

Visitor Economy Steering Group

Terms of Reference



Visitor Economy Steering Group

1. 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.

2. Main functions

- To identify and engage with stakeholders of relevance to the topics to be discussed
- To consolidate the views of industry and its various member organisations and sub-sectors and to convey these in a succinct manner
- To provide a balanced and rational assessment of the key issues impacting the sector
- Agree list of the key issues to be addressed, and propose solutions including where appropriate options analysis or scenario planning to provide decision makers with a clear understanding of the potential outcomes and impact of different policy options
- To review and finalise the publication of the Tourism Economic Framework which will set out the key short- and medium-term issues to be addressed by the group in parallel to the development of the long-term Strategy
- To provide a space for knowledge exchange, ideas generation and direct engagement with Government, via the Visitor Economy Team within Local Economy, and the responsible Minister
- To support the communication with industry stakeholders on progress of key matters
- To define roles and responsibilities of industry stakeholders in the implementation of actions identified in the strategy

3. 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

- Visit Jersey
- Jersey Hospitality Association
- Luxury Jersey Hotels
- Chamber of Commerce
- Jersey Business

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Sub-groups of industry representatives or working groups may also be convened to address certain topics, as the need arises, which may include other government officers, business leaders and industry stakeholders on an ad-hoc basis.

The Group will rely on the existing resources of the member organisations but the Government may also seek independent advice as required to support its work.

4. Meetings

Meetings will be chaired and have an agenda. Minutes will record those who are in attendance (unless there is a justifiable reason for their name being redacted) and agreed actions arising from it. Minutes of the meetings will seek to strike a balance between providing a forum where all attendees can speak openly and freely without fear (Chatham House Rules), and enabling the minutes to be an accurate record and explanation of the decisions taken.

Meetings of the Group are expected to be held every two weeks in the initial phase of development, and thereafter monthly and to be for a duration of 1.5-3 hours, although the group may decide to increase the frequency /length of meetings as necessary.

5. Record Keeping and Reporting

- The Group will be quorate when a government representative plus two additional members are present.
- Agendas for each Group meeting will be circulated in advance.
- Key actions will be minuted.
- The Terms of Reference for the Group will be approved by the Minister for Economic Development, Tourism Sport and Culture.

Secretarial support, recording of decisions and meeting arrangements will be managed by the Department for the Economy.

6. Confidentiality

Group members will respect the impartiality of officials and maintain the confidentiality of any information or advice provided, in so far as this is not already in the public domain or intended to be placed in the public domain.

7. Modification of terms and membership

The Minister may modify these terms with notification of members.