
STATES OF JERSEY



TOURISM DEVELOPMENT FUND: REPORT FOR 2014

Presented to the States on 17th July 2015
by the Minister for Economic Development

STATES GREFFE

REPORT

Message from the Chairman

On behalf of the Tourism Development Fund (the “TDF”) and our Advisory Panel I am very pleased to present our Report and Accounts for 2014.

We invited grant applications in the spring and autumn and were delighted to receive a record number of applications. This was the second year we have been able to consider grant applications from the private sector following the approval by the States in July 2012 to broaden our remit to include private as well as public and charitable organisations. As a result, our Advisory Panel had a very busy year, with 14 meetings held to review and consider applications for 71 projects from 59 organisations requesting grants totalling £4,300,000. Of the 59 organisations, 28 were from private entities and 31 were from the non-profit sector. After detailed considerations, the Advisory Panel approved 20 projects totalling £829,256 in grants. Seven grants from private entities were approved, totalling £538,500 and 13 grants from the non-profit sector were approved, totalling £290,756. Please see our report that follows for further details.

In addition to our Advisory Panel meetings, Panel members met separately with many of the applicants. A number of applicants were invited to make presentations at our Advisory Panel meetings to discuss their projects in more detail. Minutes of all of our meetings, including our deliberations and decisions, are recorded by the States Greffe and published on our website www.jersey.com/tdf.

The Advisory Panel assesses projects under a range of criteria, including the estimated number of visitors, sustainability, timing, and organisational experience and governance. One of our main considerations is the amount of funding that will be raised or generated from sources other than the TDF. The 20 projects approved by the Advisory Panel in 2014 will result in an investment of more than £2,400,000 into the Tourism sector in addition to the grants of £829,256 approved by the Advisory Panel.

Prior to our spring application round, we advertised widely for additional TDF Advisory Panel members. With the assistance of the Jersey Appointments Commission, we interviewed and selected 5 new Advisory Panel members from a very competitive field of candidates. Natalie Duffy, Daphne East, Donna Gramolt, Stephen Law, and Nick Steel were recruited and welcomed onto the Advisory Panel.

The Advisory Panel members serve on a voluntary basis, and I would like to thank the entire Advisory Panel, including our existing members Andrew Shrimpton, Carol Canavan, William Church, and Aurelie Leroy, who continued to make an invaluable contribution throughout the year. I would also like to thank David de Carteret and his colleagues at Jersey Tourism for their strong support and guidance during the year. We are looking forward to working with the new Visit Jersey organisation as they take over the responsibility for Tourism from Jersey Tourism in the course of the coming year. We would especially like to thank Senior Business Adviser Cedric Bird, the Minister for Economic Development, and colleagues in the Economic Development Department for their valuable support in providing guidance to applicants as well as our administration. Our thanks also go to the States Greffe for compiling our minutes, which are a very important element of our communications and proceedings.

We are looking forward to 2015 although there are uncertainties ahead of us. At the end of 2014 the TDF had approved grants totalling approximately £7,300,000, and a further £588,000 has been allocated for grants in 2015. The Advisory Panel and I continue to take the view that the TDF, operating as an independent, well-funded and supported organisation, is in an excellent position to provide continuing support to our vibrant Tourism industry and the Island's economy.

On behalf of the Tourism Development Fund:

Peter C. Funk, Chairman

1. Introduction

In line with the terms of the TDF Approved Scheme, the 2014 Annual Report is hereby submitted to the States of Jersey.

As of 31st December 2014, since the TDF began its operations in 2001, there were 136 projects that had received, or were due to receive assistance from the Fund. Twenty projects were approved for funding during the year.

2. Background to the Fund

The Tourism Development Fund was established in 2001 and replaced the Tourism Investment Fund. The aim of the Fund is to stimulate investment in the tourism product and infrastructure in order to improve Jersey's competitiveness and to sustain a flourishing tourism industry as a valuable contributor to the economy and the social fabric of the Island.

Applications are assessed as to the likely impact on visitor numbers, the visitor experience, how sustainable the impact may be, and the associated investment that TDF funding would leverage. When the Fund was established, an agreement was made in principle that the sum of £10 million would be set aside over the following 5 years. In 2003, £1.2 million was transferred to the Fund, and in 2006, an additional £1 million was transferred. The Panel Members were pleased that an additional £650,000 was granted to the Fund in 2011, although recognise that the total amount awarded to date is significantly less than the original £10 million agreed.

Through the Medium Term Financial Planning process, the TDF was allocated £500,000 per year from 2013 – 2015. The Panel welcomes the security of funding that this provides in the short to medium term.

In July 2012, the States agreed to open the Fund to the private sector. This has encouraged a broader range of applications, now being received from voluntary, public and private organisations, increasing the capacity for the Fund to impact visitor numbers and the Tourism Industry as a whole.

All grants recommended by the Panel over £100,000 are referred to the Minister for Economic Development for approval, and grants over £500,000 also require the approval of the Minister for Treasury and Resources.

In cases where the Panel does not recommend funding, there is an opportunity for the applicant to appeal the decision. These are made in writing to the Minister for Economic Development, detailing any additional information to support the application. The Minister would normally ask the Panel to review their decision and then have the Chairman fully brief him on their decision before making a final decision.

3. Panel Members

Ahead of the Spring round of applications, the Chairman confirmed and accepted the resignations of Kristina Le Feuvre, Steve Bailey, Lawrence Huggler (Vice-Chairman), Dominic Jones, and Melinda Isherwood.

In May, the TDF advertised for new Panel members in the Jersey Evening Post, the States website, and other media, with a wide selection of applications received. With the assistance of the Appointments Commission and the Economic Development Department, interviews were held and 5 new Panel members were appointed. The new members participated in the Spring and Autumn rounds with the full Panel consisting of –

Peter Funk (Chairman)
Andrew Shrimpton (Vice-Chairman)
Carol Canavan
William Church
Natalie Duffy*
Daphne East*
Donna Gramolt*
Stephen Law*
Aurelie Leroy
Nick Steel*.

(*new member)

At the meeting of 11th December 2014, the Panel re-appointed Andrew Shrimpton as Vice-Chairman, and as Donna Gramolt was now residing in Australia, requested that she should tender her resignation.

The Economic Development Department is represented at officer level by Chief Executive, Mike King, and Director of Tourism and Marketing, David de Carteret; and the Panel was supported at executive level by Cedric Bird.

4. Activities in 2014

The Panel met 14 times during the year. Copies of the approved minutes of each of the Panel meetings are available on www.jersey.com/tdf. The first 3 meetings of the year concluded the review of 3 outstanding projects and 2 appeals from applications made in 2013.

There were 2 rounds to consider new applications: one in the Spring and one in the Autumn. To alert potential applicants of the opportunity of funding, adverts were placed in the Jersey Evening Post, promotion featured on the Jersey.com website, a press release was issued, and it was highlighted in the Jersey Tourism e-newsletter.

In the Spring round 26 applications were reviewed, with the Panel meeting weekly between 5th June and 3rd July. Of these, 6 projects were approved for funding. The Autumn round saw 45 applications, with the Panel meeting weekly between 6th November and 11th December. A further 10 projects were approved for funding.

As previously, the Panel reviewed each application, taking regard of the potential impact on tourism, the additional investment from other sources that the project would leverage, the sustainability of the project and the project governance. For some projects where further information was required, individual Panel members or Economic Development officers were tasked with contacting the applicant, and gathering details to report back to the Panel. This process remains to be an effective way to provide additional scrutiny to applications whilst minimising time delays in the application process. For particular projects where it was deemed necessary, the applicants were invited in to discuss their projects with the Panel as a whole.

The consideration of the 2013 application from La Hougue Farms (1975) Ltd. for a grant of £300,000 towards the construction of a new indoor play barn was concluded by the Panel. Following a rigorous review process; including meetings with the applicant, and confirmation that a number of pre-conditions were in place, the Panel were satisfied that the project should be supported. This was confirmed at the meeting of 3rd April 2014.

The grant was also subject to Departmental and Ministerial due diligence, before a Ministerial Decision dated 6th June 2014 was finally taken to approve the funding. The grant is being made following an investment of over £800,000 by the company itself.

5. Appeals in 2014

In 2014, 3 appeals were received and considered by the Minister for Economic Development, including appeals from Luxury Jersey Hotels and Effective Communications, both of which were reviewed by the TDF Panel; and an appeal from the Channel Islands Occupation Society, which was reviewed on 4th December.

This resulted in the Minister approving half the original funding requested from Luxury Jersey Hotels, and the upholding of the original decisions of the Panel not to grant the funding for the other 2 applications.

6. Approvals in 2014

The following projects were approved by the TDF Panel and the Minister during 2014:

TDF Round	Applicant	Project	Amount approved
Spring	Jersey Race Club	Website Development	£6,000
Spring	Jersey Tourist Guides Association	Blue Badge Training Programme	£31,000
Spring	La Hougue Farms (1975) Ltd.	Play Barn	£300,000
Spring	Luxury Jersey Hotels	Website Development	£15,000
Spring	BeachAbility	Marketing for Beach Wheelchairs	£10,440
Spring	Howard Miller	Jersey Darts Festival	£5,500
Spring	Samarès Manor Ltd.	To establish Samarès Manor as a Botanic Garden	£93,000
Spring	Jersey Fencing	Autumn Fencing Training Camp	£3,000
Spring	Jersey 2015 Organising Committee	Mobile Seating for the Island Games	£70,000
Spring	Jersey Film Festival	Film Festival in Howard Davis Park – equipment purchase	£4,000
Autumn	Parish of St. Helier	Town Centre Signage Project	£45,000
Autumn	Jersey Chess Club	Polar Capital Jersey Open Chess Tournament	£4,500
Autumn	Jersey War Tunnels Ltd.	OT Gallery	£30,000
Autumn	Dance World Cup Ltd.	Dance World Cup Finals Jersey 2016	£60,000
Autumn	Jersey Squash & Racketball Association*	Jersey Squash Classic	£13,500
Autumn	Jersey Folklore Festival Ltd.	Val de la Mare Music & Arts Festival 2015	£35,000
Autumn	Jersey International Motoring Festival Ltd.	Jersey International Motoring Festival	£67,816
Autumn	Jersey's Coastal National Park	Branding Project	£12,500
Autumn	Jersey Agility Club	Jersey European Agility Festival 2015	£1,000
Autumn	Jersey Military Vehicle Club	Liberation 70 Celebrations	£22,000
Total:			£829,256

Whilst the TDF's commitment in these projects is £829,256, the total investment in tourism, including the funds contributed by organisations themselves and additional project sponsors, amounts to £2.4 million.

*Jersey Squash Classic – due to a change in project scope the funding approval was subsequently withdrawn in early 2015.

7. Tourism Development Fund – Financial Analysis

The Tourism Development Fund was established by the States in December 2001. The aim of the Fund is to stimulate investment in the tourism industry and infrastructure in order to improve Jersey's competitiveness and sustain the industry as a second pillar of the economy.

Summary Snapshot

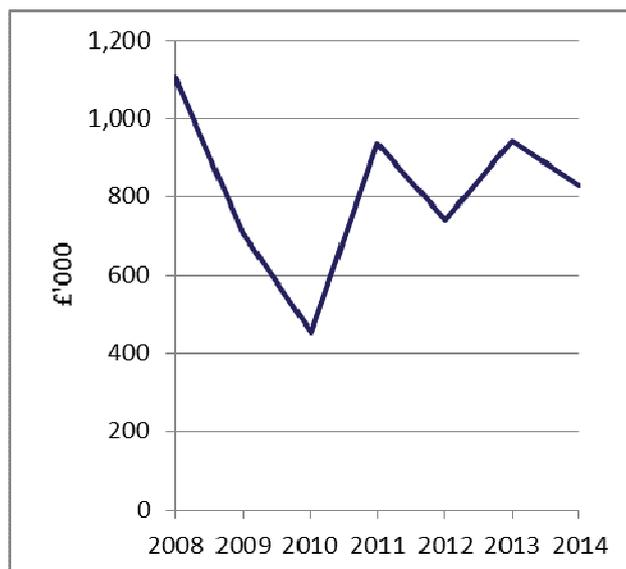
Fund Position	£828,706	12.4% decrease from 2013
Net Revenue Expenditure	£ 116,794	

Changes in Net Asset Value from 2013

Fund Balance 2013	Fund Balance 2014
£0.9 million	£0.8 million

The decrease of £0.1 million was mainly due to the payment of grants (£0.6 million) offset by the receipt of a grant of £0.5 million from the Economic Development Department.

Tourism Development Fund Net Asset Value over time



Performance compared to 2013 (Total NRE)

Key Variances from 2013

	£'000
2013 NRE	204
Grant received	(500)
Grants paid	100
2014 NRI	(117)

The Fund received a grant of £500,000 from the Economic Development Department to allow the TDF Panel to continue further rounds of grant allocations during 2014 and beyond.

There was an increase of £0.3 million (107.1%) in grants paid compared to 2013. Grants from the Fund are considered and recommended to the Minister by a committee comprising business leaders and senior officers from the Economic Development Department. The amount paid in grants each year is dependent upon the number and financial amounts of applications received and approved by the Committee.

2014 Approved Grants

Grants paid out by the Economic Development Department in 2014 amounted to £615,127:

Applicant	Project	Amount granted in 2014
2015 Island Games Organising Committee	Purchase of mobile seating for the Island Games	£29,802
Art In The Frame	Textile workshop	£3,034
BeachAbility	Marketing of disability Wheelchairs	£5,110
Branchage Film Festival	Branchage Film Festival held 24th – 28th September 2014	£10,000
Jersey Canoe Club	Jersey Kayak Symposium	£7,000
Jersey Conference Bureau	Luxury Jersey Hotels Website	£13,500
Jersey Fencing	Autumn Fencing Festival	£3,000

Applicant	Project	Amount granted in 2014
Jersey Heritage	Coastal Forts and Fortifications – Kempt and Rocco Towers restoration	£95,000
Jersey Heritage	Ice Age Project and Ice Age Interpretation Project	£73,000
Jersey Language Adventure	Marketing for the language school	£983
Jersey Race Club	Marketing support and website design	£6,000
Jersey Sea Search	Production of a diving book	£10,075
Jersey Tourism	Beach Signs Project and Tour Series Cycle Finale	£75,100
Jersey Tourist Guide Association	Training of 19 new Blue Badge Guiders	£8,500
Jerzzy Journey Boutique	Marketing support for Russian trips	£6,980
La Hougue Farms (1975) Ltd.	Construction of new indoor play barn	£64,908
Miller Howard Mr	Jersey Darts Festival 13th – 15th November 2014	£5,500
National Trust For Jersey	Wetlands Centre Project	£41,870
Paradox Ltd.	New shower unit for the Haut de la Garenne site	£20,000
Samarès Manor Ltd.	Construction of new visitor centre	£17,721
St. Brelade's College	Attending overseas marketing events	£2,400
Tarka Sea Trips	Marketing fishing trips	£644
West Park Marine Lake Trust	Restoration of the West Park Marine Pool	£115,000
Total:		£615,127

Statement of Comprehensive Net Expenditure

	2013 Actual £'000	2014 Actual £'000
Revenue		
Investment Income	(6)	(6)
Other Income	(500)	(500)
Total Revenue	(506)	(506)
Expenditure: Near Cash		
Supplies and Services	4	8
Administrative Expenditure	1	-
Grants and Subsidies Payments	297	615
Total Expenditure: Near Cash	302	623
Net Revenue (Income)/Expenditure	(204)	117

Statement of Financial Position

	2012 Actual £'000	2013 Actual £'000	2014 Actual £'000
Current Assets			
Balance due from the Consolidated Fund	742	1,130	1,057
Total Current Assets	742	1,130	1,057
Total Assets	742	1,130	1,057
Current Liabilities			
Trade and Other Payables	(1)	(185)	(228)
Total Current Liabilities	(1)	(185)	(228)
Assets Less Liabilities	741	945	829
Taxpayer's Equity			
Accumulated Revenue Reserves	741	945	829
Total Taxpayer's Equity	741	945	829

APPENDIX**The Projects**

As of 31st December 2014, in the last 4 years the following projects had received or were due to receive funding from the TDF. For projects where funding was allocated more than 4 years ago, please see previous annual reports available online at www.statesassembly.gov.je.

	Applicant	Project	Year	Amount approved	Comment
1	Jersey Race Club	Website Development	2014	£6,000	The project is to develop a marketing strategy including improvements to their website and fund a range of marketing activities to promote the programme of events throughout the Club's calendar.
2	Jersey Tourist Guides Association	Blue Badge Training Programme	2014	£31,000	The 6 month training programme will result in the accreditation of 19 new Blue Badge Guiders. Funding will support the training and assessment costs with the students paying for half.
3	La Hougue Farms (1975) Ltd.	Play Barn	2014	£300,000	Support from TDF towards the £1.1 million investment to build a new indoor play barn.
4	Luxury Jersey Hotels	Website Development	2014	£15,000	To enhance and improve its website to market Jersey's luxury sector, increasing the sections available to present standalone restaurants, shopping locations, cultural attractions, galleries. Improve and refine the overall look and feel of the brand Luxury Jersey Hotels.
5	BeachAbility	Marketing for Beach Wheelchairs	2014	£10,440	To market and promote the availability of disability wheelchairs for use in Jersey.
6	Howard Miller	Jersey Darts Festival	2014	£5,500	To support the promotion of the Jersey Festival of Darts on 13th – 15th November 2014. Expectations were exceeded when the tournament was featured on the Sky Euro Sports channel.

	Applicant	Project	Year	Amount approved	Comment
7	Samarès Manor Ltd.	To establish Samarès Manor as a Botanic Garden	2014	£93,000	The project is the development of the gardens of Samarès Manor to achieve botanical status. Funding will support the replacement of the existing gift shop, with a purpose-built visitor information centre and multilingual signage.
8	Jersey Fencing	Autumn Fencing Training Camp	2014	£3,000	Autumn Training Camp held at Les Ormes for the week from 26th October – 1st November 2014.
9	Jersey 2015 Organising Committee	Mobile Seating for the Island Games	2014	£70,000	The Grant is to help with the purchase of 5 x 90 seat capacity mobile and 10 x 'Foldaway 30 seat bleachers' for internal and external use. To be used in the 2015 Island Games, and afterwards as an asset available from ESC.
10	Jersey Film Festival	Film Festival in Howard Davis Park – equipment purchase	2014	£4,000	The Grant is to assist the purchase of a silent generator and broadcasting equipment to support the delivery of the Jersey Film Festival.
11	Parish of St. Helier	Town Centre Signage Project	2014	£45,000	The project will be to install up to 16 new Town Centre visitor signs to replace the aging Centre Ville signs.
12	Jersey Chess Club	Polar Capital Jersey Open Chess Tournament	2014	£4,500	Funding to support the Jersey Open Chess Tournament from 15th – 20th March 2015.
13	Jersey War Tunnels Ltd.	OT Gallery	2014	£30,000	To mark the 70th Anniversary of the Liberation, the company plans to refurbish what is currently known as the OT Gallery. This part of the exhibition will be dedicated to the enforced slave workers who built the tunnels. The entire room will contain high-tech visual effects, using projected imagery, including a rubble truck being pushed out of the tunnel by slave workers.
14	Dance World Cup Ltd.	Dance World Cup Finals Jersey 2016	2014	£60,000	To support with part of the costs of holding the Dance World Cup Finals in Jersey in June 2016. An estimated 4,000 – 5,000 visitors are expected to attend.

	Applicant	Project	Year	Amount approved	Comment
15	Jersey Squash and Racketball Association	Jersey Squash Classic	2014	£13,500	To support part of the costs of holding the Jersey Squash Classic, which is being held in May 2015.
16	Jersey Folklore Festival Ltd.	Val de la Mare Music and Arts Festival 2015	2014	£35,000	Off-Island marketing support for a music and arts festival planned for 14th June 2015.
17	Jersey International Motoring Festival Ltd.	Jersey International Motoring Festival	2014	£67,816	Funding to support some of the marketing, promotion and development costs of the 2015 JIMF. The event will move and expand from a 3 to a 4 day event.
18	Jersey's Coastal National Park	Branding Project	2014	£12,500	The project forms part of the development of a Coastal National Park for Jersey, and the funding will support the production of a brand, website and collateral.
19	Jersey Agility Club	Jersey European Agility Festival 2015	2014	£1,000	Off-Island marketing cost to promote this event.
20	Jersey Military Vehicle Club	Liberation 70 Celebrations	2014	£22,000	Project to support the cost of attracting military vehicles to join the Jersey Liberation festival celebrations. The target is for over 90 vehicles and the funding is to support some of the costs of fuel and transportation.
21	Jersey Heritage	Ice Age Archaeology	2013	£199,000	A 3 year project specifically to support the continuing work of the Quaternary Archaeology and Environments of Jersey Project which seeks to identify Ice Age sites in Jersey with potential in tourism development.
22	Art in the Frame	Textile workshop	2013	£8,000	To facilitate the week-long Jersey Textile Showcase event to be held at the Harbour Gallery in March 2014.
23	Music in Action	Liberation Music Festival	2013	£5,000	To facilitate a marketing campaign focused on Guernsey in order to bring in visitors to the Island specifically for the Liberation International Music Festival.

	Applicant	Project	Year	Amount approved	Comment
24	Jersey Tourism/ Sweetspot	Pearl Izumi Tour Series Finale	2013	£70,000	The purpose of the grant is to bring the Tour Series Finale to Jersey in June 2014. The Tour Series Finale is a televised event which will raise awareness of Jersey as a cycling destination for both tourists and elite cyclists alike.
25	Battle of Flowers Association	Battle of Flowers PA system	2013	£10,604	The purpose of the grant is the purchase of a set of speakers suited to the outdoor broadcast of music and voice for events.
26	Spice Treasures and Trade	Spice Treasures and Trade Fair	2013	£700	To support the Spice Treasures and Trade event held in September 2013.
27	Jersey Language Adventure	Marketing to French Language Students	2013	£5,592	The objective and purpose of the grant is to facilitate a 2 year marketing project aimed at increasing the number of students visiting JLA for English Language and adventure courses.
28	Jersey Heritage	Ice Age Interpretation	2013	£43,000	The project is to provide and interactive living Ice Age history exhibition to complement the archaeological excavations and produce a walking guide, and dedicated website.
29	National Trust for Jersey	Wetlands Centre, St. Ouen	2013	£37,870	The objective and purpose of the grant is to complete the development of a Wetland Visitor Centre at St. Ouen's Pond.
30	Branchage Film Festival Limited	Branchage Annual and Biennial Festivals	2013	£100,000	The purpose of the grant is to develop and deliver the new Branchage Annual Festival in 2014, and to develop the Branchage Biennial Festival into an Island-wide multi-media festival to be held in Autumn 2015.
31	West Park Marine Lake Trust	Restoration of St. Helier Sea Pool	2013	£115,000	The objective and purpose of the grant is restore and develop the St. Helier western Sea Pool into a public water sports facility.
32	Paradox Limited	Interior refurbishment at Jersey Outdoor Activity Centre	2013	£20,000	To enhance the interior at Haut de la Garenne, by installing ground-floor toilet, shower and sauna facilities.

	Applicant	Project	Year	Amount approved	Comment
33	Journey Boutique Limited	Marketing to Russian tourists	2013	£7,350	The purpose of the grant is to market Jersey as a destination to Russian-speaking tourists.
34	Jersey Tourism	Replacement of Beach Signs	2013	£5,100	To replace the beach signs on non-life-guarded beaches in Jersey.
35	Jersey Tourism	Venture Cup Powerboat Race stopover	2013	£20,000	The purpose of the grant is to bring the Venture Cup to Jersey in June 2014. The Venture Cup is a power boat race from the River Thames to Monte Carlo.
36	St. Brelade's College	Marketing to Russian Language Students	2013	£4,545	Implementation of a 3 year marketing plan to recruit English Language students from Eastern Europe (specifically Russia).
37	Jersey Heritage	Family History Online Development	2012	£6,875	Family History Tourism is a growing niche market. This will allow the development of a website to encourage more people to visit Jersey to find out about their past.
38	Jersey Tourism	Refurbishment of Cycle Network signs	2012	£11,079	The cycle network is a key draw for many visitors to Jersey and work is required to ensure the network is effectively promoted and signposted across the Island
39	Tarka Sea Trips Ltd.	International marketing for Tarka Sea Trips	2012	£3,412	The grant has been awarded to joint fund marketing into a new market to test viability of such an approach over the longer term.
40	Channel Islands Occupation Society	Improvement of Occupation sites	2012	£5,000	Further support has been granted for specific works, particularly at Corbière, to ensure these important sites of interest are maintained and improved to showcase Jersey's historical tourism offering.
41	Jersey Chess Club	International Chess Tournament	2012	£5,000	Funding to enable the establishment of an international Chess tournament, which is anticipated to draw competitors to Jersey for a week-long competition in the shoulder months. Organisers are intending to make this a regular event in the Jersey calendar

	Applicant	Project	Year	Amount approved	Comment
42	Spice Treasures and Trade	Spice Treasures and Trade Fair	2012	1,000	2,700 people attended this event in September 2012. The organisers are intending to make this into a regular event in the tourism calendar.
43	St. Helier Yacht Club	Tour des Ports	2012	1,500	The Tour des Ports attracted over 100 yachts and 700 crew and race officials.
44	Jersey Rugby Football Club	Stand for Jersey Rugby Football Club	2012	56,000	The TDF made a contribution towards building a stand at the Rugby Club, to enhance visiting supporters' experiences and to encourage repeat visits and recommendations to other teams. In the first 6 matches of the season, 2,900 visiting supporters attended games, staying between 2-5 nights in the traditionally quiet season.
45	Durrell Wildlife Conservation Trust	Developing luxury Camping at Durrell	2011/2	£121,500	The Camping facility opened for business at the end of July 2012, and in August it achieved an 87% occupancy rate. It is anticipated that it will be achieving significant revenues for Durrell in years to come, which improves the sustainability of this key attraction, and brings visitors to experience the wider tourism offering across the Island.
46	National Trust	Development of Wetland Centre	2011	£50,000	This project adds a new attraction to Jersey's portfolio by constructing a wildlife viewing centre at St. Ouen's Pond. Due to poor weather conditions, and the inability to conduct work in seasons due to habitat protection, the work has been delayed until Summer 2013.
47	Branchage	Development of business plan to extend scope of the Festival	2011	£10,000	Plans to develop the event to maximise its potential to benefit Jersey.

	Applicant	Project	Year	Amount approved	Comment
48	Jersey Sea Search	Development of Marine exploration guide and resources	2011	£28,000	This project aims to increase diving tourism by exposing the great diving offering of Jersey, linking in to the UK Seasearch Network to maximise the exposure to the large UK diving market.
49	Music in Action	Liberation Music Festival 2012	2011	£7,250	International marketing support is being provided to support this successful festival.
50	St. Helier Yacht Club	Tour des Ports de la Manche	2011	£1,500	TDF funds allowed the marketing and promotional activity for the 2011 event.
51	Branchage	Branchage – development of marketing, promotion and PR	2011	£25,000	The successful 2011 festival saw an increase in overseas visitors and visitor spend.
52	Jersey Tourism	P1 Powerboat Racing	2011	£20,000	Funding awarded to support this unique event, which included exposure on satellite television networks.
53	Jersey Heritage	Refurbishment of Kempt and La Rocco Towers	2011	143,000	Following the success of previous projects, these funds will be used to turn Kempt and La Rocco Towers into self-catering accommodation.