

ECONOMIC DEVELOPMENT COMMITTEE MEETING

Anne French Room

18th January 2023

0900 hours

PRESENT:

Mr A Snowdon, Chairman
Mr B Woodhead, Deputy
Mr I Carter
Mr S Roberts
Mr W Abel (Via Teams)

As Observers for Item 3.1 only:

Mr N Vooght
Mr K Gentle
Mrs L Maurice

IN ATTENDANCE:

Mr J Laband, Project Support Officer (PSO)
Mr P Veron, Strategic Adviser (Transport)
(For Items 3.1 and 3.2 Only)
Mrs C Gauvain, Tourism Officer (TO-CG) (For
item 3.1 Via Teams & 4.1 and 4.2 in person
only)
Mrs A-I Boulon, Tourism Officer (TO-AIB)
(For item 3.1 Via Teams & 4.1 and 4.2 in
person only)
Mr N Bezuidenhout, Aurigny Chief Executive
(ACE) (For Item 3.1 only)
Mr S Wakelin, Strategy Lead for Place Policy,
SOG (SLPP) (For Item 3.3 only)
Mr G Jones, Director of Business, Innovation
and Skills (DBIS) (For Item 3.3 only)

Apologies: Mr B Kelly

Declarations of Interest: Nil

AGENDA ITEM

ACTION

01/1/2023

Minutes and Matters Arising

1.1 Minutes from Previous meeting for approval – 12th December – tabled and approved.

02/1/2023

Administrative Matters

2.1 Election of Deputy Chairman

Mr Roberts nominated and proposed Mr Woodhead to be Deputy Chair of the Committee, this was seconded by Mr Snowdon. Mr Woodhead accepted this nomination and hence is elected as Deputy Chair of the Economic Development Committee

The Economic Development Committee elected Mr Woodhead as the Deputy Chair of the Economic Development Committee.

2.2 Committee Meeting Dates – For Information

Mr Carter queried whether the meetings would continue to commence at 0900 on the scheduled day of the monthly meetings, this was confirmed, and as such an amendment is required to the current meeting date schedule as it is listed that committee meetings commence at 0930.

Mr Snowdon noted that there were appointment conflicts for both him and Mr Roberts in relation to the States of Deliberation meetings of July and September.

The Project Support Officer noted that there may be a change to the February meeting date which is scheduled for the 8th February to allow time for evaluation and analysis of the Ferry Tender Process. (further detail under item 3.2)

PSO

03/1/2023 **External Transport and Economy**

Messrs Bezuidenhout, Veron, Gentle, Vooght and Mrs. Maurice, Mrs. Gauvain and Ms Boulon joined the Meeting at 09:15.

3.1. Air Transport Discussion – See Confidential Annexure – Verbal Update from Aurigny Chief Executive – Tabled and Considered

Messrs Bezuidenhout, Gentle, Vooght and Mrs. Maurice, Mrs. Gauvain and Ms Boulon left the Meeting at 09:45.

3.2. Seasonal Ferry Service – Expressions of Interest - See Confidential Annexure – Confidential Verbal Update from the Project Support Officer.

Mr Veron Left the Meeting at 09:45

3.3. Economic Aims and Objectives - See Confidential Annexure – Discussion with SOG

Mrs. Gauvain and Ms Boulon joined the Meeting at 10:50.

04/1/2023 **Tourism and Visit Alderney**

4.1 Visit Alderney Presentation – Presentation from the Tourism Department – Tabled and Considered

A Presentation was provided to the Committee by Visit Alderney which gave a summary of the 2022 season and what the department's strategy would be going forward into 2023.

The media strategy is based on the digital marketing progress that has been made during 2022 which in turn for 2023 is represented in the increased budget agreed for that area. It was noted through analysis of the Visit Alderney website that there had been 121,000 first time viewers of the website which represents 85% of the traffic. It was queried whether comparable data of previous years was available to see whether commitment to digital marketing is effective in attracting people.

Information on targeted marketing campaigns on different platforms such as Facebook, Youtube, Instagram and Google ads, was provided to the Committee with additional detail on the requested increased budget to enable greater exposure by adverts occurring more frequently on those platforms. In 2022 the exposure was limited to a small number of months due to budget provision not being available. The total outreach of the social media platforms was 35k users.

Direct Email is being utilised as a marketing strategy which provides contact to 11,000 individuals which are currently signed up to receive newsletters.

Out of house media was highlighted which included various options with costs for advertising at Southampton and Guernsey Airport. Mr Snowdon queried why the cost of the advertising in Guernsey Airport was so high, considering the islands are working together and that this should be raised during the officer level dialogue due to take place in the following week.

Mr Carter queried why the holocaust sites were listed as one of the five fun facts in the Guernsey Travel Guides and that this should not be in there.

The Committee requested data for the previous 20 years in relation to the number of beds utilised by visitors and the number were available, and for air and sea passenger numbers for the same duration.

4.2 Accommodation Sector Feedback – Verbal Updated from the Tourism Officers – noted.

Mrs Gauvain highlighted that a number of one-to-one meetings had taken place with members of the Accommodation sector as opposed to a single meeting where a number of members could attend. This method was appreciated by the sector. A list of concerns raised by the sector had been presented to the Committee surrounding transport, and the possible amending of the accommodation permit procedure to enable the permit being valid for more than one year.

It was proposed to reaffirm the resolution of the previous subcommittee when it met in December 2022 for a letter to be sent to the accommodation sector in acknowledgment of its concerns and in addition, that the matters raised were being considered by the Committee.

The Economic Development Committee resolved for the Project Support Officer to draft a letter in liaison with the Tourism Officers for sign off by the Chair of the Committee addressing the summary of concerns highlighted in the original report.

PSO/TO's

Mrs. Gauvain and Ms Boulon left the Meeting at 11:35.

05/1/2023

Items for Development/Discussion

5.1. EDC Mandate – Roles and Responsibilities and Progression of Committee - Mandate tabled and Considered.

The Committee was provided with a copy of its Mandate that was approved in the States at its January meeting. For the benefit of Mr Woodhead, a brief overview of the mandate review process was provided. It was noted that the Committee doesn't have any statutory functions and that going forward these can be taken on subject to discussions with other Committees of the States and subsequent transfer of functions Ordinance being approved.

Mr Abel proposed that the issue surrounding Employment Permits should be overseen by this Committee. It was suggested that in terms of the attraction and retention of individuals for the benefit of the island that this is something that should be monitored through data collection. An example provided was the issues surrounding the hospitality sector for the attraction of staff to vacant positions. This was to be taken to the Temporary Chief Executive for further discussion.

The Economic Development Committee resolved;

- 1. for the employment permit matter to be raised with the Temporary Chief Executive for further discussion and report back.**
- 2. for the Project Support Officer to identify pieces of legislation which could be potential statutory functions for the Economic Development Committee, whilst giving consideration to what other Economic Development Committees in other jurisdictions focus on.**

PSO

5.2. Committee Members Responsibilities

It was noted that the individual Member responsibilities would become clearer once the Committee had identified the areas in which it wants to focus, going forward. These areas would be determined following the development of relationships with colleagues and other Committees in the States of Guernsey.

Items 5.3 and 5.4 were discussed as a single item and the minutes will reflect as such.

5.3 Committee Relationship with External groups and Organisations

5.4 Non-Voting Members – Report from the Project Support Officer – Tabled and Considered.

It was felt that the recruitment of two further individuals onto the Committee which is comprised of 6 Voting Members would be too many for it. As such it was proposed that once the direction and focus was determined, working groups could be established which could then call on experts within the appropriate field, as opposed to being limited by recruiting two non-voting Members to it permanently.

Mr Carter raised that the Chamber of Commerce should be involved with this Committee as it is able to liaise with any other body as appropriate, under its Mandate. Operating through this function may negate the need to recruit non-voting Members and it would be appropriate for the Chamber of Commerce to update the Committee on its current work streams at the Committee's monthly meetings. As a standing item.

The Economic Development Committee resolved;

- 1. To not commence a recruitment process for non-voting members;**
- 2. For a letter to be sent to the Chamber of Commerce outlining the aspirations and outlining the proposed direction of the newly formed Committee; and**
- 3. To invite Chamber of Commerce to the next meeting of the Committee.**

06/1/2023 Any Other Business

6.1 Island Plan

The Project Support Officer noted that the Chair of Policy and Finance would raise at its meeting of 23rd January that all Committees should have the Island Plan as a standing item on their agendas in order to monitor progress of workstreams for which that committee is responsible.

The Economic Development Committee resolved for the Island Plan to be a standing item on its agendas going forward.

6.2 ABO Meeting

The Chairman noted that that a meeting was taking place for the ABO in the Sailing Club, but there was no obligation for Members to attend.

07/1/2023 Resolutions Made

As stated within the minutes above.

Meeting closed: 12:00

Signed: Alex Snowdon

Date: 8th February 2023