

1st Meeting

**Minutes of the first Meeting of the Board of Directors of the Jersey Business Board at 2.00pm on Tuesday 21 February 2012 at the Offices of the Economic Development Department, St Helier**

**Board Members Present:**

Peter Funk (Chairman) (PF)  
James Filleul (JF)  
Matthew Robins (MR)  
Julian Box (JB)  
Eliot Lincoln (EL)  
Bill Sarre (BS)  
Andrew Sugden (AS)  
Mike King (MK)

**Working Group Members Present:**

Melissa Bentley (MB)  
Mark Syvret (MS)  
Lydia Cook (LC)

**In Attendance:**

Chris Kelleher (CK)  
Caroline Harrington (CH)

PF welcomed everyone to the first meeting of the Jersey Business Board and outlined that the objective of this meeting was to receive the final recommendations from the Working Group who have been responsible for the integration of Jersey Business Venture (JBV) and Jersey Enterprise's on-Island functionality (JE) and developing a model for a single, independent and confidential business advisory and support service - *Jersey Business*.

On behalf of the Working Group, MS reported that following intensive work undertaken by the Working Group they had established that in their belief the areas of main priority for the Board was to ensure that the Jersey Business Board should be seen to be totally independent body, separate from the States in order that a new identity be established. It should also be, at all times, completely confidential and the business should be located away from any States building. MS felt that the main priority of the Board will be to fulfil client

needs for those looking to start up a new business and deliver economic success. This could be established with a more dynamic and purposeful relationship with government that has not been seen previously.

MS stated that it is intended that JBV will finish at the end of May and therefore the operations of Jersey Business will need to be established prior to this date but appropriate premises need to be found. In the Working Group's opinion, they did not feel that offices at Jubilee Wharf were appropriate as they feel that this will be seen as an extension of a government department and the opportunity should be taken at this time to develop a new brand and promote the new business. MS reported that the current offices of JBV could be used as an interim location.

MS reported that Dara Lutes has commenced some marketing initiatives and a slogan that has been established is "Get Going, Get Better, Get Funding and Get Skills".

MB stated that in the past limited cohesion had been in place between JE and JBV with a large amount of duplication of work and clients were unsure of what each entity provided. In the past, JE was seen to be assisting larger organisations that were looking for funding. In her opinion, MB felt that a one-stop shop to provide all necessary information and advice on starting up a new business was important and perhaps this was the time to start looking at the structure of grants. MB stated that she felt that the public were unaware of what is happening and suggested a timeline be established in order to correspond with clients advising them of changes and what these will be.

Staff will need to be recruited for Jersey Business and job descriptions have been drafted. MS stated that the Working Group recommended that part-time employees be considered.

PF invited Board Members to ask questions of the findings of the Working Group and JB asked why it was felt that Jersey Business should be seen to be independent from government when it will be known that it will be funded by States monies? MS replied that it was their belief that clients may find it difficult to receive business advice from a government department and a potential confidentiality issue could occur with personal information. LC added that although this may only be a perception this could be overcome with a change of location and not be included within a government office. CK stated that government representatives will be on the JBB and feels that this is important in order to keep communications ongoing and to use this as a gateway to government.

JF asked whether there was an intrusion between high value and low value jobs? MS reported that Jersey has a disproportionately high number of business set-ups in relation to the size of Jersey and there is some concern of where the next generation of tradespersons are going to come from.

filter suitable candidates. PF & CK have identified appropriate agencies to use for this work and will put together a tender document.

**PF/CK will approach recruitment agencies to put together a tender package to advance the recruitment for a CEO.**

2. JF asked whether the Board should consider utilising the skills and experience of Lydia Cook on potentially a consultancy basis and BS will explore this option with LC and report back.

**BS will approach LC regarding possible consultancy work.**

### **Premises**

1. JB/PF/CK have viewed some properties proposed by the Working Group and an offer has been made on one particular property. At this time the landlord has not shown any room for negotiation on costs. JB stated that the proposed premises are in a good location but needs work spending on it so that it achieves the requirements for JBB and feels that there is room for negotiation. PF asked BS to take this forward with the landlord to discuss a possible reduction in costs.

**It was generally agreed that BS should make a further approach to the landlord to establish if costs can be further negotiated.**

### **Branding**

1. MR/JF met with Dara Lutes and subsequently put together a paper that was circulated to the Board with some proposals. JF reported to the Board that in his opinion the logo that has been established for JB is not credible enough and asked whether the Board should be looking for it to be re-branded. After discussion it was proposed that JF should ask the agency to re-execute the work and put forward some alternative designs. JF has received a quote for this work but will look to have these reduced.

**It was agreed that MR/JF should contact the PR agency to look at re-designing the logo.**

### **Website**

1. MR met with Dara Lutes and Melissa Bentley (MB) regarding the content for the website and at the current time there is very little available and will need to be written. MB is currently looking to see what is required and then it is proposed that

Dara Lutes will assist in putting the content together. JF stated that going forward DL's marketing skills should be used to promote JB and MR will speak to her about undertaking this work on a fixed price basis. MR pointed out that the website currently with SwitchApps is not a portable system and may need to consider changing this at some point in the future.

**Content management for the website to be established in conjunction with MB/DL and MR will communicate with DL regarding costs for work going forward.**

**PR**

1. It was suggested that meetings take place with other organisations and EL will look to define who JB should meet with ie. Chamber/IOD etc. and will propose some meeting dates.

**It was proposed to engage with other trade associations.**

**IT/Telephony**

1. JB/EL met and looked at the proposed budget and established that the figure suggested is more than required for a business the size of JB. A start-up plan has been put together for an office of 6 people. JB outlined that one challenge is with Cloud and whether the Board is happy that data is held off-Island although this may change in the near future. After discussion it was agreed that this is not an issue and agreed that this facility should be used. EL/JB will take the plan forward in preparation for installation.

**Proposals identified by EL/JB to be taken forward.**

2. JB reported that some form of accountancy package will need to be identified. PF stated that a Financial Controller will need to be recruited at some point and at that time will identify what package is suitable. Security issues will also need to be looked at in the future and a detailed budget put together.

**JF agreed to amend the wording of the objective paper with the amendments outlined above.**

**Director's Remuneration**

1. PF proposed that more time spent on establishing JB at this stage will make it easier in the future. With this in mind PF suggested that Board members are paid a fixed fee for the next

few months and then switch to the agreed daily rate. This was agreed by Board members and a figure of £1,000 a month from March- June be paid following each Board member invoicing the Company.

**The full Board agreed these recommendations and PF will put forward a proposal to EDD.**

**Any Other Business**

1. It was asked as to whether other associations/organisations be invited to become once the branding of JB is launched as it will be seen to be something to support. It was agreed that this is a matter for discussion at future meetings.

2. CK suggested that JBB could consider participating at future events such as Chamber lunches and it was agreed that this should be looked at after JB is launched.

**Date of Next Meeting**

Wednesday 4 April at 3.00pm at the offices of EDD

  
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Chairman

  
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Date Signed