

# **STATES OF JERSEY**



## **TOURISM DEVELOPMENT FUND: ANNUAL REPORT 2003**

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**Presented to the States on 11th May 2004  
by the Economic Development Committee**

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**STATES GREFFE**

## TOURISM DEVELOPMENT FUND

*Making a difference*

### Introduction

This is the first annual report to be published by the Tourism Development Fund Sub-Committee.

2003 was a year of tremendous change as some of the Clothier recommendations were implemented and Jersey Tourism changed from being Committee led to being a part of the new Economic Development Department.

In January 2003 the Tourism Development Fund Sub-Committee changed from reporting to the Tourism Committee to reporting to the Economic Development Committee. It does however adhere to the same Terms of Reference as in the past.

In 2002 the TDF agreed to fund a number of projects. In 2003 this number grew and apart from scrutinising the new projects the board also evaluated the success of the projects that had been funded.

### Background

In December 2001 the States agreed in principle that the sum of £10 million be set aside over the following 5 years to a new Tourism Development Fund to replace the old Tourism Investment Fund.

In 2003, £1.2 million was transferred to the fund but no further funds have been secured for 2004 or 2005.

The Board is very concerned that there is a perception in the mind of the public that the fund has £10 million when in reality the figure the Sub-Committee was given to work with is in the region of £2 million (£1.2 million plus £800,000 from the Tourism Investment Fund).

### Board members

The Board comprises 8 members, 4 political members and 4 members of the public.

#### Political members

Deputy L.J. Farnham (Chairman)  
Senator M.E. Vibert  
Senator P.F. Routier  
Deputy G.W.J. De Faye

#### Public members

Mr. J. King (Deputy Chairman)  
Mrs. D. Lang  
Mr. L. Huggler  
Mr. M. Graham

Mrs Elizabeth Jeffreys worked with the Board in her capacity as Chief Executive Officer of Jersey Tourism and since October 2003 the TDF has been supported at executive level by Kevin Lemasney, Jersey Tourism.

### 2003

The Board met 7 times during 2003 and scrutinised a large number of new projects. The Board also evaluated the success of projects that had received funding in 2002 and carried out work in 2003.

Two large projects dominated the discussions during the year, Airport funding and Château La Chaire Sub-Tropical Gardens. Both projects were large in terms of the funding requested (£500,000 and £1.6 million respectively) and the Sub-Committee found it necessary to request supplementary information in both cases and apply strict to conditions to the funding in both cases.

### Projects

In total there are now 14 live projects being funded by the TDF.

	<b>Project manager</b>	<b>Project</b>	<b>Sum awarded</b>
1	Art in the Frame	Harbour Gallery	£30,500
2	Jersey Conference Bureau	Feasibility study	£40,000
3	Jersey Revels	Underwriting 2004 event	£280,000
4	Gorey Improvements	Feasibility study	£11,500
5	Beinv'nue	Training programme (over three years)	£150,000
6	Airport Taskforce funding	Subsidies for landing fees and marketing assistance	£500,000
7	Public Services Department	Cycle path from the Gunsite café to La Mielle car park	£50,000
8	Parish of St Helier	Cycle network	£200,000
9	Genuine Jersey	Branded vehicle & promotion stand	£15,000
10	St Aubin's Traders Group	Improvements to St Aubin harbour area	£85,000
11	Battle of Flowers	Mobile equipment for island events	£119,460
12	Château La Chaire Sub-Tropical Garden Trust	Feasibility study and Stage 1 costs (First payment of £250,000 to be paid in staged payments subject to conditions being met, request for balance to go to the States if project goes ahead)	£250,000
13	Rozel Boat Owners Association	Pier seating area	£15,000
14	Durrell Wildlife Conservation Trust	Public conveniences	£50,000
	<b>TOTAL committed</b>		<b>£1,796,460</b>

*Table: Projects receiving TDF funding.*

A further 13 projects have requested funding and they are at various stages of the application process

### **The projects in brief**

#### 1. Art in the Frame- The Harbour Gallery

(The establishment of an art gallery in St. Aubin)

The Harbour Gallery has now opened its doors in St. Aubin and has enjoyed a very successful first year of operation. Many exhibitions have been held and classes have been held for locals and tourists in line with the business plan.

#### 2. Jersey Conference Bureau- Feasibility study

(Is there a business case for establishing a conference centre in Jersey? This feasibility study was commissioned to look at the possibility of creating a conference centre at Fort Regent.)

The feasibility study was carried out by The Tourism Company and the findings were presented in May 2003.

This project came in under budget and the report is now being used by a working group that is looking at developing a conference centre at Fort Regent.

### 3. Jersey Revels- Underwriting 2004 event

(In 2004 Jersey will celebrate 800 years of independence. From June 25th-27th Jersey Revels will take people back in time to experience what life was like in the middle ages.)

The main event is planned to take place in late June 2004 and at present is expected to make a small profit thereby releasing the sum set aside to underwrite the event for use on other projects. This will be a major event for the Island during 2004 and is attracting considerable interest.

### 4. Gorey improvements- Feasibility study

(A working group of interested parties is looking at ways to enhance the Gorey area with particular emphasis on the pier area.)

Work is ongoing on the feasibility study with results expected in February 2004. The group has held a workshop which was open to the public and has been encouraged by the level of interest in the project. Local traders have been especially interested in the project and considerable help has been given by some States Departments. A report will come forward in 2004 which will outline the progress made.

### 5. Beinv'ue – Hospitality training programme (managed by the Jersey Hospitality Association)

(Beinv'ue is a five-day training programme for people working in the hospitality industry.)

In partnership with Jersey Tourism and the Training and Employment Partnership the 2003 programme was a huge success with 335 hospitality employees from 52 establishments participating in a oneweek training programme. An additional bonus was the number of establishments who became *Excellence through People* accredited organisations. This is a three-year programme and the finishing touches are now being put on the 2004 programme. Improvements have been proposed and the 2004 programme promises to be even better than 2003.

### 6. Airport Taskforce funding- Subsidies for landing fees and marketing assistance

(Joint assistance towards landing fees and marketing costs to the airlines flying into Jersey from the Finance and Economics Committee and TDF)

Of the £1 million set aside for this project (equal funding from TDF and Finance and Economics) the £700,000 set aside for assistance with landing fees has been used up. However as the package was only agreed after the airlines had prepared their 2003 marketing campaigns, they have been slow to take advantage of the portion set aside to assist with marketing initiatives (£300,000) and it is hoped that the surplus can be carried forward to 2004.

### 7. Public Services Department- Cycle network

(Cycle pathway from Gunsite Café to La Mielle car park)

In partnership with Public Services the new cycle path from the Gunsite Café to La Mielle car park has been completed and has been very well received by the public.

### 8. Parish of St Helier- Cycle network

(Cycle network in St. Helier)

In partnership with the parish work is progressing on this project and is expected to be completed in 2004.

#### 9. Genuine Jersey- Branded vehicle and stand

(Procurement of a branded vehicle and promotion stand to help promote the Genuine Jersey registered products)

The Genuine Jersey Products Association has now procured a branded vehicle and promotion stand. Membership has grown and many local products are carrying the logo. The association has attracted many new members and is creating a genuine awareness of local produce in the marketplace.

#### 10. St. Aubin Traders – Improvements to St. Aubin harbour area

(To enable improvements to the St Aubin area in co-operation with local traders)

Many improvements to the harbour area have been successfully carried out and the group hope to begin Stage 2 of the project in 2004.

#### 11. Jersey Battle of Flowers Association- Mobile toilets and crash barriers

(To provide the JBFA with mobile toilets and crash barriers to satisfy local safety and hygiene regulations)

Eight mobile toilets and 200 crash barriers have now been procured and are being stored and maintained by the JBFA. The association will rent out the equipment at commercial rates to create some additional revenue but the equipment will be supplied at a very low rate to other tourism event organisers.

#### 12. Château La Chaire SubTropical Garden Trust – Feasibility study and Stage 1 of the gardens

(To provide funding to a Trust in order to carry out a feasibility study and risk assessment on the site and begin initial work on the garden to allow it to open as a work in progress project)

As soon as a Trust is formed it will have to review the Business Plan. It will also apply for outline planning permission for the project and carry out a risk assessment on the project. The project has attracted considerable interest in the U.K. and will feature in the BBC2 series “Hidden Gardens” in January 2004.

#### 13. Durrell Wildlife Conservation Trust- Public conveniences

(To provide assistance to the DWCT with the provision of adequate toilet facilities on their site)

While not able to fund the entire project for the Zoo facility the TDF hopes that the funds provided can help with parts of the project and that funds can be found elsewhere to carry on the work.

#### 14. Rozel Boat Owners Association (RBOA)- public seating area

(To provide a public seating area by the pier at Rozel)

In partnership with Harbours and the RBOA a public seating area will be built at the start of the pier. Work is expected to be completed by Easter 2004 providing an added asset for the tourist season.

Other projects are presently being reviewed.

### **The future**

The Finance and Economics Committee has made it clear that no further funding will be awarded until 2006 at the earliest. The objective is to obtain £1 million in 2006 to help with some new projects. This situation has created a sense of extreme disappointment in the hospitality and tourism industry and it is hoped that the Sub-Committee can secure some additional funding for specific growth projects in the intervening period. The soon to be published review of the Tourism Strategy will identify some areas where investment is required. These projects will be prioritised and specific requests for funding will be made to the Finance and Economics Committee.



**TOURISM DEVELOPMENT FUND**  
**Status Report as at 31st December 2003**

	£	£
Funds Transferred from Strategic Reserve	10,000,000.00	
Additional funds agreed by the States	8,000,000.00	
Additional funds transferred from the Capital Fund in 2003	1,200,000.00	
Additional funds transferred from the General Reserve in 2003 (ATF)	<u>500,000.00</u>	
		<b>19,700,000.00</b>
Interest		
1996	506,919.00	
1997	586,251.00	
1998	611,229.00	
1999	697,898.00	
2000	687,290.00	
2001	118,310.00	
2002	103,957.90	
2003	<u>98,406.93</u>	
		<b>3,410,261.83</b>
<b>Total Available Funds</b>		<b>23,110,261.83</b>
Less		
Projects Agreed (as per table below)		<b>(22,952,000.00)</b>
Administration Expenditure		<b>(1,800.00)</b>
<b>Balance of Funds</b>		<b>156,461.83</b>

## 1 Projects – Financial Details:

	Project	Amount Agreed £	Amount Paid £
	Maritime Museum	1,200,000.00	1,200,000.00
ier	Sculpture	20,000.00	20,000.00
alade	Lighting – St. Aubin	25,000.00	25,000.00
m	Coastal Walk	46,000.00	44,764.17
	New North Quay – Furn/exhibits	100,000.00	100,000.00
m	Disabled Ramp – St. Brelade	12,000.00	12,000.00
	New North Quay – Steam Clock	150,000.00	150,000.00
	Les Jardins de la Mer Café	250,000.00	250,000.00
m	Cycle Network	617,000.00	617,220.45
	Mont Orgueil Castle – Planning	77,500.00	77,500.00
	Jersey Wildlife Preservation Trust	1,200,000.00	1,200,000.00
	Havre des Pas Pool	1,140,500.00	1,140,500.00
	German Occupation Structures – Info Points	35,000.00	30,362.71
ier	Centre Ville	250,000.00	243,850.17
	Les Creux Bowls	125,000.00	125,000.00
	Leisure Pool	10,900,000.00	10,900,000.00
	Mont Orgueil Castle Refurbishment	3,000,000.00	3,000,000.00
ier	Centre Ville	35,000.00	35,000.00
alade	Landscaping	100,000.00	100,000.00
	Harbour Gallery – Art	30,500.00	9,506.00
	Conference Hotel (3)	40,000.00	29,541.42
	Revels 2004 Festival	280,000.00	25,000.00
ille	Gorey Improvements	11,500.00	–
	Bienv'nue Training	150,000.00	50,000.00
	Wales Tourist Board	7,500.00	–
t	Airport Task Force	<b>1,000,000.00</b>	556,028.49
	PSD Cycle Network	200,000.00	11,000.00
	Genuine Jersey (4)	15,000.00	3,460.00
	St. Aubin Trading Corp	85,000.00	42,732.00
	PSD Cycle Network	50,000.00	–
	Durrell Wildlife Conservation Trust	50,000.00	–
	Chateau La Chaire Sub-Tropical Gardens (2)	1,600,000.00	–
	Battle of Flowers	119,500.00	–
	Rozel Boat Owners Association	15,000.00	–
	Interpretative Signage	15,000.00	–
		<b>22,952,000.00</b>	<b>19,998,465.41</b>



The sum allocated to Jersey revels is to underwrite any loss up to £280'000. It is not a grant.

Up to £250,000 has been awarded to Chateau La Chaire Sub-Tropical Gardens, the remaining £1,350,000 depends on the success of stage 1

Actual spend was £27,000.

Actual spend is expected to be around £12,000.

**Tourism Development Fund**  
**Cash Statement for the period ending 31st December 2003**

	£	£
<b>Appropriation</b>		
Transfer in:		-
Interest paid:	3,410,261.83	
Less: 2003 year end debtor	<u>(0.21)</u>	
		3,410,261.62
<b>Total Grants paid to date</b>		(19,998,465.41)
<b>Funds Remaining</b>		<u>(16,588,203.79)</u>
Less: Cash at bank		(2,609,500.00)
<b>Shortfall in Cash</b>		<u><b>(19,197,703.79)</b></u>

APPENDIX 3

Notes to the Tourism Development Fund

GRANTS AGREED	Project	Agreed £	Actual 1995 £	Actual 1997 £	Actual 1998 £	Actual 1999 £	Actual 2000 £	Actual 2001 £	Actual 2002 £	Actual 2003 £	Balance Outstanding £
<b>States Departments</b>											
Tourist Committee	Quechua Walk	46,000.00	13,753.30	5,130.30	4,000.87	9,583.00	130.00	286.00	4,762.50	1,236.83	
	Disability Ramp - St. Brigid	12,000.00	12,000.00								
	Cycling Network	677,000.00		57,892.30	120,010.00	135,256.38	66,294.25	47,892.55	53,820.97	420,270.00	(230,459)
	Scott - Leisure & Recreation	126,000.00				87,931.21	27,068.76				
	Environmental and Public Services	36,000.00			10,405.00		9,457.71			1,000.00	4,637.29
	PSC Cycling Network	200,000.00									189,000.00
	Enterprise - Enterprise								600.00	600.00	(1,800.00)
	Enterprise - Enterprise										
Jeppu Airport	Airport Task Force	1,000,000.00								356,028.49	443,971.51
<b>Parishes</b>											
Parish of St. Brigid	Lighting - St. Audoen	25,000.00	25,000.00								
	Lighting - Parish Hall	100,000.00									
	St. Audoen Testing Corp	86,000.00								-12,702.00	42,298.00
Parish of St. Helen	St. Helen	20,000.00	20,000.00								
	Centre Villa	250,000.00			9,700.00	191,541.47	23,369.00	25,000.00	29,327.50		6,160.03
	Centre Villa - Christmas Lights	35,000.00									
Parish of Trinity	Royal Boat Owners	15,000.00									
	Boat Owners										
Parish of St. Columbkille	Boat Owners	11,500.00									
	Boat Owners										
<b>Other</b>											
Other	Mar. Traffic Sign	1,200,000.00	1,200,000.00								
	New Sign Quay - Furniture - Canteen	100,000.00	100,000.00								
	Mar. Traffic Sign	77,500.00		77,500.00							
	Mar. Traffic Sign - Boat	3,000,000.00									
Waterfront Emporium Board	Las Cardas de la Mer Cafe	280,000.00	260,000.00								
	New Sign Quay - Sign on Chair	160,000.00	160,000.00								
	Lave des Bras Pool	1,140,500.00		20,000.00	1,120,500.00						
	Lave des Bras Pool	10,900,000.00									
Jeppu Wildlife Preservation Trust	WWT	1,200,000.00		400,000.00	700,000.00	100,000.00					
	Cure Wildlife Preservation Trust	50,000.00									
Letchford Gallery - Art		30,500.00							9,250.00	2,560.00	20,994.00
Curtain Wall - Hotel		40,000.00								29,541.42	10,458.58
Project 2002 - Leithwa		280,000.00								25,000.00	265,000.00
Dierynne Training		150,000.00								50,000.00	100,000.00
Genour - Leithwa		16,000.00								8,480.00	11,640.00
Waves Tour at Board		7,500.00									7,500.00
Clareville Chair Project		1,600,000.00									1,600,000.00
Boat - Leithwa		119,500.00									119,500.00
Interpretative signage		15,000.00									15,000.00
		22,902,000.00	1,778,752.00	660,493.00	1,961,116.00	3,819,633.06	145,771.72	11,177,023.55	93,784.47	768,692.41	2,901,734.79



APPENDIX 5

<b>TOURISM DEVELOPMENT FUND</b>				
<b>Total funds agreed by the States (excluding interest*)</b>				<b>£0</b>
<b>Jersey Heritage Trust</b>	Maritime Museum		<b>1,200,000</b>	
	New North Quay - Furniture / Exhibits		<b>100,000</b>	
	Mont Orgueil Planning		<b>77,500</b>	
	Mont Orgueil Refurbishment		<b>3,000,000</b>	
			<b>4,377,500</b>	
<b>Waterfront Enterprise Board</b>	Les Jardins de la Mer Cafe		<b>250,000</b>	
	New North Quay - Steam Clock		<b>150,000</b>	
	Havre des Pas Pool		<b>1,140,500</b>	
	Leisure Pool		<b>10,900,000</b>	
			<b>12,440,500</b>	
<b>Total sums secured by JHT &amp; WEB</b>				<b>£16,818,000</b>
* Interest earned to 31/12/03 £ x m				