



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

Held at the Somerville Hotel, St Aubins on Tuesday 18th May 2021 at 10.30am

Present:	Kevin Keen (KK) – Chair
Patrick Burke (PB)	Amanda Burns (AB) – CEO
Tim Crowley (TC)	Ian Gray (IG)
Lawrence Huggler (LH)	Tracey Mourant (TM) - Board Apprentice
Catherine Leech (CL)	Amanda Willmott (AW)
(collectively referred to as the “Board” or the “Directors”)	
In Attendance: Aimee Maskell, AM to PM Secretarial Services (Scribe)	
Apologies: Matt Thomas, Dan Houseago	

General

APOLOGIES – KK welcomed everyone to the meeting and no apologies were noted.

CONFLICTS – KK reminded the Board he had recently joined the board of Bailiwick Investments.

MINUTES OF THE PREVIOUS MEETING – IT WAS NOTED that draft minutes dated 27th April 2021 circulated with the agenda required further update and review. KK therefore proposed deferring their approval until the next meeting and invited the Board to provide any further amendments to AB by close of business on Friday 21st May 2021. **Action: ALL**

For Discussion

AGM AGENDA – In advance of the AGM scheduled following the meeting and for the benefit of the newer Board members, KK provided a background summary of the set up and structure of VJ. He noted that it was established by the States of Jersey (SOJ) as a trust and funding is received from the Government of Jersey (GOJ). However, the SOJ is not a shareholder. He added that although VJ’s Memorandum and Articles of Association do not require it to have an AGM, one is always held once a year to approve the year end accounts, ratify the Directors’ fees for the previous year; approve the Directors fees for the forthcoming year; and appoint/reappoint an auditor.

KK advised that VJ’s current Trustees are Philip Callow (a previous Chair of Durrell); Gerald Voisin (a retailer in St Helier); and Pierre Horsfall (an ex-politician with a keen interest in arts and culture) and noted that Pierre Horsfall had given apologies for today’s AGM. However, he had provided a proxy, if required. KK noted the trust also has an Enforcer



(who has the power to appoint Trustees) and advised that this was currently John Henwood. He added that the Trustee and Enforcer were both voluntary roles.

TC queried whether the Trustees and Enforcer were required to complete conflict of interest forms in the same way as the Directors and KK suggested that this was not necessary given that they were not involved in the operation of VJ or required to make any decisions around it.

BRIDGING ISLAND PLAN ROADMAP – The Board reviewed the paper prepared by AB dated 12th May 2021 circulated with the agenda which outlines the approach being taken in respect of VJ's response to the Bridging Island Plan. AB reported that this is progressing at a pace and reminded the Board that the deadline for submissions is 12th July 2021.

AB thanked IG and PB for attending a recent meeting with Jennie Smith (JS) and Ruth Perchard (RP) (who are leading the project on behalf of VJ) to support VJ's review of the Plan and noted that VJ's response, which will only be high level at this stage, has also been discussed with Ian Clarkson (IC), VJ's contact within the GOJ.

AB advised that it has been agreed that VJ's response should focus on the following seven key areas:

- Access/Connectivity;
- Product
- Skills/People/Hospitality
- Tourism Policy
- Sustainable Economy and Productivity
- Environment / Carbon Neutral
- Island Identity

and she welcomed the Board's views on the key areas identified.

KK also invited the Board to provide any input they may have on any other areas to AB on or before 30th June 2021. **Action: ALL**

IG sought further insight around how "Island Identity" will feed into the priorities of the Island Plan, noting that whilst this was recently launched by the SOJ, he believes it is a big aspiration to agree one. AW suggested that an Island Identity seems a bit introspective rather than outward looking and expressed concern that this was contrary to what the Island Plan should represent.

In answer to a question from CL, TM advised that Carolyn Labey was leading on the Island Identity initiative on behalf of the SOJ. TC noted that Jersey means very different things to different people. Therefore, it was very hard to achieve an Island Identity. He advised that this was previously discussed amongst the ALOs in the context of a brand and/or logo for Jersey. However, it was never progressed as a consensus could not be agreed upon. KK

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acknowledged that it was a difficult piece of work, noting that defining “what is Jersey?” was particularly hard when so many different nationalities live in Jersey but were not born on the Island. He also suggested that the SOJ already have too much to deal with to focus on this at the current time.

TM advised that a document in respect of the Island Identity was currently out for consultation. However, unlike the Island Plan, this was only an aspirational document, not a statutory one. She added that Carolyn Labey has engaged Sir Mark Boleat to work on the initiative. **IT WAS THEREFORE RESOLVED** that AB would contact her to find out more details. **Action: AB**

TM advised that the main GOJ documents are the Island Plan and Government Plan. She explained that they both drive policy whereas the Island Identity document does not have a definitive place yet. IG accepted that clarity around the Island’s identity was very important for Jersey. However, he accepted that work on this initiative could either be “assigned to a third drawer” or start taking over everything.

There being no further comments or questions on VJ’s response to the Bridging Island Plan Consultation, **IT WAS RESOLVED** that the Board would provide any further input on the seven areas listed above to AB via email (cc PB and IG) by 30th June. **Action: ALL**

The roadmap for the consultation process was briefly discussed and KK drew the Board’s attention to the fact that they will only have one week to review VJ’s final response prior to submission. He therefore recommended that they diarise sufficient time in their diaries between 23rd June and 30th June 2021 to ensure they can complete this.

Any Other Business

UPDATE ON COVERAGE – AB provided the Board with an update on recent marketing activity. She noted that as of the week ended 16th May 2021 it was down 12% compared to the previous week. However, she reminded the Board that this week coincided with the Jersey/French fishing crisis which generated unprecedented media coverage for Jersey and advised that the figures represented a 16% increase compared to 2019. She added that website page views were up 20% compared to 2019 (with the Visit Safe, Campaign and Accommodation pages being the top three). Furthermore, partner referrals had increased by 13k compared to 2019.

AB advised that media value from the Lions forthcoming visit was also being tracked and this had already generated over £180k of advertising value, resulting in a 1.8:1 ROI already and ahead of their visit to train in Jersey.

Despite the positive statistics, AB acknowledged that work was still required around the travel policy for coming into Jersey. However, in answer to a question from KK, anecdotally, she reported that conversion rates were starting to pick up. That said, PB reported that



despite all VJ's promotional efforts, prior to 17th May 2021 visitors were still not coming to Jersey. However, from yesterday he saw a positive increase. He therefore suggested that visitors are influenced by what their own Governments are saying rather than Jersey's.

PB advised that feedback received from guests who have visited recently is that Covid tests results have not been coming through in a timely manner, resulting in them having to isolate in their rooms and miss dinner on their first night. He noted that staff are unable to provide an explanation to guests in this situation as to why this is necessary when they have received two vaccinations. He therefore suggested that the current policy was damaging Jersey and stressed the importance of highlighting this to the GOJ as soon as possible to ensure they progress with a Covid "passport", promptly, noting that the lack of one is causing significant issue.

LH echoed PB's views, noting that last week was the best week so far for forward bookings. Referring to vaccinations, he welcomed a proposal from the GOJ which will allow visitors to enter the Island without a test if they have received both of their vaccinations. However, he noted that they were only proposing to allow this "as soon as possible after 28th May 2021" and he expressed concern that this may be too late given that European destinations are allowing this as of tomorrow. He added that with Jersey's current policy (which requires a test on arrival, regardless of vaccination status), visitors are concerned about being required to isolate if they are sat close to someone on the plane who tests positive.

AB reported that she understood the policy whereby UK visitors would be allowed into the Island without isolation subject to confirmation of two vaccinations and a test on arrival would be implemented from 28th May 2021.

IG suggested that Ports of Jersey input was required on whether recent promotional activity had converted into bookings, noting that despite having received positive bookings, half of these have been cancelled leading up to the date of arrival and he suggested that some visitors were therefore booking accommodation but not flights.

AB expressed concern that bookings may have been affected following an airline advertising Jersey as an "amber" destination last week, albeit that she contacted them immediately to advise and ask for a correction.

KK stressed the importance of obtaining clarity from the GOJ as to whether a Covid "passport" will be developed in time for the proposed change in policy (described above) on 28th May 2021. However, CL suggested that clarity was also required around the process in general, noting that during a recent meeting with JS and staff from a local hotel, there was clearly confusion about the position post-28th May 2021. That said, she accepted that VJ/the GOJ must be mindful about the other variants of Covid now in the UK.

In answer to a question from KK, LH advised that although GOJ co-funding was due to end in June, reassurance has been given that there will not be a "cliff edge" to funding. However, TC noted that his understanding is that funding has been gradually reduced over the last



few months. Therefore, all funding will be withdrawn in June. However, LH suggested that this was unlikely, particularly if the borders were still not fully open.

KK noted that positive feedback was received following the updates VJ made to its website to provide more clarity around the current restrictions and he sought the Board's input on what further recommendations could be made to LF to help improve the situation.

PB acknowledged that the other variants of Covid may affect the position. Nevertheless, he stressed the importance of trying to agree a set date of 28th May 2021 for the implementation of a new policy whereby visitors are allowed entry without a test if they can demonstrate they have received two vaccinations. He therefore recommended that VJ make CAM aware of the importance of putting a more simplified process in place on that date.

LH expressed an interest in the announcement due to be made on European travel the following day regarding the acceptance of Covid "Passports", noting that if this is implemented comparisons will undoubtedly be made with Jersey's policy. However, IG suggested that consideration will still need to be given to the restrictions that the UK put on those people returning from Europe (i.e. the requirement for a negative test prior to return, isolation, etc.) and proposed focusing Jersey's marketing around that.

AB reminded the Board that VJ is undertaking a significant amount of co-op marketing with various airlines over the next few months which will be in addition to VJ's own marketing activity to continue to promote Jersey.

IT WAS NOTED that the next CAM meeting was scheduled for next Thursday. **IT WAS THEREFORE RESOLVED** that the Board would provide AB with any further comments by email to enable her to prepare a further email to LF and the other CAM Ministers prior to their next meeting. **Action: ALL**

JERSEY ON SALE – KK queried what the deadline would be for VJ to start a "Jersey on Sale" campaign for 2021 and AB advised the Board that it was previously agreed to run this campaign in October/November. However, she expressed concern about investing in a significant campaign if appropriate access routes are not in place to enable visitors to get to Jersey for it. She added that a response is still awaited on VJ's Fiscal Stimulus Fund bid to support the campaign. AB explained that the "on sale" message will take a lot of planning and suggested that it could be quite challenging in the current circumstances given the ongoing uncertainties.

KK agreed to follow up with the Fiscal Stimulus Fund and request a response by the end of the month. However, even if this is forthcoming and positive, it was accepted that VJ may not have sufficient resources to progress the "On Sale" campaign in October/November this year. **Action: KK**

TOURISM AND HOSPITALITY ECONOMIC TASKFORCE (THET) – TC sought an update on THET, and the Board noted that it had been rebranded as the Visitor Economy Taskforce (VET). AB advised that she had uploaded copies of recent taskforce minutes to the VJ Sharepoint site for the Board’s information and noted that John Henwood was a member of the taskforce.


AB welcomed the fact that the taskforce has enabled stakeholders to get together with GOJ representatives (including Rebecca Millar and Ian Clarkson) who are undertaking a Tourism Strategy and that the VET would now provide an important link and input to the strategic review and planning. As such, she felt the taskforce has delivered on its key objective to influence future strategic development and can act as a steering board for GOJ, led by Ian Clarkson. She therefore proposed that the focus for VJ should be on bringing visitors to Jersey and producing a new Destination Plan for Jersey.

TC and AB agreed to discuss THET/VET in more detail offline. **Action: AB/TC**

GOJ REPRESENTATIVE - PB recommended that the Board meet with IC as GOJ representative responsible for the Tourism industry and AB and KK agreed to consider this. TC suggested that the Board were likely to meet IC as part of the 1:1s he was conducting, and IG noted that he was also presenting to the JHA later today.

AWAY DAY – IT WAS RESOLVED that AB would agree the format for the away day on 6th July. **Action: AB**

DATE OF NEXT MEETING - The Board noted that the next meeting was scheduled for 7th July 2021.


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Chair 