



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

Held at the Pomme D’Or Hotel, St Helier
on Wednesday 21st October 2020 at 10.00 hrs.

Present:

Kevin Keen (KK) – Chair
Amanda Burns (AB) - CEO
Amanda Wilmott (AW) (via Microsoft Teams)
Patrick Burke (PB)
Tim Crowley (TC)
Catherine Leech (CL) (Via Microsoft Teams)
Mike Graham (MG)
(collectively referred to as the “Board” or the “Directors”)

In Attendance

Dan Housego (DH), EDTSC, Government of Jersey (GOJ) (Observer) (via Microsoft Teams)
Matt Thomas (MT), (via Microsoft Teams)
Jannine Bento (Scribe)

APOLOGIES

KK welcomed all to the meeting and confirmed that no apologies had been received.

CONFLICTS

The Directors confirmed they had no conflicts of interest to declare.

MINUTES OF THE PREVIOUS MEETINGS

It was noted that the minutes dated 29th July 2020 and 15th September 2020 had been circulated with the meeting pack; **IT WAS RESOLVED** that the minutes be approved for signing by the Chairman of the meetings.

BOARD RECRUITMENT UPDATE

KK advised the meeting that the NED position had been advertised twice locally and on social media and applications were due to close on 29th October 2020. Although the aim was to appoint two NEDs, if only one applicant is considered suitable, then only one would be appointed. He confirmed that he had refused to engage with direct contacts and had referred potential applicants to the job specification. In response to questions, KK confirmed that the Board wished to replace on-island with on-island and so the position hadn’t been advertised off-island; that a short-list will be drawn up in November and interviews held in December with a view to appointment in the New Year; and that an interview panel of AW and himself and possibly one other will be put together.

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BOARD APPRENTICE SCHEME

The Board would be supporting the Government's Board Apprentice scheme to encourage more board diversity and inclusivity. The role would attend and observe VJ Board Meetings but not participate unless invited to do so and they would have a mentor provided. AB would circulate the email she had received the previous evening which included additional information. **Action: AB**

SIGN-OFF OF BOARD FORWARD DATES

It was noted that the proposed dates for 2021 were agreed.

With regard to the Marketing Plan Launch scheduled for 8th December 2020, it was recognised that due to Covid-19 restrictions a different approach would need to be adopted this year – with the likelihood that in-person attendance will be limited.

AUDIT COMMITTEE

Update from Committee Chair

TC reported that the Audit Committee had met the previous week; it had been a quiet quarter and all was on track for the accounts to go to DH's department.

TC thanked AB for her review of the Schedule of Matters Reserved for the Board and commented that this document was now in a much better place, with clarity on HSBC's process on limits and a separation of administration and Board members.

TC further confirmed that Covid-19 had been included in the Risk Register and that the grant money had been returned to Government.

Q3 2020 Management Accounts and EDTSC

TC confirmed that the recommendations from Auditor General's report were discussed at every meeting; there was one item outstanding and this would be completed in time for sign-off of the 2020 accounts in May.

Financial Forecast 2020

KK suggested that it would be helpful to include a paragraph in the 2020 Annual Report on the changes to the budget that happened throughout 2020 and the reduced grant, due to the necessary response to the Covid-19 restrictions. **Action: KK**

The payment of VJ's 2021 Grant was discussed and it was agreed that sufficient budget would need to be carried forward to Jan/Feb 2021, to allow for possible additional payment delays arising from the pandemic.

DH commented that, personally, he felt that there would be no issue with receiving the first tranche of the grant on time in January 2020.

Schedule of Matters

The Directors confirmed they had reviewed the document circulated in the Meeting Pack (dated 21st October 2020) and **IT WAS RESOLVED** that the Schedule of Matters Reserved for the Board be

approved.

CEO UPDATE

The Board reviewed the CEO Report, a copy of which had been circulated with the agenda.

General Update

AB commented that the changes to the testing regime were becoming ever more challenging however the marketing campaign being planned towards year-end was still going ahead. Media activity would include print, video and digital but booked on the understanding that it can be started and stopped as required (although noting the 1-week lead time for print advertising). The feeling was that there wouldn't be many bookings immediately but it was important to keep Jersey awareness high so as not to be behind when people decide to book holidays, although if the UK goes into complete lock-down, this may be a different story.

The meeting noted that it was a difficult balancing act but that AB's experience must be trusted to make the call with regard to tactics. The issue for Jersey is getting to the island but the destination must be kept in the forefront of people's mind, especially after Christmas.

It was agreed that AB's approach was supported by the Board.

Letter to Senator Farnham

AB referred to the letter she had sent on behalf of the Board to Senator Farnham, encouraging a Tourism Policy review and support for a Tourism Recovery Taskforce to help drive short, medium and long-term strategy.

DH commented that Government is working with PwC to look for workstreams with a view to creating inter-relationships between different parts of the economy and development of policy that ties in with the Government Plan. Sector-specific analysis is being carried out by PwC starting with hospitality and retail; this work will affect all of the economy and also ties into the advice from the Economic Council. PwC has been tasked with putting together opinion pieces for consideration by the Council of Ministers; a draft will be shared at an early stage to ensure clarity with regard to roles and responsibilities. This is a piece of work for Jersey Plc not just for Government.

KK commented that the issue is to avoid duplication by producing two tourism strategies and that Government needs to reflect on what they need to do regarding Tourism Policy rather than Tourism Strategy.

DH confirmed that the Economic Framework and direction of travel had been set well before COVID-19 (the outline work had started in 2018); the aim is to set a common view of what is important to the economy for the whole of the island; to set strategic partnerships; and to bring sectors together.

The Directors voiced concern about the timing of the piece of work and whether it may affect VJ's ability to do its job if it is working to provide information to PwC. DH confirmed that Government does not insist on input; VJ can determine its level of engagement.

The meeting agreed that it would be good to have linked policies, as currently there are other Government policies that don't link well into tourism and that VJ would get on with its job and assist Government as best it can.

AB suggested that the Tourism Recovery Task Force (TRTF) may have run its course in its current



format and stressed the need for a new Tourism Recovery Taskforce (TRT) similar to that sponsored by the Irish Government. It now needs input beyond VJ as this crisis will last, realistically, 24 months.

Staff Operations

AB reported that she was keeping a watching brief with regard to the rise in Covid-19 cases and ensuring safe working practices in the office. This may require more working from home and she advised that all staff are now equipped to work from home and should there be another full lockdown, the team are in a better place to be able to continue to work and communicate seamlessly, irrespective of working location.

Website Migration Timeline

AB referred to the paper circulated in advance of the meeting and asked the Board to consider an extension to the project delivery date to end-March 2021, as requested by Louise Ashworth. AB confirmed that the current provider had agreed to extend its service to end-November 2022 so the website will continue to perform as currently and **it was agreed** that the project be extended to end-March 2021.

KK asked that it be noted that his daughter worked for Switch, the website provider.

Research

AB reported that research work was required to understand and define market potential and customer segmentation opportunities coming from the UK market.

KK commented that it was important to focus on where the best customers come from and so it was right to look at segmentation, the size of opportunity and connectivity.

CL commented that it was positive that airlines remain interested in Jersey and that the island is a standout destination with regard to its handling of Covid-19 and that should not be underestimated.

Public Records

The meeting discussed the request from the Public Records office, via Jersey Heritage, to provide access to the CEO's emails. AB advised that she was seeking further information as to why this information was required and whether it was mandatory. **It was agreed** that the matter needed further substantive discussion and possibly legal advice.

Risk Register

The Directors confirmed they had reviewed the Risk Register, including the separate risks in relation to Covid-19 and noted the learnings on what could be done differently if there is any future lockdown. The number of red items were noted but that was as expected in the current climate.

ANY OTHER BUSINESS

KK informed the meeting that he had received an email from Keith Beecham (KB) advising that he had been approached by Guernsey to be part of a consortium advising the island about its tourism.

It was agreed that KB would be given the option to terminate the consultancy agreement with Jersey to allow him to take up the position with Guernsey but that he could not hold both positions due to a conflict of interest.

DATE OF NEXT MEETING

It was noted that the next meeting was scheduled for 8th December 2020.

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Chair

8th December 2020