

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

Held at the Lazyjack Lounge, the Royal Yacht on the 31<sup>st</sup> of January 2023 at 8.30am

the "Directors" or the "Board"	In Attendance
Lisa Springate (LS) – Chair	Dan Houseago (DH) GoJ
Claire Lyons (CFL) – Interim CEO	David Schofield (DS) Company Secretary
Amanda Willmott (AW)	Matt Thomas (MT) PoJ (until 11.30am)
Catherine Leech (CL)	
Ian Gray (IG)	
Lawrence Huggler (LH)	<b>Joined the meeting 2pm – 3pm</b>
Patrick Burke (PB)	Heath Harvey (HH) GoJ
Tim Crowley (TC)	Olivia Chaplin (OC) GoJ

### GENERAL

1. **APOLOGIES - LS** welcomed everyone to the meeting and confirmed there were no apologies.
2. **CONFLICTS OF INTEREST** - The Board confirmed there were no new conflicts of interest.
3. **MINUTES FROM THE PREVIOUS MEETING - LS** asked the Board if there were any changes to minutes from the previous meeting which had been circulated. It was **RESOLVED** to accept the minutes from the Board meeting on the 31<sup>st</sup> October 2022. **ACTION LS** to sign **DS** to file and publish.
4. **ACTIONS FROM THE PREVIOUS MEETING – DS** updated the Board on the IT support which had been put in place with GoJ for the Jersey.com DNS. **IG** asked if **DS** was confident that the support package was resilient if the DNS failed again. **DS** confirmed he was confident VJ had mitigated the primary risk as far it could. **DS** confirmed the Directors and Officers' insurance which covered NEDs had been raised to £5M. Regarding aligning and reviewing insurance policies, **DS** confirmed this would be done in Q1 of 2023. **CFL** confirmed the trade website had been updated with time scales for release of exit survey details. **DS** confirmed that cashflow projections were now in place and **CFL** confirmed GoJ had all the relevant documents in order to process the H1 payment. **DH** assured the Board that the H1 payment was on track providing VJ had met all the application documentation. **TC** asked if the action points could be RAG colour coded. **ACTION DS** to colour code action points.

## FOR DISCUSSION/ UPDATE

5. **ARC UPDATE - LS** thanked **IG** for his update report which had been circulated to the Board in advance of the meeting with the pack. **IG** asked the Board if they had any questions and noted there were no significant changes to the Risk Register. **IG** noted that any research with regard to bed stock capacity taken up by visiting workers should be undertaken in the summer. **IG** noted that VJ was compliant regarding GDPR. **IG** noted that ARC had discussed the subject of HSBC high interest accounts in order to maximise income from interest on the Grant payment and confirmed **DS** was implementing this policy.
  
6. **FUTURE BOARD DATES -** The Board discussed the calendar for future Board dates and desire for the Minister for EDTSC to attend, if possible. **DH** explained that based on his Ministerial commitments, it would be hard for him to achieve all meetings. **CFL** suggested that a pre-Board dinner where the Minister and other key stakeholders were invited would be beneficial. It was **AGREED** to keep Board meeting dates as they are and organise pre-Board meeting suppers. **ACTION CFL** to ask Rachel to contact Ben Jehan to secure the Minister for future pre-Board suppers.

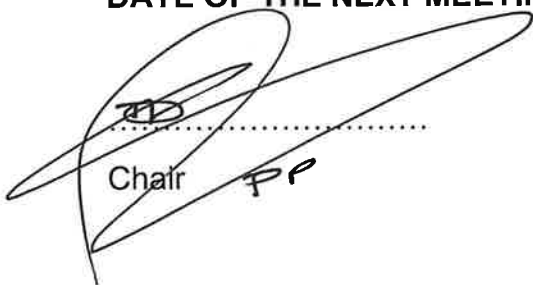
## CEO UPDATE

7. **CEO UPDATE - PB** noted that he felt it was important that **OC** and **HH** should continue to attend Board meetings, to update the Board on the Tourism Strategy. **DH** agreed that their attending for a slot at forthcoming meetings would be beneficial. **ACTION CFL** to ask Rachel to arrange with **OC** and **HH**. **CFL** noted that some EDTSC quarterly meetings require re-scheduling until after the Board meetings. **ACTION DS** to liaise with **OC**. **CFL** noted that the CEO report had been circulated and asked the Board if they had questions. **CFL** noted that there had been a few minor changes to the Business Plan, in relation to requests from GoJ regarding the grant application. **CFL** confirmed other than draft financial statements all other documentation regarding the grant had been submitted to government. **DH** confirmed he was gathering the pack of grant consideration documents. **CFL** confirmed that on the HR front, VJ was now fully staffed going forward, and plans were in place to back fill two parental leave positions. **CFL** noted that the pay award letters had now been distributed and this was warmly received by the team. **IG** asked if objectives had been distributed and **CFL** confirmed they had. **CFL** detailed that she was bringing in a resilience training programme to aid the team and help in this transitional period. **TC** noted he felt there was a good atmosphere within the team and congratulated **CFL**. **CFL** noted VJ was in the fourth week of the spring and summer campaign and it had generated 7K partner referrals and over 70k website pageviews. **CFL** confirmed the new trade website

launched today. **CFL** noted that she had met with Tourism Economics recently and the plan would be for them to present to the Board in the February Teams update. **CFL** noted that some hotels were moving away from benchmarking against 2019. **IG** commented that benchmarking against 2022 regarding costs was a better reflection of reality. **TC** said benchmarking visitor numbers and volumes against 2019 was relevant as the aspiration is to return to those levels. **CFL** updated the Board on Destination Jersey which will take place on Wednesday 11<sup>th</sup> October 2023. **PB** noted its value to the industry. **CL** noted the good work the team was doing driving KPIs and increased partner referrals from lower traffic volumes showing that VJ was driving better traffic to the website. **CFL** noted that PR continued to be strong with over 500 PR trips and articles in plan for 2023. **CFL** updated the Board on the partnership programme and was pleased to report that revenue and volumes had beaten expectation. **CFL** noted that the TIC had now closed and the Welcome Hosts had started with VJ and were undergoing training, alongside this the chatbots had gone live.

- 8. VISITOR ECONOMY STEERING GROUP (“VESG”) UPDATE - HH and OC** confirmed to the Board that the VESG is continuing to meet regularly and progress is being made. HH and OC provided an overview in this regard, in respect of the terms of reference, vision and timeline of the VESG and questions were taken. The Board impressed the need for a Tourism Strategy to follow from the VESG, later in the year and that this needed to cover not only the long-term vision but the short term one also, given the challenges for the industry. In this regard, reference was made to the forthcoming Visit Jersey update to the industry at the beginning of next month. In addition, the meeting which **LS** and **CL** had arranged to go before the States of Assembly members towards the end of next month, to emphasise the importance of the visitor economy to the island.

**DATE OF THE NEXT MEETING – 25<sup>th</sup> April 2023**



Chair PP

## ACTIONS

ACTION	RESPONSIBILITY	STATUS
Circulate Minutes.	DS	Complete
Sign and publish October minutes.	LS/DS	Complete
Contact Ben Jehan to organise a pre-Board supper for the April Meeting.	CFL & Rachel Winchurch	Complete
Re-schedule EDTSC quarterly meetings until after Board meetings.	DS	Complete.
Compile a graph of Board tenure	DS	Complete
Review and Align Insurance policies.	DS	Complete.