

STATES OF JERSEY



TOURISM DEVELOPMENT FUND: ANNUAL REPORT 2004

**Presented to the States on 21st June 2005
by the Economic Development Committee**

STATES GREFFE

REPORT

Contents

Message from Deputy Lyndon Farnham.....	3
Background to the Tourism Development Fund.....	4
2004 in focus.....	5
Financial results.....	10
The future.....	12

Chairman's Report

As we reach the end of the second full year of operation of the Tourism Development Fund, I am delighted to say that we have over 20 projects benefiting from the fund and helping to create a stronger tourism product for our Island. There are many new projects in the pipeline and I look forward to seeing them take off in 2005.

I am especially encouraged by the partnerships that have arisen as a result of some of the TDF projects. Take for example, the Bouley Bay enhancement project, where the Bouley Bay Enhancement Association is being actively supported by Environment and Public Services, the Harbours Department and the Parish of Trinity. Or, St. Aubin where local businesses are working closely with the Parish of St. Brelade to help make St. Aubin such a attractive place to visit.

In 2005 the Economic Development Committee will take a Strategy for Growth to the States of Jersey and I hope that we will be able to include projects from the private sector in the future. There are many entrepreneurs who would benefit enormously from some seed funding to develop their ideas and I believe that the Tourism Development Fund could play a vital role in helping these people.

I would like to take this opportunity to thank my fellow Sub-Committee members who, once again, have carried out their role in an exemplary way.



Deputy Lyndon Farnham
Chairman
Tourism Development Fund & Jersey Tourism Board

2005

Background to the Fund

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

In 2003, £1.2 million was transferred to the fund. In 2004 no funds were transferred in to the Fund and the next payment of £1 million is scheduled for 2006.

The Sub-Committee members have once again voiced their concern that there is a perception in the mind of the public that the fund has £10 million when in reality the figure is far less.

The Sub-Committee comprises 8 members, 4 political appointees and 4 members of the public.

Political members

Deputy Lyndon Farnham (Chairman)
Senator Mike Vibert
Senator Paul Routier
Deputy Guy De Faye

Public members

Mr. John King (Deputy Chairman)
Mrs. Debbie Lang
Mr. Lawrence Huggler
Mr. Mike Graham

Table 1 – Tourism Development Fund Sub-Committee

The Sub-Committee is supported at executive level by Kevin Lemasney, Jersey Tourism.

2004 in Focus

The Sub-Committee met 7 times during 2004 and scrutinised a large number of new projects. The Sub-Committee also evaluated the success of projects that had received funding in 2002 and 2003.

On 31st December 2004 there were 23 live projects being funded by the TDF.

	Project managers	Year	Amount
The Harbour Gallery	Art in the Frame	2002	30,500
Feasibility Study into a new			
Conference & Events Centre	Jersey Conference Bureau	2002	40,000
Jersey Revels 1204–2004 celebrations	Jersey Heritage Trust	2002	215,000
Feasibility Study into			
Improving Gorey Harbour area	Gorey Improvements Group	2002	11,500
Leinv'nus Hospitality Training			
Programme	Tourism Training Strategy Group	2002	150,000
Airport Landing Fee subsidy	Airport Taskforce	2003	500,000
Cycle Network			
Gunsite Café to La Mielle car park)	Environment and Public Services	2003	50,000
Own Cycle Network	Parish of St. Helier	2003	200,000
Branded vehicle and promotional			
Material	Genuine Jersey	2003	15,000
Improvements to St. Aubin harbour area	Parish of St. Brelade & St. Aubin		
	Traders Association	2003	85,000
Public Conveniences & Crash Barriers	Battle of Flowers Association	2003	119,500
Public Conveniences	Durrell Wildlife Conservation Trust	2003	50,000
Design Brief and Feasibility Study	National Trust for Jersey	2004	25,000
Enhancement of Bouley Bay	Bouley Bay Enhancement		
	Association	2004	50,000
Interpretative signs for Island sites	Jersey Heritage Trust	2004	23,945
Living with the Enemy DVD	Marie Antoine Trust	2004	30,000
Design Brief and Feasibility study			
Into Jersey Pride schooner	Pride of Jersey Trust	2004	5,000
Liberation 60 celebrations	Liberation 60 Sub-Committee	2004	26,000
Grant and underwrite)			75,000
Feasibility study into Inspirational			
Gardens and Education Centre	TWIGG Trust	2004	30,000
Participation into the			
Procurement of new uniforms	The Band of the Island of Jersey	2004	20,000
Design brief and feasibility study			
For a Marine Interpretation Centre	Environment and Public Services	2004	10,000
Procurement of Electric Chairs for	Shopmobility St. Helier Jersey		
Visitors	Trust	2004	8,000
Support for Myth of Malham Yacht race	St. Helier Yacht Club	2004	7,500
	Total funds committed		1,776,945

Table 2 – Projects receiving TDF funding

The Projects in brief

1. Art in the Frame

The establishment of The Harbour Gallery in St. Aubin.

The Harbour Gallery continues to operate successfully. Many exhibitions and classes have been held for locals and tourists in line with the business plan.

2. Jersey Conference Bureau

The commissioning of a feasibility study to explore the development of a conference and events centre in Jersey.

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 and events centre at Fort Regent.

3. Jersey Revels

Underwriting June 2004 event.

The Sub-Committee has now closed the accounts for the Revels celebration and returned £65,000 to the TDF.

4. Gorey improvements

Feasibility study to look at ways to enhance the Gorey area with particular emphasis on the pier area.

Work is ongoing on this project and the group is working with other local partners on improvements to the Village of Gorey.

5. Beinv'nue

Hospitality training programme (managed by the Jersey Hospital Association).

In partnership with Jersey Tourism and the Training and Employment Partnership the 2004 programme was a huge success with 335 hospitality employees from 52 establishments participating in one of the weeklong training programmes.

An additional bonus was the number of establishments who became Excellence through People accredited organisations.

This is a three-year programme and preparations are well underway for the 2005 edition.

6. Airport Taskforce funding

Subsidies for landing fees and marketing assistance.

Of the £1 million reserved for this project, (equal funding from TDF and the Finance and Economics Committee), the £700,000 set aside for assistance with landing fees has been used up. There is still a portion of the £300,000 for joint marketing campaigns with the airlines unspent and this will be used to help support the 2005 marketing campaigns.

7. Public Services Department

Cycle pathway from the Gunsite Café to La Mielle car park.

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.

Stage 1 of the project was completed in autumn 2004 and evaluation work is now being carried out on Stage 2. The project is expected to be completed in 2005.

9. Genuine Jersey

Procurement of a branded vehicle and promotional stand.

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's Traders and The Parish of St. Brelade

Improvements to St. Aubin harbour area.

Many improvements to the harbour area have been successfully carried out and the group hopes to begin Stage 2 of the project in spring 2005.

11. Jersey Battle of Flowers Association

The procurement of mobile toilets and crash barriers to satisfy local safety and hygiene regulations.

Eight mobile toilets and 200 crash barriers were procured and are stored and maintained by the JBFA.

The association continues to rent out the equipment at commercial rates to create some additional revenue for the annual Battle of Flowers event.

12. Durrell Wildlife Conservation Trust

The provision of adequate and acceptable public conveniences.

This grant has been used in a very creative way and the provision of public convenience at the Zoo has been increased and improved. More work will be carried out in 2005.

13. National Trust for Jersey

Design Brief and Feasibility study for Grève de Lecq Barracks.

The study was completed in summer 2004 and the Trust applied for funding to develop the site. £150,000 has been awarded on a £ for £ basis but this decision will have to be ratified by the Economic Development Committee if the Trust decides to call upon the funds.

14. Bouley Bay Enhancement Association

Enhancement of Bouley Bay

The Association plans to provide safer access for swimmers to the sea, to develop an underwater nature trail, to landscape the mound and in general to enhance the area. Work will begin on this project in February 2005. The project is being carried out with the help of the Public Services Department and the Harbours Department.

15. Jersey Heritage Trust

Interpretative signs on select sites around the Island.

To develop a scheme of [long life] branded interpretative signs to be placed at strategic sites around the Island.

16. Marie Antoine Trust

Living with the Enemy DVD.

The Trust has commissioned the making of the DVD 'Living with the Enemy' which will record Islanders' experiences during the occupation of Jersey in WW2. The DVD will be ready in time for the Liberation 60 celebrations in May 2005.

17. Pride of Jersey Trust

Design brief for a schooner.

Work has begun on creating a design brief and already sponsors have come forward with offers of help and support for this project. This project will be a community project and work will hopefully begin during summer 2005.

18. Liberation 60 Sub-Committee

Liberation 60 celebrations.

This grant is divided into 2 parts– a direct grant of £26,000 to support the celebrations and an underwrite provision of £75,000 to secure events until local sponsors can be found to support them.

19. TWIGG Trust

Feasibility study into the establishment of an inspirational garden attraction and educational centre.

The Trust has commissioned a study into the feasibility of creating the project in Jersey and sites are being explored around the Island.

20. The Band of the Island of Jersey

Procurement of new uniforms.

The £ for £ grant will enable the Band of the Island of Jersey to procure new uniforms in time for the Liberation 60 celebrations. The band will also play a leading role in the Battle of Flowers for the next 5 years.

21. Environment and Public Services Committee

Design brief and feasibility study for a marine interpretation centre on Gorey Pier (Discovery Pier).

This project is being driven by the Environment Department and has received support from Harbours. If the business plan is successful it is hoped to have the project open in time for the 2005 visitor season. The facility would also be very educational and will hopefully become a valuable resource for the Island.

22. ShopMobility St. Helier Trust

Procurement of electric wheelchairs for visitors to the Island.

The Trust has been given reserved places in the Sand Street car park and through local sponsorship, including the TDF, has procured 20 wheelchairs (12 electric and 8 manual). These will be rented out on a daily or weekly basis to local residents and tourists.

23. St. Helier Yacht Club

Support for the Myth of Malham yacht race.

The St. Helier Yacht Club has agreed to stage this Fastnet qualifying race in May 2005. The event is a biennial event and it is hoped that Jersey could become the home for the event in future years.

Two other projects (The National Trust for Jersey for the development of Grève de Lecq barracks and the Jersey Race Club for facilities at Les Landes) received offers of funding and the Sub-Committee is waiting for confirmation that these funds will be matched £ for £ by the respective applicants. The application will then be referred to the Economic Development Committee for approval.

In 2004 two offers of funding were withdrawn: the development of the Gardens at Château La Chaire (Trust not established) and the proposed public seating area on Rozel Pier (Increased cost of project).

Other submissions have been made and decisions on those projects will be made in 2005.

TOURISM DEVELOPMENT FUND
Status Report as at 31 December 2004

		£	£
Funds transferred from Strategic Reserve		1,100,000.00	
Additional funds agreed by the States		3,000,000.00	
Additional funds transferred from the Capital Fund in 2002		1,200,000.00	
Additional funds transferred from the General Reserve in 2002 (AIF)		500,000.00	
			19,700,000.00
Interest	1996	506,919.00	
	1997	586,251.00	
	1998	611,220.00	
	1999	697,090.00	
	2000	887,290.00	
	2001	102,760.00	
	2002	100,012.43	
	2003	107,816.17	
	2004	115,667.25	
			3,515,330.65
Total Available Funds			23,215,330.65
Less			
Projects Agreed (as portable below)			(21,548,946.00)
Administration Expenditure			(2,300.00)
Uncommitted Balance			1,664,085.65

Agreed Projects - Financial Details:

	Business Unit	Project	Amount Agreed £	Amount Paid £	Difference £
JH-T	ZTF002	Maritime Museum	1,200,000.00	1,200,000.00	0.00
St. Helier	ZTF003	Sculpture	20,000.00	20,000.00	0.00
St. Helier	ZTF004	Lighting - St. Aubin	25,000.00	25,000.00	0.00
JH-T	ZTF005	New North Quay - Furniture/exhibits	100,000.00	100,000.00	0.00
Tourism	ZTF006	Disabled Ramp - St. Brélade	12,000.00	12,000.00	0.00
WEE	ZTF007	New North Quay - Steam Cluck	150,000.00	150,000.00	0.00
WEE	ZTF008	Les Jardins de la Mer Café	260,000.00	260,000.00	0.00
JM/PT	ZTF009	Mont Orgueil Castle - Planning	77,500.00	77,500.00	0.00
	ZTF010	Jersey Wildlife Preservation Trust	1,200,000.00	1,200,000.00	0.00
WPT	ZTF011	Laurel des Pas Canal (Initial Funds and Phase 1)	1,140,500.00	1,140,500.00	0.00
HC	ZTF012	German Occ Structures - Info Points	30,000.00	30,362.71	4,362.71
GLR	ZTF013	Les Creux Eowels	125,000.00	125,000.00	0.00
WEE	ZTF014	Leisure Fun	10,900,000.00	10,900,000.00	0.00
JH-T	ZTF015	Mont Orgueil Castle Refurbishment	3,000,000.00	3,000,000.00	0.00
St Helier	ZTF016	Concord Village - Christmas Lights	35,000.00	35,000.00	0.00
St Helier	ZTF017	Landscaping	100,000.00	100,000.00	0.00
Tourism	NZT102	Coastal Walk	46,000.00	45,219.17	780.83
Tourism	NZT103	Cycle Network	917,000.00	917,242.49	242.49
St. Helier	NZT104	Concord Village	250,000.00	243,850.17	6,149.83
	NZT106	Harbour Gallery - Art	30,500.00	30,668.00	(168.00)
	NZT107	Conference Hotel (3)	40,000.00	39,607.12	3,92.88
	NZT108	Royals 2004 Festival	215,000.00	215,000.00	0.00
Ormeau	ZTF018-NZT109	Carrey Improvements	11,500.00	5,663.00	5,837.00
	NZT110	Bienvus Training	150,000.00	102,500.00	47,500.00
Airport	NZT111	Airport Task Force	1,000,000.00	767,094.43	232,905.57
	NZT112	PSD - Cycle Network	60,000.00	60,000.00	0.00
	NZT113	POSH Cycle Network	200,000.00	29,142.00	170,858.00
	NZT114	Canaline Jersey (4)	15,000.00	14,556.57	443.43
	NZT115	St Aubin Trading Corp	65,000.00	42,732.00	22,268.00
	NZT116	Baulet of Flowers	119,500.00	118,590.18	909.82
	NZT117	Wales Tourist Board	7,500.00	0.00	7,500.00
	NZT118	Chateau la Chaire - Sub-Tropical Gardens (2)	0.00	0.00	0.00
	NZT119	Dunell Wildlife Conservation Trust	30,000.00	30,000.00	0.00
	NZT120	Rozel Boat Owners Assoc	0.00	0.00	0.00
	NZT121	National Trust - Grave de Lecq Project	25,000.00	12,500.00	12,500.00
	NZT122	Emancipation of Bouley Bay	50,000.00	755.00	49,245.00
	NZT123	Jersey Heritage - Interpretation Sign Scheme	23,045.00	0.00	23,045.00
	NZT124	Marie Antoinette Film Trust - Living with the Enemy	30,000.00	0.00	30,000.00
	NZT125	Pride of Jersey	6,000.00	0.00	6,000.00
	NZT126	Celebrating 60 - Celebrations	95,000.00	0.00	95,000.00
	NZT127	TWIGG	30,000.00	0.00	30,000.00
	NZT128	Bank Island of Jersey Uniforms	7,500.00	0.00	7,500.00
	NZT129	Environment and Public Services - Discounter	10,000.00	0.00	10,000.00
	NZT130	STH Shipmobile (SSHJ)-Elec Cables	8,000.00	0.00	8,000.00
	NZT131	St Helier Yacht Club & RCYC - Race/Evt	7,500.00	0.00	7,500.00
Voted Unspent			21,548,946.00	20,709,465.08	839,479.92
Total Unspent					2,503,565.77
Bank Balance					2,509,500.00
Inter Company Settlement Account					1,762.42
Debtor					12,000.42
Creditor					19,857.03
Total Cash					2,503,545.28

- Notes
- The sum allocated to Jersey levels is to underwrite any loss up to £200,000. 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 similar to £12,000.

The future

No further funding will be awarded until 2006 at the earliest. This situation has created a sense of extreme disappointment in the hospitality and tourism industry and the Sub-Committee hopes that it can secure some additional funding for specific growth projects when they arise.

The Sub-Committee members feel that there is a need to support a range of new projects that will make a marked difference to the Island. Additional funding will help realise this, but inspirational projects driven by people who can deliver are also needed. There is evidence that some exciting projects will be presented to the Sub-Committee in 2005 and the Sub-Committee looks forward to reviewing them.

In 2005 the Economic Development Committee will take its 'Strategy for Growth' to the States of Jersey and it is hoped that it will be possible to include projects from the private sector in the future. There are many entrepreneurs who would benefit enormously from some seed funding to develop their projects and the Sub-Committee believe that the Tourism Development Fund could play a vital role in helping these people.