

MINUTES OF THE BOARD OF DIRECTORS OF JERSEY BUSINESS LIMITED (the "Company")

(11th Meeting)

20th November 2012

PART A

Present:

Mr P Funk (Chairman) (PF)
Mr J Filleul (JF)
Mr E Lincoln (EL)
Mr B Sarre (BS)
Mr M Robins (MR)
Mr J Box (JB)
Mr A Sugden (AS)

In Attendance:

Mr A Cook, CEO, Jersey Business Limited (AC)
Miss A Maskell, AM to PM Secretarial Services (AM)

- Apologies** **IT WAS NOTED** that no apologies were received.
- Declarations of Interest** JB declared a commercial interest in PBS who is one of the companies tendering to supply furniture to the new premises referred to in the Operations Report below.
- Minutes of Previous Meeting held on 19th October 2012** The Board noted that the previous Part A minutes dated 19th October 2012 had been circulated to the Board as part of the Board Pack and **IT WAS RESOLVED** that AM would make a number of amendments as discussed and forward the same to the Chairman for signature.
- Matters arising** **IT WAS NOTED** that there were no matters arising from the previous minutes not covered elsewhere on the agenda.
- Operations Report** **IT WAS NOTED** that no report had been circulated prior to the meeting due to time restraints of AC. However, **IT WAS RESOLVED** that he would prepare a report for circulation to the Board in the coming week and provide the Board with a verbal report today.
- The Board noted that the office has been very busy with client meetings continuing to increase which, in turn is increasing AC's workload as clients are being referred on to him following an initial meeting.
- AC advised that the clients are still general in nature and include mainly the retail and hospitality industry. The Board noted that the split of start-up business enquiries and established business enquiries was approximately 65:35 and AC advised that 80% of the start-up enquiries were individuals looking to go self-employed and work as a "one man band". However, some larger businesses were also making enquiries and had very good ideas. The Board noted that AC was providing them with information on the Innovation Fund that is due to be launched next year.

The Board discussed if there was a process in place to refer clients to particular specialists when required. AC advised that this had not yet been required as clients that require specialist advice tend to have it in place already and attend meetings with, for example, their accountant. However, **IT WAS RESOLVED** that work would need to be undertaken in the future to put together a list of suppliers with whom clients can be connected, ensuring that the list includes different levels of suppliers to accommodate both local and international business.

The Board noted that the Company had taken a stand at the recent Home Life Event at Fort Regent which had enabled the Company to raise its profile. **IT WAS NOTED** that an additional 107 people had been added to the mailing list as a result of the event and 15 follow up meetings have taken place, the majority of which were construction industry based.

AC advised that referrals are now starting to come through from JBL's help desk that has been set up at Social Security. The desk is providing a direct link to the unemployed to assist them in establishing their own businesses. Furthermore, in conjunction with Social Security, AC is visiting companies where redundancies have recently been made to offer advice to individuals with regard to setting up in business.

ICT

The Board noted that AC has met with Jersey Finance to view how they run Sales Force and **IT WAS NOTED** that in addition to a member of staff mapping out the processes, they also have a dedicated member of staff and an external consultant working on the system. AC advised that despite setting the system up in April 2012, Jersey Finance is still only using the system for internal purposes. He stressed that a lot of work will need to be undertaken to get the Company's Sales Force system set up correctly so that it is not just used as a contacts database as it is capable of doing so much more. However, the Board noted that the Company were at an advantage to Jersey Finance as they do not have to combine any legacy systems with Sales Force. The Board agreed that the business processes of the Company need to be agreed first and thereafter the CRM aspect of the system would need to be mapped. The Board acknowledged that this will be a big project that will require time and money to complete. **IT WAS NOTED** that some initial work had already been completed in this regard and **IT WAS RESOLVED** that AC and EL (in his capacity as a director of Greenlight) would discuss this further with a view to Greenlight undertaking some consultancy work in this regard.

The Board noted that, in the meantime, all client management data was being recorded on Sales Force in a generic field and **IT WAS RESOLVED** that when the business processes have been agreed and mapped the data will be reviewed and re-entered appropriately. **IT WAS FURTHER RESOLVED** that the current generic field would be customised to show what work flows from the data entered currently.

Premises

The Board noted that the lease of 31 The Parade had now been signed; the fit out works were currently taking place; and, subject to their completion, occupation may be possible just before or just after Christmas. In addition, the Board noted that the Company has submitted its notice on 33 Gloucester Street

to the Landlord and the break clause notice has therefore been delivered and acknowledged by the landlord.

Two proposals in respect of IT and furniture had been circulated to the Board prior to the meeting for their review, copies of which are annexed hereto and form part of these minutes. **IT WAS NOTED** that whilst the proposed expenditure was within the Company's budget, it was outside of the expenditure already approved for the premises.

The Board noted that with regard to the furniture, AC had asked four well-known suppliers within the island to quote based on the same list of requirements which have been broken down into their "medium" and "value" ranges. **IT WAS NOTED** that Collins' board room table was considerably cheaper than the other suppliers and AC advised that this was due to a significant discount offered by Collins. AC sought the Board's approval to accept Collins' medium range quotation in the sum of £12,544 and the Board approved a total spend not to exceed £12,500, the final details of which would be agreed between AC and Collins.

AC advised that he had approached three local companies in respect of the provision of IT and Telephone systems for the new premises and Island IT's quotation was more favourable on price and ongoing maintenance/service contract. The Board noted that whilst Island IT are also able to install and take responsibility for the telephone system, the quotation received from JET for telephone system only was more favourable. AC suggested that the Company could take a combined approach (to generate a £400 saving) whereby Island IT is responsible for the IT equipment and JET are responsible for the telephones. After some discussion the Board expressed some reservations about using two suppliers and **IT WAS RESOLVED** to approve a spend of £8,109 in respect of IT and telephones at the new premises, the suppliers of which would be decided upon at AC's discretion.

The required ASDL lines were discussed and **IT WAS RESOLVED** that a single line was sufficient at this stage. The Board noted that the Company currently held a contract with JT for this. However, they agreed that this should not automatically be renewed at expiry as it is anticipated that alternative options may become available from other service providers over the next six months.

Finance & Budget

Updated financials had been circulated to the Board prior to the meeting for their review, copies of which are annexed hereto and form part of these minutes. The Board noted that the Company was currently under budget by £8,500 for October and £15,000 for the year to date and it is anticipated that there will be a £20,000 surplus at the end of the year. AC advised that this surplus is estimated inclusive of settling the £11-12,000 worth of building works fees at the new premises and receiving funding for Gloucester Street until May 2013. However, it does not account for expenditure that may be required in completing the CRM aspect of Sales Force and updating the website to enable applicants to apply for the Enterprise Awards. The present surplus will therefore be required for these commitments.

Marketing Activities

A website activity report was circulated to the Board prior to the meeting for their review, a copy of which is annexed hereto and forms part of these minutes.

The Board noted that there was a spike in website activity at the beginning and this is now settling down to a level that is to be expected when few

communications are being issued. MR advised that whilst the report shows the “setting up” page as the eighth most viewed page during May-October 2012, during the last 30 days this has increased and is now the third most viewed page on the website which the Board agreed was promising particularly given the fact that this page also had highest viewing time. AC advised that since September clients have been referred to the website for further information and this may have led to the increase. The third most viewed page during May-October 2012 was the “newsletter confirmation” page where people signed up to receive a newsletter. The first newsletter has yet to be produced and issued and **IT WAS RESOLVED** that JF and MR would work on this.

IT WAS NOTED that the “bounce rate” was very high which meant that visitors to the site looked a page but did not go any further. MR explained that this would not be an issue if the Company’s contact details were on every page but this was not the case as they only appeared on the “contacts” page. **IT WAS RESOLVED** to review the contents of the pages, in particular the home page, in this regard.

The Board agreed that further analysis should be undertaken with the data from the website and **IT WAS RESOLVED** that MR and AC would meet separately to discuss the future reporting of the website statistics.

The Board noted that a draft Communications Plan had been circulated to MR, AC and PF for their review and **IT WAS RESOLVED** that they would meet to discuss it further and circulate it to the full Board with a view to approving it at the December Board meeting.

Business Plan 2012-2015

The Board noted that prior to it being published the Business Plan required a couple of outstanding points to be completed. These included a foreword and executive summary and **IT WAS RESOLVED** that these would be prepared by PF and AC respectively and thereafter it would be circulated to the Board with a view to approving it at the December Board meeting.

IT WAS NOTED that funding was already in place for next year, however, in order for the funds to be released, it was necessary to sign off and submit the Business Plan and the Partnership Agreement and AS advised that, as time was of the essence, it would be acceptable to submit a draft Business Plan if necessary.

Enterprise Awards

The Board noted that the date of 7th June 2013 was now set for the Enterprise Awards Event and that a Sub-Committee had been established to consider the awards and processes and assess what resources will be required on an interim basis to prepare for the event in addition to Profile Project Management Ltd.

IT WAS NOTED that no commitment has yet been received from the sponsors although meetings had taken place to discuss sponsor’s view and no negative responses have been received, except those voiced by the JEP at a recent meeting with AC and PF. With this in mind and after a lengthy discussion, **IT WAS RESOLVED** that PF would advise the JEP that the Company would be willing to include the Ambassador Award for a further year on the clear understanding that it has the JEP’s commitment to support something different and new in 2014; that the additional coverage of the event offered by the JEP is forthcoming; and that other media in the Island are also encouraged to cover

the event.

The Board noted that this would increase the number of awards on the evening and therefore the prospect of the event going on too long (which was something that the Company was trying to avoid following feedback received) was more likely. Therefore, due to the subdued response towards the Public Sector award, **IT WAS RESOLVED** to remove this from the awards list for 2013 but retain the Exporter of the Year award and the Board agreed that the format of the night could be adjusted closer to the event if necessary if it appeared that it was going to run over.

AC advised that the new judging process meant that the JEC would only interview the shortlisted six nominations as opposed to previous years when they had interviewed everyone and the Board noted it was important to work closely with the JEC as they were a keen supporter of the Environment Award and **IT WAS RESOLVED** to arrange a meeting with them to explain the reasoning behind the new judging process.

The Board agreed that the event needs to be progressed and **IT WAS THEREFORE RESOLVED** that the Sub-Committee would meet as soon as possible to work on finances for the event; assess the speaker issue (as there was currently no sponsor for this); and write to the sponsors seeking their commitment and raise any issues they may have with the Board as required. **IT WAS NOTED** that AS had been involved with the sponsors for previous Enterprise Awards events and he offered his assistance to the Sub-Committee in this regard if required.

The Board noted that in order to enable applicants for the awards to use the new application process, additional technology will be required on the Company's website. **IT WAS THEREFORE RESOLVED** that the Sub-Committee would agree a budget for this and commission the work accordingly, using Directors' expertise if possible.

**Business
Environment**

The Board acknowledged that there was not sufficient time to discuss this topic at today's Board meeting but believed it was a valuable discussion that needs to take place. AC noted that the Business Plan proposed the establishment of an Emerging Themes Sub-Committee. **IT WAS RESOLVED** to consider this further in due course.

Action List

The Board noted that AC and BS had met to discuss the shortlist of applicants in respect of appointing a law firm and accountant for the Company and they would move this forward as part of the F&A Sub-Committee and for further discussion at the December board meeting.

**Any Other
Business**

The Board considered the formation of sub-committees and **IT WAS RESOLVED** to form an F&A Sub-Committee, a Communications Sub-Committee, and a Remuneration Sub-Committee. **IT WAS FURTHER RESOLVED** that the current Awards Sub-Committee would form the Communications Sub-Committee, consisting of JB, JF, MR and EL and the F&A Sub-Committee would consist of AS, BS and PF.

PF advised that a Deputy Chairman was required and **IT WAS RESOLVED** to consider this position at the December Board meeting.

The Board noted that the establishment, funding and operation of the

Innovation Fund ("Fund") has now been "lodged au Greffe" in anticipation of it being debated in the States on 29th January 2013 and a copy of the proposition can be found on the States of Jersey Website. AS advised that the Fund has been given initial funding of £5m, the Treasury Minister anticipates that this will be increased to a total of £10m and it will launch in the first quarter of 2013 with grants and loans being considered thereafter. **IT WAS NOTED** that two bodies will consider the applications, both of which will have a panel of experts that they can call upon, and they will then make recommendations to the Economic Development Minister. Whilst there is no upper limit in terms of amount, AS believes there will be a lower limit of approximately £50,000 with a view to the Company assisting with grants and loans under that amount. In conclusion, AS advised that the scrutiny review with regard to the Fund will take place in advance of the States' debate. The board agreed that the establishment of the Fund was a very positive development and would be supported and encouraged.

Date of Next Meeting

IT WAS NOTED that the December Board meeting would take place at 10:30am on Thursday 6th December at Calligo, 24 Hill Street followed by lunch (venue to be confirmed).

Termination

There being no further business to discuss, the meeting was closed at 11:45pm.



Chairman



Date Signed