

WL/AM/JB/25

MINUTES OF THE BOARD OF DIRECTORS OF JERSEY BUSINESS LIMITED ("JBL")

(25th Meeting)

9th July 2015 at 9am

- Present:** Mrs W Lambert, Chair (WL)
Mr E Lincoln (EL)
Mr B Sarre (BS)
Mr J Filleul (JF)
Mr J Box (JB)
Mr M Robins (MR)
Mr G Smith (GS)
- In Attendance:** Miss A Maskell, AM to PM Secretarial Services (AM)
- 1. Apologies** Apologies were noted from Mr Andrew Sugden (AS).
- 2. Declarations of Interest** There were no changes of interests to declare.
- 3. Minutes of previous meeting** The previous minutes dated 21st May 2015 had been circulated prior to the meeting and **IT WAS RESOLVED** to approve them.
- 4. Matters arising** GS took the Board through the matters arising (which were not otherwise included on the agenda) as follows:
- (a) Historic Minutes – The minutes dating back to JBL’s incorporation had now been uploaded
 - (b) Undefined Clients – The 21 undefined clients noted in the previous Operations Report have now been categorised;
 - (c) Health Sector Clients – GS reported that he undertook a review of the health sector clients and, as expected those with a digital angle are already connected with Digital Jersey;
 - (d) Film footage from Enterprise Week – GS advised that the film footage of the Enterprise Awards evening was now uploaded; and
 - (e) Appraisals – **IT WAS NOTED** that the revised draft format of staff appraisal has now been approved and **IT WAS RESOLVED** to roll this out to the rest of the JBL team in November.
- 5. Management Accounts to 31st May 2015** The Board reviewed the profit and loss account against the budget for the year to date, together with GS’ supporting summary, copies of which were circulated with the agenda. GS confirmed that JBL was working within the budget and costs were well controlled. BS noted that £43k worth of reserves is forecast at year end and GS accepted that this was slightly under the amount of reserves allowed by the States (10% of grant received). EL proposed that JBL should retain reserves equivalent to a month’s worth of costs as a minimum.
- IT WAS RESOLVED** that GS would check this figure and revert to EL.
- The on-going use of Sales Force was discussed and **IT WAS NOTED** that it

costs approximately £6,700 per year to operate. GS suggested that it was not necessarily the most appropriate system for JBL because we run an advisory/events/programme management business not a trading business which employs a sales force. **IT WAS THEREFORE RESOLVED** that JB would work with GS to look at some alternatives.

**6. 2015/2018
Budget Plan/Top
Up Grants for
2015**

GS advised the board that agreement had now been reached for an additional top up grant for 2015 of £50,000 to be split i) £30,000 developing new export plan and ii) £20,000 developing productivity audit scheme, both for implementation in 2016

The Board discussed the budget for 2016 and GS advised that this currently stands at £800,000 **IT WAS THEREFORE RESOLVED** that GS would work with the Finance and Audit Committee in drafting a detailed 2016 Budget in addition to presenting a series of potential contingency measures should there be material reduction for review by the Board at the next meeting.

The Retail Ambassador Scheme (an activity set up by JBL predominantly for the retail sector, albeit some leisure sector businesses have also taken part) was discussed. GS advised that the recently released retail mystery shopper survey results indicate that Jersey is now ahead of the UK in terms of customer service and that did reflect well on JB's work.

**7. Awards for
Enterprise**

The Board reviewed Alexia McLure's feedback on the Awards for Enterprise, a copy of which was circulated with the agenda. It was agreed that despite the difficulties experienced in securing sponsors the 2015 awards were very successful and the event provides a lot of benefit for JBL. Nevertheless, the board felt that it is not possible for JBL to continue underwriting it. Alternative solutions were discussed including changing the format of the event or seeking additional funding from the States to support the existing format. The Board accepted that a change in format would present a risk whereby sponsors may not be willing to engage or clients may not be willing to enter. **IT WAS THEREFORE RESOLVED** that GS would schedule an ad hoc meeting of the Board with a standalone agenda item to discuss alternative solutions which can then be presented to EDD.

**8. Operations
Report**

IT WAS NOTED that the Operations Report for the year to date had been circulated with the agenda and GS invited questions or comments from the Board. WL requested that the sector statistics were reported by specific industry (e.g. construction, not construction and trade) in order understand to what extent JBL is working within each sector. GS proposed preparing a summary of categories together with supporting numbers and giving a "spotlight" report on a different sector at each Board meeting. **IT WAS THEREFORE RESOLVED** that GS would revert with his thoughts on revised sector categories incorporating a spotlight on one specific sector.

MR noted that JBL was established during a recession with the primary mission of helping to improve the economy. He therefore queried

whether JBL's statistics could indicate where on the cycle of recovery Jersey currently is.

GS advised that the JBL team are now dealing with less stressed businesses although this was based on anecdotal feedback. **IT WAS THEREFORE RESOLVED** that GS would revert with his thoughts how JBL could record appropriate statistics on businesses throughout their lifecycle.

9. Apprentice NED Programme

The Board reviewed the "Board Apprentice Programme" paper, a copy of which had been circulated with the agenda. The Board agreed that programme was an excellent initiative and, subject to the relevant confidentiality issues being dealt with **IT WAS RESOLVED** that GS and WL would liaise with Charlotte Valeur and Carsten Koppen to agree an appropriate candidate to join the Board as an apprentice under the programme for a period of one year.

10. Risk Register

The Board noted the risk register a copy of which had been circulated with the agenda. GS advised that the only change which had been made to the register since the last Board meeting related to the continuity plan which he had not yet had an opportunity to progress.

11. Any Other Business

GS reported that he continued to investigate the possibility of moving from the HSBC Small Business to the Corporate on-line payment platform in order to ensure full dual control. However, the Board agreed that the process currently in place (whereby a third party undertakes the bank reconciliations on a regular basis) did not present sufficient risk to warrant JBL moving to an alternative bank, should the move to a Corporate system prove prohibitively expensive.

GS advised the board of a growing issue being seen by new Limited companies in obtaining bank accounts. Whilst there were a number of clear commercial reasons for incorporation, it appears the operational cost for the banks fulfilling their Anti Monetary Laundering (AML) obligations, meant they were having to take economic decisions which result in them not wanting to provide banking services. **IT WAS THEREFORE RESOLVED** that GS would raise this issue with the JBA and get their views. WL stressed that the issue is about cost effectiveness, not regulation and suggested that pressure needs to be placed on the banks by government because it is their responsibility to provide a service. MR added that at a presentation held recently at Durrell the idea of Jersey bank was mooted and GS reported that he had approached Kevin Keen on this proposal.

12. Date of Next Meeting

IT WAS NOTED that the next Board meeting was scheduled for 30th September 2015 at 9.00am.

There being no further business to discuss, the meeting was closed at 10.45am.

Actions:

- 1) GS to roll out the agreed appraisal format to all staff
- 2) GS to check JB's liquidity at all times would be more than one month's costs
- 3) GS and JB to consider alternative systems to Sales Force
- 4) GS to work with the Finance and Audit Committee in drafting a detailed 2016 Budget
- 5) GS to schedule ad hoc Board meeting to discuss Awards for Enterprise solutions
- 6) GS to revert with his thoughts on revised sector categories incorporating a spotlight on one specific sector
- 7) GS to revert with his thoughts how JBL could record appropriate statistics on businesses throughout their lifecycle
- 8) GS progress with the Board Apprentice Scheme along with WL
- 9) GS to raise issue of new company bank accounts with JBA

W. Lambert

Chairman

6.10.15

Date Signed