



Minutes of a meeting of Visit Jersey Limited (“VJ”)

Held via Teams on Tuesday 8th December 2020 at 2pm

Present:	Kevin Keen (KK) – Chair
Patrick Burke (PB)	Amanda Burns (AB) – CEO
Tim Crowley (TC)	Mike Graham (MG)
Catherine Leech (CL)	Amanda Willmott (AW)
(collectively referred to as the “Board” or the “Directors”)	
In Attendance	
Dan Houseago (DH), EDTSC, Government of Jersey (GOJ) (Observer)	
Matt Thomas (MT), CEO, Ports of Jersey	
Aimee Maskell, AM to PM Secretarial Services (Scribe)	

General

APOLOGIES – No apologies were noted.

CONFLICTS – KK noted that his daughter works for Switch Digital and TC reported that he has recently joined the Chamber of Commerce Tourism Committee.

MINUTES OF THE PREVIOUS MEETING – IT WAS NOTED that the minutes dated 21st October 2020 had been circulated with the agenda and IT WAS RESOLVED to approve the same for signature by KK in due course. **Action: KK**

BOARD RECRUITMENT UPDATE – IT WAS NOTED that over sixty applications had been received for the position of Board Director and, following a shortlisting process, KK, TC, AB, and DH are due to interview four candidates the following day. Thereafter, they will make a recommendation to the Board as to whether one or two Directors should be appointed. **Action: KK**

CEO REPORT

The Board reviewed the CEO Report, a copy of which had been circulated with the agenda this was discussed as follows:

GDPR – IT WAS NOTED that the GDPR update from BDO has been postponed until the next Board Meeting.

Marketing Update – CL queried whether AB was confident of meeting the Boxing

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Day deadline for the launch of the 2021 marketing campaign and AB noted that she has been reassured that this deadline would be met, but that the launch date would need to be reviewed close to the time based on Covid developments in the UK.

CL congratulated AB on the marketing video shown at the industry briefing.

PB queried whether the Directors should join the industry workshops taking place over the coming weeks. This was welcomed by AB and she agreed to ensure they were included on the invitation list. **Action: AB**

POJ Arrivals Data – DH noted that POJ arrivals data was only up to October and MT offered to share POJ's "flash" figures with AB as soon as they are prepared. However, he stressed that this would be on the proviso that they may be subject to amendment/audit (as the harbour figures are sometimes delayed). **Action: MT**

Visitor Surveys – AB confirmed that Statistics Jersey (SJ) will recommence visitor surveys at the Ports from January 2021. It was agreed that as number will be low in Q1, AB would invite the Statistics Jersey to work with MT's commercial team to agree what time they need to be on site prior to flights departing. **Action: AB/MT**

Cooperative Marketing Manager – **IT WAS NOTED** that a positive response has been received to the advert for the role of Cooperative Marketing Manager, the closing date for which is 18th December 2020.

Trade – The Board noted that the "Real Housewives of Jersey" has been referred to by various trade partners who are looking at ways of promoting the Island through it. KK acknowledged that whilst this show may not be to everyone's taste, VJ should make the most of it, which AB advised would be taking place where appropriate.

RISK REGISTER – The Board reviewed the Risk Register, a copy of which had been circulated with the agenda and there were no comments or questions on the same.

JERSEY ON SALE – The Board welcomes the proposal. The time of year and pan-industry engagement was endorsed. Discussion around the length of the campaign was made as to whether it should be longer than 5 weeks, but it was noted that the length of time suppliers would provide significant offers for would be dependent on them, rather than determined by Visit Jersey. It was agreed this was an appropriate project for Fiscal Stimulus funding and if VJ submit a bid for GOJ funding, KPIs on the event will be required to support the same. It was also suggested that this was about more than just tourism and there was an opportunity to involve other stakeholders such as Chamber's Tourism Committee or local sports. Consideration should also be given to incorporating other initiatives within the promotion, such as 'Tennerfest'. TC noted that in order to make the event successful, it could take three years to reach profitability, therefore a three year plan should be



considered.

BEST PROSPECTS AND CUSTOMER SEGMENTATION WORK – AB summarised a paper prepared by Ruth Perchard (RP) regarding Consumer Segmentation Research, a copy of which had been circulated with the agenda. The Board noted the recommendation for VJ to appoint The Nursery to undertake research required to help build a picture around Jersey’s customer segments. AB explained that the results of this research will enable VJ to better define who its target audiences are and how it can appeal to them in a better way.

IT WAS NOTED that the Nursery’s total costs for undertaking the research is £50k and the Board agreed that AB should engage with them as soon as possible to progress the same.

Action: AB

For Decision

GOJ FISCAL STIMULUS PROPOSALS – AB summarised a paper outlining VJ’s proposals to apply for GOJ Fiscal Stimulus funding. AB reiterated that any funding received from the Fiscal Stimulus Fund must be used towards projects which are completed in 2021. It was agreed that the following proposals should be put forward:

Jersey on Sale

Airline Access Development – in conjunctions with Ports of Jersey

Destination Awareness

Evolution of the Tourism Development Fund (TDF) was also discussed but it was agreed that as VJ isn’t directly responsible for the TDF, this may fit better within Jersey Business Limited’s (JBL) proposals to establish a fund.

Referring to brand awareness, TC sought an update on progress with the new series of Bergarac, noting that this will provide the Island with good TV coverage and **IT WAS RESOLVED** that DH would ask Catherine Madden, Chief of Staff at GOJ (who is now responsible for the matter following Darren Scott’s change in role) for an update. **Action: DH**

DH offered to act as GOJ sponsors for VJ’s three bids to the Stimulus Fund.

The Board agreed that AB should submit bids to the GOJ Stimulus Fund for “Jersey on Sale and Destination Brand Awareness and a joint proposal with POJ for airline access development **Action: AB/MT**

EUROPEAN CHARTER FLIGHTS REVIEW –

PB noted that when European Charters promote Jersey in Europe, they do not only include



Jersey, but the Channel Islands as a whole, and queried what VG's response to the request had been. **Action: AB**

TC advised that the German market has the most impact on the attractions sector, stressing that if the German market is lost next year it would be disastrous and may take two or three years to rebuild. He therefore welcomed VJ re-visiting the European charter market in six months if possible. However, MT clarified that while the German market was not being written off for 2021 at this stage, the position was still quite fluid. AB's recommendation only referred to not underwriting the charter flights from Germany in 2021 and VJ would be open to supporting access through cooperative marketing activity. This was therefore approved by the Board and AB agreed to respond to them accordingly. **Action: AB**

MARKETING AGENCY CONTRACTS AND TENDERS – The Board reviewed the paper. **IT WAS NOTED** that as Super League Triathlon was quite mature in terms of product development, VJ's investment might be scaled back in the future to look to other opportunities, but this would be done in consultation with GOJ.

The Board reviewed AB's proposed timeline/schedule and agreed with her recommendation.

Any Other Business

RESTRUCTURE OF EDTSC– DH provided the Board with an update on the restructure of EDTSC. He reported that interviews were currently taking place for sector leads in hospitality and retail with a view to strengthening the capacity and capability in the team. He confirmed that a Head of Local Economy had recently been appointed and he thanked AB for sitting on the interview panel for this role.

DIRECTORS REMUNERATION – KK proposed that the Directors' remuneration should return to its normal level and this was approved by the Board. **IT WAS THEREFORE RESOLVED** that he would instruct Marc Couriard, VJ's accountant, accordingly. **Action: KK**

BUSINESS PLAN – KK sought an update on the status of the Business Plan and AB confirmed that this had now been submitted to DH. DH confirmed that whilst he was comfortable with it and understood the visitor number KPIs were not currently an appropriate measure, he may need to revert on it as a target going forward.

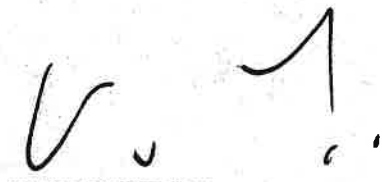
MIKE GRAHAM – **IT WAS NOTED** that today was MG's final Board meeting as his

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(extended) term as a Director was due to expire with effect from 31st December 2021. AB therefore agreed to update the Board distribution lists and disable the bank fobs by this date. **Action: AB**

KK thanked MG for his significant contribution to the Board (and Shadow Board prior to that). MG thanked KK and the Board and offered to provide his continued support where needed. He added that he was confident that VJ was "in good hands" with AB.

DATE OF NEXT MEETING - The Board noted that the next meeting was scheduled for 23rd February 2021 at 10am and the remaining 2021 meetings had been scheduled as follows: 27th Apr, 15th Jun (inc away-day) , 20th Jul, 12th Oct, 7th Dec (inc 2022 launch).



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Chair

23rd February 2021