

**WRITTEN QUESTION TO THE PRESIDENT OF THE POLICY AND RESOURCES COMMITTEE BY
DEPUTY G.C.L. BAUDAINS OF ST. CLEMENT**

ANSWER TO BE TABLED ON TUESDAY 27th SEPTEMBER 2005

Question

“During the debate on 14th September 2005, on P.114/2005 - Waterfront Enterprise Board: renewal of ten-year working limit, members were circulated with papers which included a checklist of which projects brought certain benefits. Would the President provide information for each of the boxes marked as ‘confirmed’ on this checklist by explaining precisely how the alleged benefit of each accrues and what evidence is available to substantiate those claims?”

Answer

“Yes, I am pleased to provide further information on the benefits that will accrue from the Castle Quay, Les Jardins, and Esplanade Square projects on the St. Helier Waterfront.

For ease of reference, I have taken each development in turn and, where appropriate, have listed the benefits that are expected to accrue –

(a) Castle Quay

Encourage 2% Economic Growth - In the short to medium term, the phased development of this project will sustain construction activity in the Island, including jobs and the supply of materials, against a falling base of public spending. The evidence for this is derived from a range of sources, including the States budget, States Surveyor's reports, and research by the Jersey Construction Council.

In the long term the development will contribute towards the maintenance and growth of the tourism industry against its falling base. The evidence for this has been taken from Jersey Tourism research and socio-economic reports/projections from PriceWaterhouseCoopers.

Develop Tourism - In the medium to long term, the nature and content of the mix in this development will contribute towards developing the tourism industry. The evidence is taken from the results of exit surveys conducted by Jersey Tourism.

- Broad Range of Dwellings - This phased development contains significant numbers of one, two and three bedroom residential units, ranging from under £200,000 to luxury, and these units will all be available for purchase by local residents.

- Develop Cultural, Leisure and Recreational Facilities - This development is proposed to include an art gallery, dining terrace, jazz club, and wintergarden (namely, a glass-covered, landscaped, open public courtyard that will be available for public events).

- Invest in Infrastructure – It is proposed that the development will include two public squares, parking for marina users, and a satellite police station serving the waterfront.

- Innovative and Intelligent Land Use – The need for travel by car will be reduced by the creation of high density housing with roof gardens in a central location. The project will also enable public access to the waterfront at ground floor level, together with open public areas, whilst maximising the return to the public in the monies received as a result of developing the site.

- Protect Rural and Historic Environments - Efficient use of the waterfront land in a sustainable location will reduce development pressure on rural areas and historic areas of town centre.

- Housing on Brownfield Sites in Sustainable Locations- This development proposes the use of reclaimed land in a location that will be close to both work and recreational facilities.

- Wider Range of Jobs and Activities – The development is anticipated to generate jobs in the construction, leisure and hospitality sectors. Evidence from Highlands College indicates that there is an increasing demand for non-finance jobs.

(b) Les Jardins

Encourage 2% Economic Growth – As with Castle Quay, the development of this project will sustain construction activity in the short to medium term, including jobs and the supply of materials, against a falling base of public spending. The evidence for this is derived from a range of sources, including the States budget, States Surveyor's reports, and research by the Jersey Construction Council research.

In the long term the development will contribute towards the maintenance and growth of the tourism industry against its falling base. The evidence for this has been taken from Jersey Tourism research and socio-economic reports/projections by PriceWaterhouseCoopers.

Develop Tourism - In the medium to long term, the development will create an urban resort consisting of self-catering accommodation and a spa, together with indoor and outdoor children's and adult leisure activities.

- Develop Cultural, Leisure and Recreational Facilities - This development will include indoor and outdoor recreational facilities, together with the restoration of West Park Pool as a water activity centre.

- Invest in Infrastructure - This development will include extensive, publicly accessible open space, maintained at the cost of the investor, as well as the creation of a water activity centre for the Parish of St Helier.

- Innovative and Intelligent Land Use – High density housing, combined with holiday accommodation, will reduce the need for travel by car. The project will also enable public access to the waterfront at ground floor level, together with open public areas, whilst maximising the return to the public in the monies received as a result of developing the site.

- Protect Rural and Historic Environments – As for Castle Quay.

- Housing on Brownfield Sites in Sustainable Locations– As for Castle Quay.

- Wider Range of Jobs and Activities– As for Castle Quay.

(c) Esplanade Square

Encourage 2% Economic Growth – As for Castle Quay and Les Jardins.

- Support Development of the Finance Industry - Market research and, more recently, pre-letting discussions with financial institutions and associated industry tenants, indicates that businesses in the finance sector have a strong desire to improve and, in some cases, expand their operational workspace in order to improve efficiency.

Market research also supports the need to create a distinct, focused, international identity for the industry in Jersey, as is being done in competing jurisdictions around the world. It is planned that the scheme should include a business school/international corporate training centre, delivered in association with Highlands College and the Sir John Cass Business School of the City of London. Their involvement is evidence of the need and potential viability of this element.

Invest in Skills - This development is proposed to include an international corporate training centre and

business school.

- Innovative and Intelligent Land Use – Esplanade Square will be a modern, efficient and large-scale commercial development located on a major road network, away from the historic buildings, narrow streets and pedestrian areas of the central area of the town. Below ground parking will enable the creation of open areas, whilst still maximising return to the public.
- Protect Rural and Historic Environments - As for Castle Quay and Les Jardins.
- Housing on Brownfield Sites in Sustainable Locations- As for Castle Quay and Les Jardins.
- Wider Range of Jobs and Activities– The development is anticipated to generate skills and so jobs for local people in the high value finance and associated sectors.

In general terms, therefore, it is anticipated that these three developments will bring a wide range of benefits to the community.

In addition to the detailed research highlighted above, it should also be pointed out that there has been significant general research into retail and housing. It should also be noted that the developments will be phased over a period of approximately ten years, thereby minimising any sudden changes in construction activity during this period.”