

## (00) Minutes of a meeting of Visit Jersey Limited ("VJL")

Held at the Lazyjack Lounge, the Royal Yacht-12<sup>th</sup> October 2022 at 8.30am

the "Directors" or the "Board"	In Attendance
Lisa Springate (LS) – Chair	Dan Houseago (DH) GoJ
Amanda Burns (AB) - CEO	David Schofield (DS) Company Secretary
Amanda Willmott (AW)	Meryl Laisney (ML) Part
Catherine Leech (CL)	Lydia Smith (LS) Part
Ian Gray (IG)	Ruth Perchard (RP) Part
Lawrence Huggler (LH) Part Teams	Sarah Barton (SB) Part
Patrick Burke (PB)	Tracy Maurant (TM) Part
Tim Crowley (TC)	Kevin Seward (KS) Part
Claire Lyons (CFL)	Catherine Morris (CM) Part

### GENERAL

1. **APOLOGIES** - **LS** welcomed everyone to the meeting and confirmed that apologies had been received from Matt Thomas of Ports of Jersey (all day) and from **LH** (morning session only).
  
2. **LS** asked that the Board ratify **CFL**'s appointment as an Executive Director and **AB**'s resignation as an Executive Director with effect from 2 December, 2022. It was **RESOLVED** that **CL** would be appointed as an interim CEO with effect from the date of her appointment letter and that **AB**'s notice to resign from the said position on the said date was accepted. **LS** expressed her sincere thanks (on behalf of herself and the Board) to **AB** for all of her hard work and input over the last two years and said that she would be very much missed by the Board and the team. **LS** wished her all of the very best for her new role.
  
3. **CONFLICTS OF INTEREST** - The Board confirmed there were no new conflicts of interest.
  
4. **MINUTES FROM THE PREVIOUS MEETING** - Having been circulated, **LS** asked the Board if there were any changes to minutes from the previous meeting. **IG** asked for a minor change to the wording of section 6 line 11 and 12. **TC** asked that quantifying the loss of tourist beds to visiting contractors be added to the action list. **ACTION** add said action to the minutes. After the aforementioned changes, it



was **RESOLVED** to accept the minutes from the Board meeting on the 19<sup>th</sup> July 2022 without any further changes. **ACTION** LS to sign DS to file and publish.

- 5. PARTNERSHIP AGREEMENT - LS** confirmed the Partnership Agreement (PA) had been signed and ratified at the last meeting and was available on SharePoint.
- 6. JERSEY.COM - LS** confirmed that the licence for Jersey.com had been agreed and signed by the GoJ. **DS** confirmed the licence runs concurrent to the PA and will not need renewing in the future, providing a PA is in place. **LS** recorded the Board's thanks to Ian Clarkson for his help with this matter. **DS** explained the nature of ownership of the DNS. **ACTION** Visit Jersey to explore taking ownership of the DNS from GoJ.

#### **FOR DISCUSSION/UPDATE**

- 7. THE RISK REGISTER - IG** said that a new risk on the register was the outage of Jersey.com. The red risks remained the same as before, however none required immediate action. **LS** asked if the Board wished to see any other changes to the risk register, **TC** asked that tourists bed stock being taken up for use of visiting workers be evidenced. **ACTION** VJ executive to investigate. There being no other requested changes, the discussion was concluded.
- 8. PROFESSIONAL INDEMNITY INSURANCE - IG** said that present policy covered NEDs for £2.2M and based on factors like total level of cash reserves in the bank at varying points of the financial year, then this cover seemed light. Based on the premium increase to raise the cover to £5M which **DS** had confirmed was an extra £1700 per annum, **IG** recommended to the Board to increase the policy to £5M. It was **AGREED** to accept the quote from Vantage and raise the cover to £5M. **ACTION** **DS** to accept the quote from Vantage. **AB** recommended all insurance policies are reviewed in the new year. **ACTION** **DS** to review and re-quote for all VJL's policies in the new year, aligning then with concurrent start dates.

**[ML, SB, KS, RP, CM, LS joined the meeting at 9.20am]**

- 9. CEO UPDATE - AB** gave the Board a summary of the 2022 targets and highlighted how VJL was tracking against forecasts which was in line with Tourism Economics forecasts. **LS** noted that the information in the board pack on performance was to be taken as read and therefore rather than presenting the same, she would be grateful if the executive team could kindly answer any questions from the Board on the deck. **ML** previewed 2023 VOD clips for the 2023 campaigns. **LS** presented on the new partnership programme and took questions from the Board. **TC**

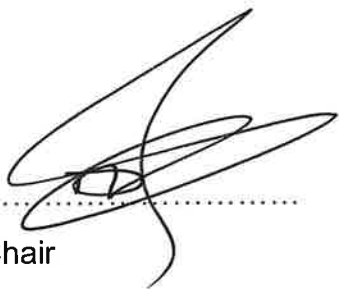
congratulated the executive team on the partnership program and believed VJ had a responsibility to raise funds where possible. **PB** believed it was the direction VJ should be heading. **AW** said she really liked it and reiterated the importance of the e-newsletter and VJ's database size. The Board discussed the timing of the release of the Visitor Exit Survey to the industry, **TC** and **IG** thought 8 weeks was too long to wait for the data to be published after the end of the month. **AB** explained that the contractual period for 4insight Limited analysing, adjusting and then releasing the data was six weeks and then VJ required time to prepare coms before releasing the data. **AW** said it was important processing was not rushed if it risked the data being inaccurate. It was **AGREED** that the eight-week period was reasonable within the present 4insight contract, however the industry should be made aware of this. **ACTION** VJ to brief the industry on timescale for release of the data. **ACTION** VJ to release the data 24 hours after releasing to the Board. **DS** detailed two contracts that the executive were seeking Board approval under the Schedule of Matters, these being for the winning tender for the PR contract (Finn Partners) and renewal of the German GSA contract (TMR). It was **AGREED** that both contracts should be awarded. **TC** recommended that the German GSA contract should be extended from a proposed one-year contract to eighteen months providing the contractor agreed to keep within the present fee scale. **IG** said regarding the TIC report that he was unclear on various aspects. **AW** asked why the Minister had been involved in the TIC discussions. **AB** explained this was on recommendation of Richard Corrigan and an obligation in the PA. **ML** summarised the report and explained VJ had had discussions with Liberty Bus to ensure a smooth transition to ensure the bus station remained a place visitors could get self-service information. Budget had been allocated to gain feedback in 2023 from this new service and contingency to increase the service if required. **TC** felt currently the proposals do not fully meet the needs of visitors in 2023. **PB** felt there was a bigger picture of moving away from a physical to a digital service, which is at the heart of what VJ does well. **TC** reiterated the budget for visitor services should not be moved into marketing. It was **AGREED** to table visitor information services at the next Board meeting.

**BUSINESS PLAN** - **LS** explained VJ were required to file the Business Plan with Government by the end October and therefore it was **AGREED** that the Board would provide any written comments by Monday 17<sup>th</sup> October. The Executive team in turn detailed the strategic objectives within the 2023 business plan for their areas of responsibility. **AB** detailed the focus of the 2023 Business Plan which is to promote tourism to and within Jersey. She explained that it was a comprehensive customer and industry orientated plan with a focus on six key objectives including driving awareness of Jersey, ensuring the needs of our visitors is met, productivity, developing VJ's sustainability credentials and always being as efficient and effective as possible. **AB** explained that stretching the budget would be challenging in 2023 given price inflation and increased competition from competing destinations. **AB** then handed over to the Executive team who in turned detailed

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the priorities for their areas in 2023. **LS** rounded up the discussion by asking the Board if they had any questions. **IG** said that he thought there was some really good content within the business plan, however though it should contain specific content address in respect of how VJ would address the shoulder months. **IG** noted that VJ would not be able to put the full year KPIs into the business plan and confirmed with **DH** that this would be acceptable to Government. **IG** raised cashflow and cash management as items. **ACTION DS** to produce cashflow projections. Regarding strategic reserves, it was **AGREED** the minimum in 2023 should be set at £250,000

## 10. DATE OF THE NEXT MEETING-31<sup>st</sup> January 2023.






Chair

pp

David Schofield – Company Secretary

## ACTIONS

ACTION	RESPONSIBILITY	STATUS
Sign and publish July meeting minutes as amended.	LS/DS	Complete
Verify how many workers are staying in visitor accommodation	CL/CM	Product have completed an industry ring round to verify how many workers are staying in visitor accommodation.
Seek to gain control of DNS from Gov	DS	DS has progressed this with GoJ and can give an oral update.
Increase Directors Insurance to 5M	DS	Complete
Review all insurance policies	DS	DS to action in Q1 2023
VJ to brief the industry on timescale for release of the Exit Survey data and release 24 hours after releasing to VJL Board	CL/LS	The trade website has been updated with details of timescales for release of exit survey data. Data will be released to the industry 24 hours after releasing to the VJL Board.

	Completed in full
	Semi complete, carried over to next actions.
	Not complete, carried over to next actions.