VisitBritain and adheres to the minimum UK standards (if not higher) but it is good to have something of our own, especially when marketing to markets outside of the UK, due to concerns around confidence in the safety of the UK in light of their very high infection and death rates.
27. SS said he hopes to have a final draft ready by COB tomorrow (29th May) and that they can then move quickly to get this out into industry. He said most businesses will probably be taking most of these measures anyway, but the certification sets a bar and this becomes more marketable and provides confidence to Government.
28. DJ noted that it was very positive to hear this and that consumer confidence is very important. He said one concern is around enforceability, in terms of the general public and operators not following the guidelines and how the initiative will be enforced.
29. SS noted that this will be implemented in conjunction with Environmental Health and the Health & Safety Inspectorate who will train people to undertake spot checks and this would be enforceable. This will not be guidance that the Police can enforce but it will be guidance that both Environmental Health and the Health & Safety Inspectorate can enforce.
30. DJ queried why has not already started now with the opening of al fresco dining areas and SS said that this is currently guidance issued by Government about how to operate at different levels whereas the charter initiative will be an accredited scheme.
31. Graeme Smith ("GS") agreed with DJ that there are not really the enforcement mechanisms in Jersey and that the industry wants to see appropriate enforcement to maintain the confidence. He said that the tourism and hospitality industry really wants to follow the rules and be seen to do so and noted that the infrastructure needs to be challenged.
32. Jon Carter noted that the re-opening of hotels and self-catering accommodation businesses were grouped together in level 1 of the Safe Exit Framework which he said was counter-intuitive as these are different types of operations and queried if there was any interest in trying to bring the self-catering accommodation element forward out of level 1.
33. SS said he is speaking to self-catering businesses and campsites who are trying to put measures in place to allow a much more distanced operation. He is due to have call with Lyndon Farnham later today and hopes to get some feedback on this. He noted that there doesn't need to be a differentiation between those businesses within the guidance as only the relevant points will apply and that while the guidance is generic, it is specific in certain areas.
34. Jim Hopley ("JH") noted that the Police have a huge issue in terms of enforcement and have been taking a light touch to date, but without the ability to issue immediate penalty fines, they are finding it nearly impossible to police the situation. He said he knows that politicians are considering this today, but that they need to get moving quickly to put the legislation in place.
35. DS said he was concerned about capacity and that we need to know what the potential carryings could be and so we know if there will be sufficient capacity to maintain a level of occupancy to continue with "the island break" or whether we should be looking at longer stays. **Action: KB to follow up with the Ports.**
36. Louise Ashworth ("LA") provided a marketing update. She noted that VJ are looking at some scenario planning and modelling research with Oxford Economics which will look at the potential future of tourism post-COVID-19 and that these insights could feed into Government discussions and that this should help to address DS's queries about capacity.

37. LA noted that there has been an increase in traffic coming back to Jersey.com and search trends are starting to improve. She said that she plans to share this analysis next to help understand what the post-COVID traveller is looking for. **Action: LA to follow up**
38. LA further noted that VJ will be using a research tool to measure real-time sentiment insights into what consumers are thinking about Jersey and COVID-19 and also to gauge the local sentiment, which will enable VJ to be really flexible with their messaging. She said VJ will have access to this from mid June and can then share the insights.
39. LA noted that the local campaign will be launched from the 2nd week of June and will run for a month to encourage locals to enjoy Jersey. The campaign has been designed in a flexible way and will evolve based on the current restrictions. She said VJ will start to share this next week.
40. She said that in terms of external marketing, VJ were working through the lockdown plan that was previously shared and working on the next iteration of the 'Lift our spirits' messaging, not enticing people to travel yet, but inspiring people to dream, and that a call to action to book would be the next iteration.
41. LA said that if anyone has any offers to put out to the local market, please share these with VJ. She also noted that VJ will use geo-targeting on Jersey.com as the messaging for locals will be very different to off-island consumer messaging. **Action: ALL**
42. GS suggested looking at how different testing regimes are working in other destinations, as opposed to the 14-day isolation.
43. RMcK noted that it was disappointing that neither Darren nor Matt were able to join the meeting today but understood that they have other priorities and are trying to resolve some of the issues discussed today. He further noted that he had written to Lyndon, Darren and Matt after the last meeting. He said he would like to see more engagement from Lyndon with this steering group or with industry. He noted that this may be an unfair comment, but that he was concerned that there was not a sufficient connect between Government and the industry, and he would like to see more frequent and regular responses from Government. He said that perhaps the industry needs to lobby harder so that the voice of the visitor economy heard more loudly.
44. KB noted that there is a lot going on in both the public domain and behind the scenes. He said that he will invite Lyndon to attend the next steering group meeting. **Action: KB**
45. KB noted that VJ are also looking at pulling together a script of bullet points of both logical reasons and emotional reasons to help communicate to policy-makers the damage that is being experienced by the industry. He said that as leaders of the visitor economy, he would encourage everyone to put these points into their own words and to also encourage their staff to share these thoughts with elected officials to help amplify the voice of the industry. KB said if people felt this was worthwhile, then VJ can pull this note together and share with everyone. **Action – VJ to circulate bulletpoints (will be attached with agreed minutes).**
46. AS suggested that the group should meet again before 10th June if Darren or Matt have any important updates and that the steering group could get together on 24 hours' notice. **Action: KB to follow up**
47. PB noted that luxury hotels have retained large numbers of staff and that the Government support so far has been very helpful, but that he understands this is not guaranteed beyond June. He said hoteliers need to know what is happening otherwise they will have to initiate massive redundancy proceedings shortly. He asked whether anyone could provide any update on this and if not, that this point should be put to Government.
48. GS noted that both Lyndon and Ian Gorst had gone on record saying there won't be a 'cliff edge' and Lyndon had said the support will be more targeted and had said a number of times that the hospitality industry has been most impacted. He said he understands that they want to see the first month of payroll 2 fully worked through so they can understand the level of claims. He said from a budget perspective, this has been less utilised than initially anticipated, at around 40% of what had been budgeted for. He said the signs were that an extension should be possible. GS further noted that Jersey Business are hearing from every sector that they need a greater degree of certainty from Government in terms of continuation of support.
49. KLeF reiterated PB's point that more clarity is required from Government, noting that this was also emphasised in the minutes of the previous steering group meeting. She said whether you employ 20 people or 200 people, everyone will be looking at staff requirements. She said if Keith, Graeme and Simon could all

push for the same thing, then hopefully the industry can get some guarantee as they need to know what is going to happen over this winter.

50. **Action: KB to speak to Darren, Lyndon and Matt about attending the next meeting.**

Attendees

Organisation/sector	
JHA	Simon Soar
Government of Jersey	Darren Scott (unable to attend)
Ports of Jersey	Matt Thomas (unable to attend)
Accommodation	Patrick Burke Andrew Shrimpton David Seymour
JAG (Activities)	Stef Stevens Paul Talbot
Heritage & Attractions	Kristina Le Feuvre Jon Carter
Jersey Business	Graeme Smith
Community Action Group / Environment Committee / Genuine Jersey / National Park	Jim Hopley
Retail & Restaurants	Dominic Jones
Tour Operator	Robert Mackenzie Debbie Goffin
Digital Jersey / Government	Tony Morretta
Visit Jersey	Keith Beecham (Chair) Louise Ashworth Sarah Barton Ruth Perchard Jennie Smith (unable to attend)