

### **3.4 Deputy P.J. Rondel of St. John of the Minister for Economic Development regarding the Tourism Visitor Map:**

Could Members be told of the costs involved in printing and distributing the tourist visitor's map (Carte Touristique) and given that the Island map is flawed as the wording "St. Saviour" has been omitted, what are the re-print costs and have those responsible for this error been disciplined?

**Senator A.J.H. Maclean (The Minister for Economic Development):**

This free map has been in circulation since the beginning of last summer at a cost of £22,000 to produce 150,000 copies. These have been distributed by staff at key tourist locations since then. We are virtually at the end of the distribution and a new edition will be published shortly by a commercial publisher. The question of a re-print does not apply as we have outsourced the publication. The St. Saviour reference should of course have appeared on the overlay as do the other Parish references. This had been removed some time ago with the rationale that it obscured details of hotels and other facilities in what is a congested area of the map, a map which is intended to indicate tourist attractions. Disciplinary action would not be appropriate in this instance as no unplanned costs have been incurred. I should add that the department has also received no complaints in this regard. [Laughter]

#### **3.4.1 The Deputy of St. John:**

Given that the answer is it may remove or obstruct the visual aspects of hotels, etcetera, does that mean the philosophy of the Minister is that we should remove the representatives from this Chamber, given that they are not part and parcel of being able to be presented properly on a map? Furthermore, why after this error was found nearly 18 months ago did we allow it to continue showing only 11 out of our 12 Parishes? Surely that kind of error should not be permitted to continue? When a mistake is identified it should be withdrawn and the proper document printed.

**Senator A.J.H. Maclean:**

Firstly, I obviously would not like to see the Deputy of St. John leaving this Chamber. His contributions are valuable for all concerned. [Laughter] I would like to concentrate on the fact that we are now out-sourcing this particular publication, and another publication indeed, at a cost saving of £150,000. We have come to the end of this particular print run. I think we should concentrate on where the savings are. Yes, a mistake was made. It was not deemed to be a serious mistake. The map is in fact indicative of tourist attractions. It is not there as a guidance for anything more than that and there are indeed many other further maps, one of which I have here, which shows very clearly St. Saviour and all other Parishes so there are many choices. I would also like to concentrate on some positive news. We have just this morning received news that Jersey at the Chelsea Flower Show received a gold award. [Approbation] I think that is positive.

#### **3.4.2 The Connétable of St. Saviour:**

I am sure we are all delighted by that news from the Chelsea Flower Show; that is good for the Island. On a serious note this was a map for visitors. It left out the name of the Parish that included the 2 largest hotels in the Island and I cannot help feeling that might well have been confusing for those visitors. It is going against the very thing it is trying to do. While it is good to hear that they are making savings I am concerned that if out-sourcing is done, if perhaps this work is done locally, there is

less likely to be this sort of mistake because it becomes more obvious to someone who knows the Island. If that is the case perhaps the Minister could explain how he thinks the savings are worthwhile if the mistakes are still made?

**Senator A.J.H. Maclean:**

Yes, I thank the Constable and clearly I do apologise bearing in mind it is, of course, his Parish that was omitted from the said map. The map itself, as I mentioned earlier, was indicative of tourist attractions, not of hotels and clear guidance is given to the location of hotels by the very excellent staff at Jersey Tourism. I can also assure the Constable that in the future this publication has just been out-sourced. They have not done the next re-run of this particular map. This error will be corrected and I think it is a very positive move, but it is going to be self-financing and the department and the States are demonstrating genuine cost savings particularly in this current economic climate.

**The Deputy of St. John:**

A final supplementary.

**The Bailiff:**

No, I am sorry, Deputy.

**The Deputy of St. John:**

It is usual that the Member who asked the question has the final supplementary.

**The Bailiff:**

Not always. It is a matter for the Chair, Deputy. [Laughter] The Deputy who asks the question is generally permitted to have a supplementary, that is perfectly true, but you have had your supplementary.