

ECONOMIC DEVELOPMENT COMMITTEE MEETING

Anne French Room

12th April 2023

0900 hours

PRESENT:

Mr A Snowdon, Chairman
Mr I Carter
Mr S Roberts
Mr B Kelly
Mr D Smithurst
Mr W Abel

IN ATTENDANCE:

Mr J Laband, Project Support Officer (PSO)
Mrs C Gauvain, Tourism Officer (TO-CG) (For items 4.1 > 4.6 only)
Ms A-I Boulon, Tourism Officer (TO-AIB) (For items 4.1 > 4.6 only – Via Teams)
Mr D Llewellyn Strategic Adviser (SA-DL)
Mr S Taylor, Strategic Financial Adviser (SFA) for items 5.4 and 5.5 Only

Apologies: Mrs E Maurice, Temporary Chief Executive (TCE)

Declarations of Interest:

AGENDA ITEM

ACTION

01/4/2023

Minutes and Matters Arising

1.1 Minutes from Previous meeting for approval – 8th March – tabled and **approved**.
No further comments

1.2 Confidential Minutes from Previous meeting for approval – 8th March – tabled and **approved**.

1.3 Decision Log from previous Meeting 8th March – tabled and **noted**
It was noted that the shipping register item was now green.

1.4 Matters Arising
Nothing to report

02/4/2023

Administrative Matters

2.1. Election of Deputy Chair

Following the resignation of Mr Woodhead, it was noted that there is a vacancy for the Deputy Chair of the Economic Development Committee. Mr Carter proposed Mr Smithurst for that position. This was seconded by Mr Roberts.

The Economic Development Committee resolved to appoint Mr Smithurst as the Deputy Chair of the Committee.

Proposed: Mr Carter
Seconder: Mr Roberts

03/4/2023

External Transport and Economy

3.1. Seasonal Ferry Tender Process – Verbal Update from the Project Support Officer - For Information.

The Project Support Officer noted that the agreement between the States of Alderney and Alderney Ferry Services (AFS) had been signed and that the press release had been circulated informing the Public that AFS would be operating the Subsidised Seasonal Ferry Service for 2023.

The Economic Development Committee resolved to note the update.

Mrs. Gauvain & Ms Boulon (Via Teams) joined the Meeting at 09:15

04/4/2023

Tourism and Visit Alderney

4.1 Tourism Product Plan - Report from the Tourism and Marketing Department – Tabled and Noted.

The Committee was provided with the updated tourism product initiatives timeline up to and including 2026 which provides details of the “wet weather things to do”. It was requested that the Committee be provided with Rough orders of Magnitude budgets for each of the projects before June so that funds could be allocated within the Capital Budget to support the initiatives.

It was queried whether there were any other sites considered for inclusion on the Product plan.

It was raised whether a Heritage Warden is a position that should be considered in order to maintain the existing and proposed sites. This would be assessed by Mr Kelly and the Tourism and Marketing Department prior to any proposal being tabled.

The Economic Development Committee resolved to;

- 1. To note the update;**
- 2. To receive Rough Order of Magnitude costings for the proposed developments before June; and**
- 3. For the Tourism Marketing Department and Mr Kelly to assess the need for a Heritage Warden.**

BK/TMD/PSO

4.2 Tourism Workplan - Report from the Tourism and Marketing Department – Tabled and Noted.

The Committee was provided with a diagram demonstrating the daily tasks performed by the Tourism and Marketing Department over the course of the year. It was queried what progress has been made regarding the appointment of Tourist office Maternity Cover, it was advised that this would be raised following the Head of Government Support’s return from annual leave – Interviews are due to be conducted in the w/c 24th April.

It was noted that there are 10 cruise ships scheduled for this year, 4 of those being undertaken by Manche Iles. Monsieur Normand (Senior Representative, Manch Iles) has been in Alderney recently and noted that passenger numbers are positive given that there may have been issues with ID cards.

Mr Kelly raised that a review of the pilotage fee should be conducted for the Cruise Ships as the disembarking of passengers doesn’t appear to add benefit to the economy. Following this, it was suggested that there should be engagement with the States of Guernsey Cruise Ship team to improve relations and have direct contact with the tour agents.

The Economic Development Committee resolved;

- 1. to note the Tourism Department's annual workstreams and aspirations for the Island's Tourism Product;**
- 2. for the Tourism & Marketing Department to liaise with the States of Guernsey Cruise Team regarding tour agents and provision of services in Alderney to coincide with cruise ship visits; and**
- 3. for Mr Kelly to initiate discussions with Treasury and the Harbour Authority with a view to reviewing the fees for pilotage of Cruise Ships.**

BK/TMD

4.3 QR codes for collection of Heritage Donations – Report from the Tourism and Marketing Department – Tabled and Considered.

It was advised that there were issues with installing QR codes at Heritage sites as there was a requirement by the service provider to display the Charity number on the donation page that the QR code links to. There was a compromise offered by the provider, however this method was not appropriate for the States of Alderney accounting purposes and as such further research on alternative providers is required to determine how digital donations can be made in the future.

It was proposed that as an interim solution, cash donation boxes be installed at the Visitor Information Centre, The Odeon, and The Nunnery. It was suggested that this may lead to a demonstration of viability of the initiative.

A paper on the cash donation box logistics is to be tabled at the next meeting.

The Economic Development Committee resolved;

- 1. to note the QR code donation developments and for further research to be conducted; and**
- 2. for cash donations collection points to be installed at the Visitor Information Centre, The Odeon, and the Nunnery as a temporary alternative to digital donations.**

TMD

4.4 Funding Request – Report from the Tourism and Marketing Department – Tabled and Considered.

A request for additional funding to support the delivery of press trips and future attendance at tourism events was tabled for consideration.

It was noted that the requested amount would cover a number of years as the underspent balance within the Economic Development Reserve Fund (EDRF) would be carried forward. It was queried why this budget was within the EDRF and not revenue – it was advised that it was previously determined as an unnecessary draw on the revenue budget.

Members requested that as it is an ongoing cost, it should be explored as to how this could be incorporated back into the revenue budget.

The Economic Development Committee resolved to approve an approach to Policy and Finance Committee to allocate an additional £10,000 for the continuation of nominal code 5372, the delivery of press trips and future attendance at tourism events, such as those above.

TMD/PSO/AHoF

Post Meeting Note: Item will be produced for May Policy and Finance Committee meeting due to revenue integration request.

4.5 WebReality Monthly Reports – Report from the Tourism and Marketing Department - Tabled and Noted.

The tabled reports cover a number of details relating to the Visit Alderney website, a description was provided regarding the cost breakdown. However, Members requested further information on what the website figures determine and how they are utilised by the Tourism & Marketing Department in terms of target market.

It was suggested that the point of contact within WebReality could be approached in order to meet with the Committee at its next meeting on May 3rd and discuss the utilisation of the data obtained.

The Economic Development Committee requested;

- 1. a meeting with the Web Reality Point of Contact in order to obtain further information of the data obtained by the website; and**
- 2. for the Tourism and Marketing department to demonstrate how it utilises this data.**

TMD

4.6 Visit Alderney Competition – Report from the Tourism and Marketing Department – Tabled and Considered.

Following the launch of a competition to win flights to Alderney and 2 nights stay in the Braye Beach Hotel to increase the Tourism & Marketing Department's email user database, a paper regarding the awarding of such prizes was tabled for discussion to determine the most appropriate way to utilise offerings from on island establishments.

It was suggested to continue to utilise The Braye Beach Hotel for this Competition and circulate a press release informing the public of the competition highlighting that the sponsorship is from the Braye Beach Hotel and Aurigny. Also thanking both organisations for the sponsorship and that the Tourism and Marketing Department is happy to receive support from other interested providers going forward so the States is not seen to be endorsing one particular establishment.

The Economic Development Committee is resolved to utilise The Braye Beach Hotel for this Competition and to invite similar prizes from other establishments in the future via a press release.

TMD

Mrs. Gauvain & Ms Boulon left the Meeting at 10:30

4.7 Working together – See Confidential Annexure

05/4/2023 Items for Development/Discussion

5.1 Island Plan – Updates, Progress and Discussion – Verbal Update.

It was noted that a meeting to evaluate the priorities and determine those States Members leading on the proposed areas of focus had taken place. It would then be determined which Committee leads on the initiatives therein.

Mr Llewellyn Joined the Meeting at 10:40

5.2 Guernsey Apprenticeships Scheme – Report from the Strategic Adviser (DL) – Tabled and Considered.

Following research undertaken by the strategic Adviser it was noted that there is good evidence to suggest the existing apprenticeship model is successful which is driven by the States of Guernsey and continues to build on the opportunities sourced and has effective partnerships with existing businesses. There is plenty of opportunity for young people wishing to learn further whilst in early employment and there is also plenty of opportunity for employers to source accredited training. This is motivating for interested employers and enthusiastic employees.

It was suggested that the States of Alderney should be actively seeking opportunities to provide apprenticeships within the Civil Service and States Works Department.

The Economic Development Committee resolved for the Strategic Adviser to liaise with the Temporary Chief Executive and continue to review the feasibility of employing apprentices within the States of Alderney.

Mr Llewellyn left the Meeting at 10:50

5.3 Economic Development Committee Representative Model - Report from the Project Support Officer – Tabled and Considered.

The Economic Development Committee discussed the draft representative model and provide feedback on the proposed representative positions. This was proposed as an attempt to focus workstreams within the Committee and for those representative members to liaise with external bodies as appropriate.

It was proposed that the Accommodation Sector representative and the Tourism and Marketing department representative should be the same States Member as the duties relating to the Accommodation Sector are undertaken by the Tourism and Marketing Department.

The representative areas considered were;

- Tourism and Marketing
- Business and Commerce
- Digital Infrastructure
- Relocate

The Economic Development Committee resolved to appoint;

- 1. Mr Kelly as the representative for Tourism and Marketing;**
- 2. Mr Smithurst as representative for Business and Commerce;**
- 3. Mr Abel as representative for Digital Infrastructure; and**
- 4. Mr Carter as representative for Relocate.**

PSO

5.4 Review of Economic Development Committee Presentation – See Confidential Annexure

5.5 Economic Development Committee Presentation – See Confidential Annexure

06/4/2023

Any Other Business

6.1. **Accommodation Sector Letter** – Item for Information – Noted.

6.2. **Bed Number Statistics** - Mr Abel requested the submission of the bed numbers report that was tabled at the Committee previously.

TMD

6.3. **Visitor and Travel** Surveys - The Project Support Officer is to meet with Mr Kelly regarding the Visitor and Travel surveys.

PSO/BK

6.4. **Company Registry** – See Confidential Annexure

07/4/2023 **Resolutions Made**

As stated within the minutes above.

Meeting closed: 12:30

Signed: Alex Snowdon

Date: 15th April 2023