

1. Keith Beecham (“**KB**”) noted that Dan Houseago would be taking over the responsibilities in Government for looking after Visit Jersey as an arm’s length body going forward.
2. Matt Thomas (“**MT**”) provided an update on connectivity. He said that as Jersey is part of the common travel area (“**CTA**”), there are no restrictions for islanders to go to the UK or Republic of Ireland, but that the 14 -day self-isolation requirement in Jersey remains in place and the advice from Government is still for essential or necessary travel only.
3. MT said easyJet will likely be the first of the commercial airlines to resume operations to Jersey from the UK and is starting to fly to some destinations from 15 June. BA will likely restart at some point in July. He said Condor are keen to restart but recognise the uncertainty around when travel restrictions will be eased.
4. MT said while the 14-day isolation is in place, it is not commercially viable for airlines or ferries to operate passenger services.
5. MT noted the pilot testing programme is still running at the airport although it is probably too soon to start drawing conclusions. He said the airlines and ferry operators are probably ready to start again when the 14-day restriction is lifted but they will probably need some weeks’ notice.
6. Patrick Burke (“**PB**”) said the industry was on its knees and desperate to get back on track but cannot do this without the airport operating. He said everyone understands the safety aspect of the 14-day rule and we know the 14-day quarantine has now been introduced in the UK for a 3-week period. PB said he hoped that Jersey is in conversations with the UK about how they see themselves coming out of this, as if other areas open up and Jersey is not ready to, we have no chance of getting back on our feet.
7. PB also asked the group how they feel about a testing regime and how we can work on this together as an industry.
8. Dominic Jones (“**DJ**”) said he had confirmation that the advice from the Foreign and Commonwealth Office against all but essential travel does not apply to Jersey as it is part of the CTA. He agreed that a strong testing programme is one way to get out of this and that this should be a very strong focus.
9. Darren Scott (“**DS**”) said the External Relations department are in daily contact with the UK and those conversations are largely informative. In terms of the industry working with a testing regime in place, he said he wasn’t sure if people would want to travel if they had to go through a testing regime when they arrive, but that he was interested to know what others thought.
10. KB noted that Iceland had just introduced testing on arrival at a cost of around €90 to the individual for a one-off test with results within 24 hours.
11. David Seymour (“**DS**”) said he had contacted Government (but was still waiting for a response) about the opportunity for potentially chartering aircraft to bring only visitors to the island with a Government underwrite. He said even when easyJet and BA are able to fly again, the capacity will be so low and the prices high that it would be pointless opening hotels unless we have sufficient capacity of visitors coming into the island.
12. DS said if you could charter a flight for particular hotel groupings or types, then with some help from tour operators, you might be able to get people into hotels and continue to operate the track and testing programme through the hotels, keeping people within an area until their first positive result comes through. He said there will be a huge financial stimulus to get the island back on its feet and that underwriting aircraft is not a big deal providing there is demand for people to come to the island.
13. Rob Mackenzie (“**RMac**”) said he was very keen to get some indication of what the process is to get the quarantine removed and that he would like to hear from the medics or from Government about this.
14. RMac said that air corridors are going to be in place in the UK at end of this month and that the 14-day quarantine in the UK is going very likely to be replaced at the end of the month. He said easyJet have routes available to Jersey online, BA have Gatwick to Jersey routes available from 1<sup>st</sup> July and Condor have just announced they will delay the start of operations until 3<sup>rd</sup> July. He queried whether they are doing this speculatively and asked for the Government’s medical team to provide a view on whether or not the quarantine is going to be relaxed or removed, otherwise he didn’t see how there could be any visitors this summer.

15. RMac said he thought DS's idea around chartering flights has merit and that this is ultimately about the availability of aircraft and having the right size aircraft operating from the right places. He said key routes like Gatwick would likely be well served with capacity, but some regional airports may have airlines resuming operations immediately and this idea could be a definite opportunity for those routes and this could potentially be 7 night business which is very valuable to accommodation businesses, and he was very supportive of the idea.
16. Debbie Goffin ("DG") reiterated that fact that understand timing is absolutely critical and that as other destinations open up, Jersey will be left behind if we don't have some indication of timing as people will just make other plans. She said they are keen to get visitors here in any shape or form including chartering and they are very keen to look at every opportunity to meet current bookings for Jersey and also generate new bookings but they need an idea of timing to plan this.
17. Darren Scott said there is a group of policy officers that engage people from across the States and then ultimately there is STAC which makes recommendations to ministers. He said all of the feedback around the need for clarity around timing and dates to enable the industry to plan is the consistent message that has been provided to both of those groups. He said he thinks there will be further guidance and a bit more clarity provided toward the end of this week.
18. Dan Houseago ("DH") said that from an economic development perspective, they share the concerns around the critical nature of the restrictions and the impact this is having on the industry. He said there has recently been a change in the way that STAC is operating. He said previously this was, rightly so, driven by the medical advice and entirely health focused with little input from other parts of Government, but that this has started to change recently with input from the External Relations team and now the Chief Economist sits on that group. DH said this should help to contextualise some of the considerations being discussed here. DH said they meet every day so this is a live exercise and that an announcement should be made shortly that will give some clarity around the reality of re-opening this year or not.
19. David Seymour said the real issue is capacity and that the schedules put forward by BA and easyJet are very limited in capacity and frequency compared to last year. He said once flights are released he expects these to be booked by residents to get off the island.
20. Senator Lyndon Farnham ("LF") said the relaxation programme is picking up pace and expects announcements soon. He said he does not know, how or when the border re-opening process will happen or what this will look like and that this is still a big challenge, but that an overly too cautious approach is destructive for the industry and the economy and that we need to move ahead more quickly.
21. LF said in the short-term we are testing but that this process needs to be refined and scaled up and the challenge at the moment is trying to find an acceptable way to get our air and sea links moving again.
22. KB asked LF what advice he would give to this group to try and support LF's efforts in the States Assembly around this topic.
23. LF said the industry needs to embrace the relaxation as best they can so that they are in the best possible position to take advantage of it. He said most Jersey flights are booked until August now but suspected most of this is resident traffic. He said there is a strong appetite for the airlines to get going again as soon as possible and that the big challenge is how to refine the argument to allow this to happen which will potentially stop the virus coming back into the island through holiday-makers and this is the debate that needs to be had.
24. KB said the UK market makes up around 75%- 80% of visitation to Jersey and queried whether the Government think there is any prospect of an air/sea bridge being formed.
25. LF said he believes that the majority of Government want this to happen but that the level of pushback on medical grounds should not be undervalued, and although things are changing every day, this pushback is still strong.
26. Kevin Keen queried Deputy Maçon's proposition that the States Assembly would make decisions about the border rather than Government. He noted that Madeira have said people can come in there if they can provide a form of health certificate which he said seems to be the only practical solution, in light of the UK's high infection rate.

27. LF said lots of options around testing were being explored and that in the short-term, the solution is to find a more efficient way of testing on arrival with quick results. He said he felt the level of people's tolerance is now being tested.
28. David Seymour queried whether there is any appetite within the financial stimulus being put together for an opportunity for the Government to underwrite chartered flights.
29. LF said the short answer is yes and that they are working closely with Blue Islands and are likely to increase the level of cooperation with them both logistically and financially, which would provide options along those lines.
30. RMac said it would be useful to hear LF's thoughts around timing as this is the critical issue. He queried whether we are looking at the beginning of July potentially to see commercial flying restart or are the airlines and Condor being optimistic putting those schedules on sale.
31. LF said we might get to level 1 in stages and conversations on reducing the physical distancing to 1 metre will be debated by the States on 22 June. He said in terms of starting to allow non-essential travel subject to vigorous testing, we may start to see some movement in early July but this depends on how quickly the testing on arrival can be scaled up and made more efficient. It will probably be well into July before we can see anything reasonable.
32. RMac reiterated that it is very difficult for businesses to try and make decisions about whether to open up and that certainty is so important. The most critical thing at the moment is getting a clearer time path as to when flying and sailing may resume, with a testing regime that makes it sensible for people to come here on holiday.
33. MT said the airlines are keen to restart and that this process will be a ramp up. He said easyJet are restarting 50% of their destinations in July increasing to 75% in August. He said there is lots of uncertainty for airlines and the fact they are putting routes up for sale means it should not be difficult for them to add capacity, but it comes down to how we can get the testing regime to bring down the 14-day quarantine requirement and then airlines will need roughly 3 weeks' notice to prepare distribution systems.
34. DG referred back to KB's earlier point about the high cost of the test in Iceland, noting that tour operators would not be able to absorb this cost and the client may not want to pay, especially for a whole family for example, noting that we need to think very carefully about the process and cost of testing otherwise this will effectively become another barrier.
35. Mike Barnes ("**MB**") said that the average length of stay for visits to Jersey is around 4.5 nights and any sort of multi-day testing regime is going to make it difficult for people to travel as tourists. He said this may be OK for returning residents or for people coming to Jersey for a longer period of time, but for tourists he doesn't know if the testing regime is going to be valid. He said we may go down this route and find that effectively it is not workable and we might set ourselves back another 3 or 4 weeks and queried whether it would be wiser to be a bit more pragmatic.
36. KB noted that STAC group will advise on this and that the minutes would be shared with the appropriate bodies.
37. LF said he totally agreed that what we have in place currently is not sustainable over the longer term and this will need to quickly evolve.
38. David Seymour suggested possibly moving the testing regime into a hotel environment.
39. LF confirmed that options around moving the testing outside of the airport were being discussed, and another possibility would be a testing centre which is more efficient than doing it at the airport.
40. Ruth Perchard provided an update on the results from the survey sent to accommodation providers last week (slides are attached). The group thanked Ruth for getting the numbers and insights together so quickly.
41. Attention was brought to the current shortage of good staff on the island as many seasonal workers were told not to come at the start of the season. It was suggested that those hospitality business which are now open or will be re-opening soon are going to be looking for staff, and that it would be good for the JHA to get the word out that there are still lots of people who are still actively seeking employment who should be looked at first rather than hospitality businesses trying to pick up staff from the hotels, as

they will want to retain their staff in case they are able to re-open. **ACTION:** JHA to communicate this message.

42. Simon Soar provided an update on the operations group, saying that 3 key points had come out of the last meeting; 1) health and wellbeing of staff is a concern for many at the moment, 2) they have launched the 'buy local' campaign, and 3) the 'Visit Safe' scheme is nearly ready for final approval.
43. He said the 'Visit Safe' scheme would be a mandatory checklist of requirements which falls in line with most of the Government guidance, so we can say we have a mandatory process on the island and this will set a bar for the industry as a whole, which can help to alleviate local concerns as well as being promoted externally and to show Government that as an industry, we are adhering to a high minimum standard.
44. He said the checklist would be completed by businesses themselves and that a CRM system is being built by Andrew Jones and businesses may be spot-checked in the future.
45. KB queried who would oversee the process and Simon said they were currently working out if this would fall under the Health & Safety inspectorate or the Environmental Health department. The data will be collected by Andrew Jones and individuals can be trained up to carry out the inspections to ensure they are adhering to the requirements.
46. Jennie Smith ("JS") said we need to be ready to market Jersey and in terms of instilling consumer confidence, there is the operational piece which Simon had just discussed and then the marketing of the steps taken.
47. Further to discussion with Visit Britain JS shared in confidence details of a scheme currently being worked on in the UK and the group discussed the value of aligning with it. Details will be shared at an appropriate time.
48. JS said the VB scheme provides a stamp of approval to show that businesses are adhering to UK Government guidelines to instil consumer confidence. She said VB have engaged with virtually all of the UK key visitor economy industries (including UK Hospitality Association, UKinbound, Tourism Alliance, ITOA, ALVA, and around 157 DMOs) so there is massive support behind the VB scheme.
49. She said VB will be launching this activity with a significant marketing campaign within Britain and overseas. They are working closely with Visit Scotland, Visit England, Visit Ireland, and Visit Wales so the visibility of this scheme across our key markets will be huge. They are currently consumer testing the name, logo and messaging. Participating businesses or destinations would have access to the logo and an accompanying toolkit.
50. JS said VB are planning to launch the scheme to businesses next week and they will begin marketing campaign activity to promote this at the beginning of July. She said it was an online scheme that businesses could sign up to. She said, subject to the Steering Group's endorsement, we will discuss with VB whether, if the Jersey local mandatory 'visit safe' scheme can be signed up as a destination on behalf of all of our businesses.
51. JS then asked the group for any thoughts around whether they think Jersey should be promoting using the local mandatory scheme and any thoughts around the benefits of aligning with VB.
52. PB thanked the group for their work on the guidelines. He said the luxury accommodation providers have been working on this for some time pulling in information from different destinations and they have been concentrating on a scheme from Hong Kong. He said one point is the practical side to ensure the right guidelines are in place and disseminated as quickly as possible, and the other side is the marketing of it.
53. PB said how we sell ourselves into UK is absolutely critical and he strongly suggested that we align ourselves firmly with VB. He said we should do our homework locally, which is being done, and that we should align ourselves with VB to get the message out there that Jersey is also 'good to go'.
54. DJ also thanked the team for the work done already and said he agreed with PB about aligning with VB. He queried whether the VB scheme also covers retail and restaurants and how we would deal with this here. He also noted that the confidence we can give to visitors and islanders will be very important if a second wave comes and this PR approach is important.

55. DJ said enforcement is a really important part of this, noting that Guernsey have taken enforcement very seriously. He said that in Jersey, a softer approach has been taken and that the guidelines are not being respected and that there is no point having guidelines to give confidence if they are not enforced and that this can actually backfire. He said he thinks we need stronger enforcement and that as an industry, we need to persuade peers that it is really important that the rules are abided by.
56. Tim Crowley (“**TC**”) said that some shops in Jersey are not applying any safety measures at all but then some businesses have loads of measures in place and that there are extremes when there shouldn’t be and agreed that enforcement is right and that we need to get our act together before we re-open.
57. Simon Soar noted that the local visit safe scheme is not the same as the Government guidance coming out at the moment – the scheme would require businesses to sign up to it to confirm they are complying with the requirements and there will be ramifications for those who do not comply. He said he hoped to send the final version out today or tomorrow at the latest, following final approval and would ideally like to see this working by level 1. He said the scheme works in partnership with Government guidelines.
58. Simon said the VB scheme does not have specific guidance about what to do with various premises, but it talks about working with associations and bodies and adhering to local area guidance. He said the VB scheme is non-mandatory and he did not see how this works as he thinks we need to be mandatory. He said that if the whole island is obliged to follow the local regime, and this aligns with the VB scheme, then the whole island should be able to use the ‘Good to Go’ branding. He said he thinks that in the UK, the most they can do if you fail to adhere to the scheme is take away the use of branding, but in Jersey we are trying to push this much harder, and we can say it aligns with VB but also goes above and beyond this as we have local governance in place too.
59. DJ said there needs to be some commerciality here – he said that we are likely to move to level 2 on Friday and the guidelines state that it is still single household tables only, but that there is not a chance that restaurants can run profitably with single household tables, and we know this is not what is actually happening. DJ said we need to be realistic about having guidelines that people can actually comply with and that they won’t result in businesses who comply properly becoming disadvantaged by a non-level paying field and he said it’s important the guidelines are practical and commercial.
60. Simon Soar noted that the people who have written the guidance have been helping to approve the work they have been doing. As part of the visit safe scheme, they have created something tailored to the industry with input from different businesses to ensure that this is practical, achievable, and sensible and it refers to the Government guidance.
61. Stef Stevens said she thinks it is essential that Jersey is a ‘Good to Go’ destination but that we are also aware that it could be up to a month before our borders are open. She said the more we can make our destination officially safe, it will build confidence not only for locals but also in the UK market. She said she thinks the ‘Good to Go’ mark is needed from a ‘destination Jersey’ point of view, so if Visit Jersey can get that secured, then Jersey businesses can work with the visit safe scheme, so locals and visitors can have the same experience.
62. David Seymour said the visit safe scheme is vitally important to get ourselves together as a fighting force and if it is going to be mandatory and there is enforcement then this is great. He said the police are on the ball and thoroughly checked at one of their premises that customers were definitely ordering food with their drinks, even checking the orders had gone through to the kitchen, which they had, and he hoped that this was being done fairly across all businesses.
63. KB said everyone was thankful for work done so far on the visit safe charter and that when the time is right, we would look to join the ‘Good to Go’ messaging within the British Isles, noting that this is a powerful consortium that we would be joining. KB also said he has indications that Guernsey is willing to join into the VB scheme so this would be a full British Isles scheme, which from the consumer point of view means they will get a unified message from many different channels, which Jersey would be part of.
64. Andrew Shrimpton said he was opening his hotel this weekend and queried a point from the guidance notes for hotel stays and asked whether they are allowed to serve food or alcohol to people staying in the hotel after 10pm.

65. LF said he expects that this will not apply from 12 June, but they are waiting for confirmation, but that he expects normal hours to resume.
66. Louise Ashworth (“**LA**”) provided an update on VJ’s marketing activities. She said they were working through the marketing plan previously shared and if anyone would like more detail on that to get in touch with her. She said they would be launching the local campaign to encourage islanders to enjoy Jersey, in line with the Government guidelines, just before 20 June in time for the official start of summer.
67. LA said there was a comprehensive on-island media schedule and that VJ would be coming out to island partners this week and if anyone has any offers or anything to highlight then please contact the VJ team. **ACTION** – Industry to let VJ know of anything that can be promoted within the local campaign.
68. She said VJ will also be running competitions on Channel 103 with a different prize each week and whichever product partner is featured that week, will get the airtime for that. She said more information will be coming out this week in terms of toolkits.
69. LA said we should have access to the Tourism Sentiment research in the next week or so, which will have a big impact on VJ’s messaging, as well as the VB ‘Good to Go’ messaging and how we can align.
70. LA also noted that there were some Google search insights around what consumers are looking for that VJ will share around. One part of this is around cancellation policies and that when we can market Jersey, having some clarity around cancellation policies and assurances will help encourage people to book travel.
71. Stef Stevens queried whether there is any kind of checklist for businesses sending offers through to check that they are operating safely and LA confirmed all offers will be checked before being published.
72. Graeme Smith agreed with an earlier point made by RMac that we need a testing regime that makes it practical for visitors to come to Jersey and he posed a question to the group about how we are trying to influence the impact of the testing regime to get the medical community comfortable. He agreed that DS’s earlier point about possibly testing in hotels could be a very practical solution to get things moving. He said this group will know what will work practically and queried whether someone from VJ should work with Tony Moretta on the testing programme to help drive this.
73. JS said if there are certain issues that keep coming up as barriers, she was happy to coordinate the collation of this information and work with Government and Environmental Health.
74. TC said that today was the first time he had heard a possible level 1 date of 22 June and even though this is just provisional, we can now start to look forward. He said we need to provide more support for the minister in his discussions with politicians to help move things forward.
75. TC said the Nightingale hospital could be used as a possible testing facility. He also said that Germany had more comparable statistics with Jersey in terms of the impact of COVID-19 compared to the UK and France and suggested that we should be forming links with Germany.
76. Sarah Barton said enquiries from German partners are around timelines and they are looking to open up their programmes, but they need a 3 week notice period. She said they are now sending details of what they need from a health & safety perspective. She said there is definitely appetite and demand, but there is a question mark around why they would come to Jersey over other destinations that do not have such a restrictive testing regime on arrival.
77. MB said in relation to their German tours, all but one had cancelled already and he expected the last one to also cancel, as the lead in time for preparations is just too great.
78. Jim Hopley (“**JH**”) said that politicians need to realise that at a certain point in time, businesses will need to make a decision about whether it is worth going through the whole re-opening process when the season has been curtailed to few weeks at the end. He queried what LF’s intention was in terms of a recovery plan and the sums available and said he was concerned that the appointed council were finance and digitally orientated and wanted to ensure that industries such as tourism, retail and agriculture were represented.
79. Stef Stevens queried how, when the borders are opened, can we guarantee that visitors will be in households. She also queried whether, whilst the borders remain shut, there would be any chance for the concept of ‘bubbles’ to be brought in for local residents.

80. David Seymour said that as some hotels start to re-open, they may be understaffed and he queried whether the co-funding scheme would be extended to any new staff.
81. LF said that in response to JH's question, there were 3 work streams operating at the moment; a treasury team led by the treasury minister who has started to meet with industry sectors about tax and other levers to assist. That will feed into the continued direct fiscal support for the industry and there will be continued direct fiscal support for tourism sector, especially accommodation which has been the hardest hit. The third stream is economic recovery and he said there is a strong representation across the board, this is not just exclusively for members and any member of society can contribute at any time and that those details would be shared later this week.
82. In response to DS's query, LF said they will be refining the payroll scheme as we move through the pandemic and that they were looking at using a cumulative detriment test. He said that any employee that was employed in Jersey in March is eligible for the scheme. He said there were still around 2,500 people actively seeking employment and that they need to work hard with the 'back to work' team.
83. KB said the next meeting was scheduled for 23 June, but that this could be brought forward if there are any significant changes.

Comments from the Chat Function on the Zoom Call:

Dominic Jones: Jennie, 2 metre is the big issue for restaurants, bars and pubs. Far better to have 1 m with rigorous adherence to guidelines than 2 m with poor compliance.

Jennie Smith: Thanks Dominic. LF mentioned that he was confident that would be reduced quite quickly - in the next week or so. We will pass on any and all collated feedback.

Mike Barnes: The family group issue is difficult to police. If there is one effect of this lockdown, it has to be the effect on society. I think everyone is desperate to socialise once again - insistence on family groupings flies in the face of this desire!

**Attendees**

<b>Organisation/sector</b>	
<b>JHA</b>	<b>Simon Soar</b>
<b>Government of Jersey</b>	<b>Senator Lyndon Farnham Darren Scott Dan Houseago</b>
<b>Ports of Jersey</b>	<b>Matt Thomas</b>
<b>Accommodation</b>	<b>Patrick Burke Andrew Shrimpton David Seymour Mike Barnes</b>
<b>JAG (Activities)</b>	<b>Stef Stevens Paul Talbot</b>
<b>Heritage &amp; Attractions</b>	<b>Kristina Le Feuvre (unable to attend) Jon Carter Tim Crowley</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>Visit Jersey</b>	<b>Keith Beecham (Chair) Louise Ashworth Sarah Barton Ruth Perchard Jennie Smith Kevin Keen</b>