

**QUESTIONS TO BE ASKED OF THE PRESIDENT OF THE EDUCATION, SPORT AND CULTURE
COMMITTEE ON TUESDAY 20th APRIL 2004,
BY DEPUTY S.C. FERGUSON OF ST. BRELADE**

Question 1

Would the President advise members –

- (a) whether the Committee, which is responsible for the 1204-2004 Sub-Committee, considers that the primary aim of the event is tourism or a genuine celebration of the Island's independence?
- (b) of the total cost of the 1204-2004 celebrations, including any expense incurred by the Jersey Heritage Trust and Jersey Arts Trust and any financial guarantees offered through Jersey Tourism, together with a breakdown of how the funds will be spent?
- (c) of the source of this funding, and, in particular, would he provide information relating to –
 - (i) any contribution made from the budgets of Jersey Tourism, the Tourism Development Fund and the Trusts? and,
 - (ii) the provision of the sum of £150,000 relating to the holographic portrait of the Queen?
- (d) whether the book commissioned by the Jersey Heritage Trust at a cost of £80,000, and the on-line booking system, could not have been sourced locally?
- (e) what controls are in place for spending relating to the 1204-2004 celebrations?
- (f) how many States' employees, Trust employees and other contract workers are involved in working on the 1204-2004 event?
- (g) of the cost, if any, of outsourcing undertaken? and,
- (h) how the contribution level by local traders of 25 per cent of their margin on 1204-2004 merchandise, which equates to 50 per cent of their mark-up, was arrived at?

Answer

- (a) The aims of the celebrations were set by the working party which was established following a meeting of the Policy and Resources Committee attended by the then Director and Chairman of the Heritage Trust on 2nd November 2000. The working party developed a proposed programme of events to mark the 800th anniversary of the events of 1204. These aims have been used widely in related publications and promotional events. They are to -

reinforce 1204 as one of the key defining points in Jersey's unique history;

assert Jersey's cultural roots, sense of identity and nationhood and promote learning among Jersey people about the consequences of this period in their history;

strengthen the island's international image as a place with a long and separate history that looks back with care and forward with excitement and determination;

provide a programme of events that will engage islanders in participation, attract tourists in significant numbers and generate new business and promote reflection about island history;

create a lasting legacy.

As can be seen, the programme recognised the opportunities for attracting tourists, but this was not a primary or overriding aim.

In January 2003, the Policy and Resources Committee set out the Constitution and Terms of Reference for the 1204-2004 Sub-Committee, and included in the objectives of that Sub-Committee -

“To encourage and facilitate appropriate partnership arrangements in relation to the development and delivery of events and activities, so as to ensure as wide a participation as possible”

The Policy and Resources Committee also established the Jersey Revels Board, accountable to the 1204-2004 Sub-Committee, in the first instance, “to ensure the successful development and delivery of the ‘Jersey Revels’ event”. The Board was established to ensure that the terms of the agreement with the Tourism Development Fund could be fully complied with.

The Sub-Committee’s Terms of Reference has not been changed since coming under the auspices of the Education, Sport and Culture Committee on 22nd October 2003.

- (b) Table 1 shows the breakdown of the costs of the programme, by event. The total is £461,000, excluding Jersey Revels which event is budgeted at £326,000. The programme is the responsibility of the 1204-2004 Sub-Committee and there are no other areas of expense related to the programme which have been or will be incurred by the Jersey Heritage Trust or the Jersey Arts Trust.

Table 1 Programme	Committee Total Funds	
	£	£
1204 Book Forging an Island Community	85,000	85,000
Holographic portrait HM The Queen	150,000	150,000
Holographic portrait promotion & DVD		25,000
1204-1480 Exhibition	37,000	60,000
Children’s Book	10,000	10,000
Wace Symposium	5,000	5,000
Commissioned piece of music	8,000	8,000
Theatre In Education Project	48,000	50,000
Arts Centre Programme of related drama	13,000	13,000
Medieval Concert Series	12,000	12,000
Medieval Sculpture workshops	5,000	5,000
Tree planting - La Bouaï’s’sie du Duc		11,000
Medieval Costumes		2,500
Internet site	7,000	12,500
Marketing & Promotion	5,000	5,000
Administration		7,000
Programme excluding Jersey Revels	385,000	461,000
Jersey Revels		326,000
Total		787,000

The Tourism Development Fund has agreed to underwrite the costs of the Jersey Revels. There have been no financial guarantees provided by Jersey Tourism.

- (c) Table 2 shows the sources of the funds provided to the 1204-2004 Sub-Committee.

Table 2

1204-2004 Sub-Committee Sources of funds	Actual To date	
Income	£	
F & E Grant (5 Feb 2001)	235,000	1204 Book and Holographic portrait
F & E Grant (date 2002)	100,000	Programme of events
Education sport & Culture	50,000	Children's book and Theatre in Education
sub total	385,000	
Business Barons	15,754	
Sponsorship	20,000	
Internet site sponsorship	5,500	
Tree planting - trees sold	16,020	
Bank Interest - budget	10,000	
Holographic portrait promotion - Jersey Tourism	5,000	
Holographic portrait - projected income from DVD	20,000	
sub total	92,274	
overall total	477,274	

The sum of £5,000 from Jersey Tourism is a contribution toward the promotion of the holographic portrait, in return for which Jersey Tourism will have free access to the promotional video film stock being produced.

No funds have been provided by the Trusts.

The Tourism Development Fund, as previously stated, is underwriting the Jersey Revels event and has made available £280,000. The total sum has been advanced and all revenue (including any profit) will be returned to the fund following the event. Jersey Tourism has incorporated the event into its 2004 marketing campaign and is helping to give the event a high profile overseas.

The sum of £150,000 relating to the holographic portrait was voted by the Finance and Economics Committee, together with £85,000 for the 1204 book, at their meeting of 5th February 2001. This enabled the commissions to be confirmed.

It is also worth noting that under the headings of Business Barons, Sponsorship and Internet sponsorship local businesses and individuals have contributed over £40,000 which has enabled some projects which were not fully funded from the States' grant to be fully funded and for additional projects to be supported.

- (d) The decision by the Policy and Resources Committee to support the proposal by the Jersey Heritage Trust to commission a definitive history of the period was made with the understanding that the authors would be recognised academics and experts in medieval history.

Professor Sir James Holt is Emeritus Professor of Medieval History, University of Cambridge, and was Master of Fitzwilliam College from 1981 to 1988. His many publications include Robin Hood, The Northerners and Magna Carta.

Dr. Judith Everard is Senior Research Associate to the British Academy AHRB 'Acta of the Plantagenets' research project at the University of Cambridge and a fellow of Fitzwilliam College. She has published on the history of France, Brittany and Britain in the central Middle Ages.

Neither of the two authors has charged for their time. Of the £85,000 budget cost, £70,000 is payable to the publishers, Thames and Hudson, who as part of their contract will deliver 200 free copies of the book to the

Island and enable world wide sales. The remainder of the budget is to meet travel costs of the authors and other disbursements such as copyright charges incurred on reproducing images.

On 21st July 2003, the Jersey Revels Board were informed that an on-line booking system would not be available through Jersey Tourism, as had previously been hoped. The Board agreed that on-line booking was an essential facility, required to be operational by 1st October to meet the expectations of tour operators and others, and approved the proposals that alternative providers be considered. The Chairman and Co-ordinator were asked to draw up a specification and invite proposals.

On 22nd August 2003, the Jersey Revels Board approved the appointment of Ticketing Solutions to provide the online ticketing provision and authorised the Chairman and Jersey Revels co-ordinator to sign the contract.

Of the four suppliers contacted, one supplier with a local agent withdrew due to the limited scope of providing a solution for one event and the timescales to which the Board was working. Two further providers with local connections were considered. One proposal was to develop a new system to meet the Board's requirements; whilst the provider had a good record of development and was slightly cheaper than the other systems, it was considered high risk, with the potential for a large amount of time being needed from the Revels team to ensure the development met the defined needs. The other supplier with local connections offered an existing system at a comparable cost to the Ticketing Solutions system. The final decision was based on a range of assessments including style and fit to the Jersey 1204 – 2004 requirements.

Jersey Tourism recognised that the experience gained in the exercise to provide Jersey Revels with online ticketing would be valuable and could save time and money when their own system was being considered. Jersey Tourism met the £3,000 set up costs and provided a project manager to assist the Jersey Revels team. This was very much appreciated. This sum of money is not included in Table 2 because the finances of the Jersey Revels Board are accounted for separately from the other events due to the nature of the separate contract with the Tourism Development Fund.

(e) The Terms of Reference agreed by the Policy and Resources Committee are very clear with regard to the duties of the 1204-2004 Sub-Committee to -

‘ensure there are proper arrangements and controls in place for the expenditure of all funds and that all relevant States’ accounting procedures and Codes of Directions are followed’

‘ensure that consideration is given and, as necessary, arrangements are in place to secure value for money in relation to all expenditure authorised by the Sub-Committee’

and

‘report on the financial position and on progress generally, on an at least quarterly basis, to the Policy and Resources Committee [now Education, Sport and Culture Committee], confirming in so doing that all relevant States’ accounting procedures and Codes of Directions have been followed’.

Ultimately, the Sub-Committee is accountable to the Education, Sport and Culture Committee and in turn the Committee is accountable to the States. In addition however, the Tourism Development Fund Sub-Committee also receives copies of all Jersey Revels Committee minutes and financial updates. Quarterly meetings have also been held with the Director of Jersey Revels. Two members of the Tourism Development Fund Sub-Committee (Senators Paul Routier and myself) are members of the Jersey Revels Organisation Committee.

(f) There are no States employees involved in working on the events themselves.

Three States employees are contributing to the work of the 1204-2004 Sub-Committee and the development of the programme. The working party includes David Greenwood representing Education, Sport and Culture, Rod McLoughlin representing the Bailiff's Office and Donna le Marrec representing Jersey Tourism. Derek de la Haye from the Education, Sport and Culture Department has also assisted with revels logistics and

parking arrangements. Personnel from the emergency services have been fully involved in planning for a safe event.

The working party also includes four of Jersey Heritage Trust employees: Beth Lloyd, Doug Ford, Nick Danby and Christopher Journeaux. Three other Jersey Heritage Trust staff are contributing to the administration, efficient and effective accounting and promotion of events: Debbie Shead, Corinna Steer and Val Nelson.

Daniel Austin, Director of the Jersey Arts Centre, is a member of the working party and Sara Clews, also for the Jersey Arts Trust, is assisting in the administration and promotion of events.

In most cases the majority of the time worked on the events is an ancillary and an unpaid part of their employment as a great deal of it is done out of office hours, in the evenings and at weekends. However, the successful delivery of the programme depends on a small army of volunteers who are contributing their time free of charge.

- (g) There is no outsourcing. All the costs are declared in the tables attached to these answers, including services bought in.
- (h) The 1204-2004 Sub-Committee appointed merchandise agents to assist with the promotion of the 2004 celebrations through appropriate, high quality merchandise in accordance with the aim and objectives of the 1204 - 2004 Sub-Committee. The agents proposed that there should be a revenue sharing agreement with the retailers of official merchandise which would enable the Sub-Committee to recover some of the costs of the overall programme and to provide additional promotion of events at which merchandise could be sold, promotional materials for the retailers and promotion through the internet site. The licence fees are the subject of agreement between the merchandise agents and the retailers.

Question 2

Has the Committee undertaken an overall cost benefit analysis of the event and received an estimate of how many additional visitors will be attracted to the Island?

Answer

In making an application to the Tourism Development Fund for support, the Jersey Revels Business Plan set out the costs and benefits of the event. The expectation is that the event will either break even or show a small return to the Fund.

The Business Plan is based on between 9,000 and 12,000 people attending on each day, the majority will be local people. It is expected that a large number of visitors in the Island will attend Jersey Revels, and it is known from the market information available that some visitors are choosing to come to the Island specifically for Jersey Revels. Others have arranged their visit to coincide with the event. Jersey Tourism also reports a high level of interest in the event, for example, press and media coverage in Jersey Revels and the 800th anniversary celebrations.

The Tourism Development Fund recognised, in their support for the event, that the 25th to 27th June was outside the traditional peak visitor times and would help develop new visitor markets.

The programme as a whole, however, has not been subjected to a cost benefit analysis as the aims are qualitative and cannot be measured in simple financial terms. Of the events which have taken place so far, the tree planting was over subscribed, the two medieval music concerts have been sold out and the Theatre in Education production has been to over 30 schools and been hailed a great success.

Finally, I should like to pay tribute to the work done by all those involved in the 1204 - 2004 celebrations, particularly the 1204-1004 Sub-Committee chairman, former Senator Nigel Quéréé. An outstanding programme

of celebrations to commemorate our 800 years allegiance to the Crown has been produced and I urge all States members and Islanders to fully support and participate in it.

Details of all events and ticket information can be found on the 1204-2004 website www.1204-2004.je.