

Visitor Economy Strategy Steering Group
Meeting Notes (PUBLIC)
23 May 2023

Visitor Economy Steering Group

Purpose: The group's purpose will be to ensure the Island creates the right conditions for the tourism and hospitality sector to continue to transform and thrive and to inform the development and implementation of a long-term strategy for the sector. The members will provide input to the Minister and Government teams to inform policy direction and provide a consultative forum for legislative changes. The group will also serve as a key point of communication between Government and Industry to ensure streamlined and consistent messaging and flow of information between stakeholders, Ministers and Officers.

Membership

Sponsor: Minister for Economic Development, Tourism, Sport and Culture

- Head of Local Economy, Government of Jersey
- Sector Lead – Retail & Visitor Economy, Government of Jersey

A Representative of each of the following organisations

1. Visit Jersey
2. Jersey Hospitality Association
3. Luxury Jersey Hotels
4. Chamber of Commerce
5. Jersey Business
6. Ports of Jersey

PURPOSE OF THE MEETING

The purpose of the meeting was to discuss the following...

1. Update following recent Visit Jersey Board Meeting
2. Review short-term actions and ownership
3. Agree public and private minutes of last meeting
4. Discuss Strategy Headings
5. How process & framework for long-term Strategy

REVIEW SHORT-TERM ACTIONS AND OWNERSHIP

At the meeting 27 April the Strategy Steering Group summarised a series short-term tasks (addressing immediate issues) that need to be progressed, pending address of the long-term issues (as part of 2026-2040 Strategy).

The Visitor Economy Strategy Steering Group reviewed the short-term tasks spreadsheet of actions and owners with a view to sign-off and publication with the minutes of the meeting 23 May 2023, and further update at future Strategy Steering Group meetings.

Future publication of minutes and actions is a key element of our commitment to transparency, progress and accountability for address of issues and delivery of the Strategy.

AGREE PUBLIC AND PRIVATE MINUTES OF LAST MEETING

It is noted (including from JHA Industry Event 30 March) that there is a need to keep industry informed of the actions of Visitor Economy Strategy Steering Group. This is only partially achieved by the recently adopted practice of PUBLIC minutes for transparency about Visitor Economy Strategy Steering Group.

As previously discussed, this is more of a change programme than a strategy document and we need to avoid long periods of radio silence which can provoke anxiety and scepticism. This is why orchestrating a campaign is so very important to hearts and minds, and later when we need to recruit hands for delivery.

It was agreed that Visit Jersey would continue to publish the public minutes of the Visitor Economy Strategy Steering Group, and that all (Visit Jersey, Ports of Jersey, Jersey Hospitality Association, Jersey Business, Chamber of Commerce, Jersey Luxury Hotels) will promote the work of the Steering Group and be a conduit for feedback, supporting the development of the strategy.

The serialisation of the strategy “one chapter at a time” de-risks the strategy by maximising up-front consultation and participation over retrospective critical review. This goes a long-way toward buy-in and the necessary understanding, endorsement and commitment essential to subsequent implementation. It is incumbent on us all to “turn up the volume” in our communication and ensure that the people we represent are fully informed and up-to-speed.

DISCUSS STRATEGY HEADINGS

The Visitor Economy Strategy Steering Group reviewed the long-term strategy spreadsheet. This is a very early draft and at this stage barely more than a framework and bullet summary of issues which is yet to be fully developed into a strategy document. The aim at this stage is to get consensus on the approach before we fill with content, potentially using “Task Force Teams” to author, edit and review these elements which are the jig-saw elements of the 2026-2040 Strategy.

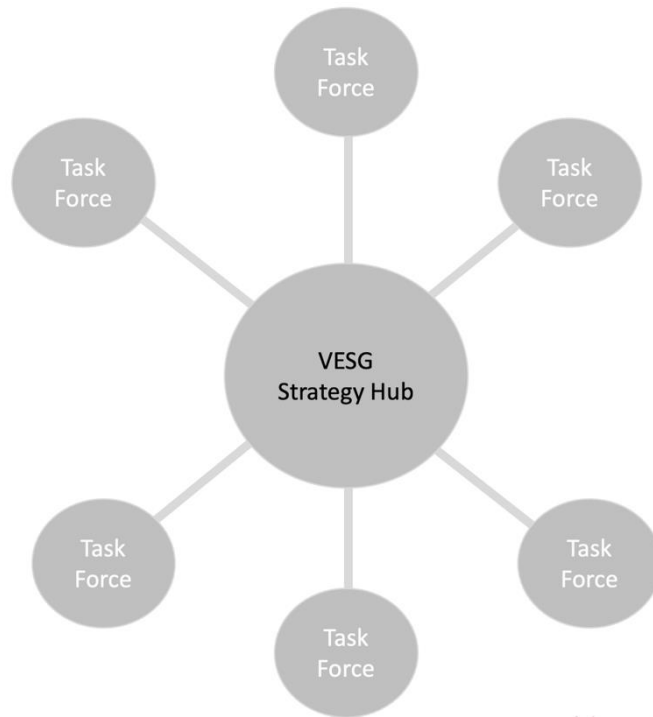
MISSION, VISION AND POLICY POSITION

There was concern that we may be getting into too much detail with the framework without yet having agreed a Mission / Vision beyond **To be a globally relevant, sustainable and inimitable destination for hospitality that islanders are proud to share**

After some discussion it was agreed by the Steering Group that we use the next meeting to discuss, agree and sign-off on the “overarching aim and ambition” and check the support of the Minister(s) for this before we progress further.

HOW PROCESS & FRAMEWORK FOR LONG-TERM STRATEGY

It has previously been discussed that we use the VESG as a coordinating hub for a hub-and-spoke collaborative approach to developing the 2025-2040 Strategy. This allows for delegation of research, review and recommendations and centralisation and coordination through the Visitor Economy Strategy Steering Group



Just as for the short-term tasks, we will need to agree the following in due course (Issue, Team Leader, Detail, Supporting Government Officers, Industry Supporters) and pace and participation may be determined by capacity and availability of key people.

NEXT MEETING

Tourism Strategy and Steering Group - Next meetings scheduled for 22nd June to be chaired by Heath Harvey, although given the need to agree “overarching aim and ambition” before progressing the 2026-2040 Strategy, we may meet week ending 16 June (TBC)

End of Meeting