
STATES OF JERSEY



TOURISM DEVELOPMENT FUND: REPORT FOR 2015

Presented to the States on 28th September 2016
by the Minister for Economic Development, Tourism, Sport and Culture

STATES GREFFE

REPORT

Foreword

The Advisory Panel of the Tourism Development Fund (“TDF”) is pleased to set out the Report and Accounts for 2015.

This was the third year the Fund has been open to applications from private organisations, following the approval by the States in July 2012 to broaden the remit in order to enable grants to be made to the private as well as the non-profit sector. Applications were invited in the spring, and the Panel received a significant number of applications relating to projects from the Public Sector and both charitable and private organisations.

Advisory Panel members met individually with a number of the applicants, while some were invited to make presentations in order to explain their proposals in more detail. Minutes of all of Panel meetings are recorded by the States Greffe and are published on our website www.jersey.com/tdf.

The Advisory Panel held 6 meetings to review and consider applications received for grants. The Panel assessed projects under a range of criteria, including: the estimated number of visitors, sustainability, timing, and organisational governance. One of the main considerations was the amount of funding that would be raised or generated from sources other than the TDF grant.

The Advisory Panel members serve on a voluntary basis, and the Minister for Economic Development, Tourism, Sport and Culture has expressed his thanks for the time and consideration they devoted to the work through the year. The Minister has also expressed his gratitude for the support provided to the Panel by the States Greffe and support staff in his own Department.

During 2016 the TDF Advisory Panel are working closely with Visit Jersey to ensure that applications are suitably aligned with Destination Jersey and subsequent developments of the strategic plan for tourism. The relationship with Jersey Business is being maintained as the latter continues to provide advice and support to applicants.

John Henwood, M.B.E.
Interim Chairman

Introduction

In line with the terms of the Tourism Development Fund's 'Approved Scheme', the 2015 Annual Report is hereby submitted to the States of Jersey.

Since the TDF began its operations in 2002, until 31st December 2015, there were 184 projects that had received, or were due to receive, financial assistance from the Fund. Twenty-four applications were received for funding during 2015.

1. 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.

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

Through the Medium Term Financial Planning process, the TDF was allocated £500,000 per year from 2013 – 2015.

In cases where the Advisory 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, Tourism, Sport and Culture, detailing any additional information to support the application.

2. Advisory Panel Members

During 2015 the Advisory Panel consisted of the following members –

Mr. Peter Funk, *Chairman*
Mr. William Church
Ms. Natalie Duffy
Ms. Daphne East
Mr. Steve Law
Mr. Andrew Shrimpton
Mr. Nick Steel
Ms. Aurelie Leroy
Ms. Carol Canavan.

Ms. Aurelie Leroy tendered her resignation from the Advisory Panel on 10th July 2015 due to her departure from the Island.

In a letter to the Minister dated 7th September 2015 the Chairman, Mr. Funk, indicated his impending resignation and those of certain Panel members. Subsequently, Mr. Funk, Ms. Canavan, Mr. Church, Mr. Shrimpton and Mr. Steel wrote to the Minister formally tendering their resignations.

3. Activities in 2015

The Advisory Panel met 6 times during the year. Copies of the minutes are available on www.jersey.com/tdf.

To alert potential applicants of the opportunity for funding, advertisements were placed in the Jersey Evening Post, promoted on Jersey.com, a press release issued, and highlighted in the Jersey Tourism e-newsletter.

As previously, the Advisory 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 Advisory Panel members or Economic Development Officers were tasked with contacting the applicant, and gathering details to report back to the Advisory Panel. For particular projects where it was deemed necessary, the applicants were invited in to discuss their projects with the Advisory Panel as a whole.

4. Appeals in 2015

One appeal was considered by the Minister for Economic Development, Tourism, Sport and Culture. The appeal was from the Jersey Literary Festival Association, and the requested funding was to assist with the marketing of the Festival of Words. In upholding the appeal, the Minister approved the application in a reduced sum of £39,936.

5. Approvals in 2015

The following projects were approved during 2015 –

Applicant	Project	Description	Amount approved
Jersey Heritage Trust	Purchase of Neanderthal Model	Towards the purchase of a realistic, to-scale Neanderthal model to use as part of the 'Ice Age Jersey Exhibition'	£10,000
Jersey Classic and Modern Trials Club	Jersey Classic and Modern International Trial	Towards the hosting of the Jersey Classic and Modern International Trial, a 2-day motorcycle competition in 2015	£5,000
Secrets Beneath Productions Limited	Halloween Festival	Towards a 2015 marketing plan to stage a Halloween Festival in October and an Enchanted Narnia Christmas Event	£10,000

Applicant	Project	Description	Amount approved
Woodfire Limited	Portelet Bay Café	Towards the reinstatement of the existing toilet blocks and to install shower facilities	£40,000
Off-Road Adventures Limited*	Off-Road Buggy Course	Towards the construction of an off-road bugging centre at Sorel Point, St. John	£49,415
Jersey Heritage Trust	La Cotte de St. Brelade regeneration	To undertake a programme of regeneration and commence the first phase of a 10 year archaeological excavation	£180,000
Helping Jersey Charities Limited	Big Gig in the Park	Towards the promotion of 'the Big Gig Weekend' annual music event marketing strategy focussed on promoting the concerts abroad	£20,000
Jersey Literary Festival Association	Jersey Literary Festival	Towards the implementation of an off-Island marketing plan	£39,936
Ports of Jersey	Jersey International Air Display	Towards the delivery of the 2015 event	£189,500
Total:			£543,851

*The grant to Off-Road Adventures Limited was later withdrawn due to the applicant's failure to secure planning permission.

Tourism Development Fund – Financial Analysis

Summary Snapshot

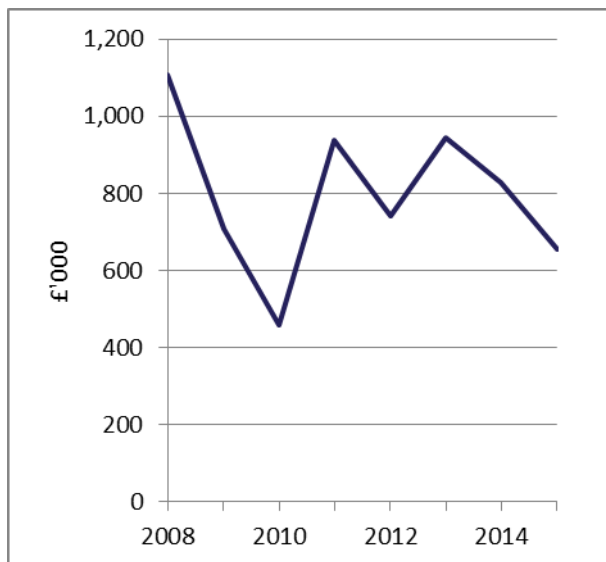
Fund Position	£654,829	21.0% decrease from 2014
Net Revenue Expenditure	£173,877	48.9% increase from 2014

Changes in Fund Net Asset Value

Fund Balance 2014	Fund Balance 2015
£0.8 million	£0.7 million

The decrease of £0.1 million was mainly due to the payment of grants (£0.7 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



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

There was an increase of 9.8% in grants paid compared to 2014. Grants from the Fund are considered and recommended to the Minister by an Advisory Panel comprising business leaders. The amount paid in grants each year is dependent upon the number and financial amounts of applications received and approved by the Advisory Panel.

Grants paid out by the Economic Development, Tourism, Sport and Culture Department in 2015 amounted to £675,393.

Applicant	Project	Amount granted in 2015
Jersey Chess Club	Jersey Open Chess Tournament	£4,500
Jersey Tourist Guide Association	Training of 19 new Blue Badge Guiders	£20,900
La Hougue Farms (1975) Ltd.	Construction of new indoor play barn	£235,091
Luxury Jersey Hotels	New Website	£750
BeachAbility	Marketing of disability wheelchairs	£5,330
Jersey Film Festival	Film Festival in Howard Davis Park – equipment purchase	£3,760
Samarès Manor Ltd.	Construction of new visitor centre	£75,279
Jersey 2015 Organising Committee	Mobile seating for the Island Games	£40,190
Jersey Folklore Festival Limited	Val de Mare Music & Arts Festival 2015	£28,798
Jersey Heritage	Neanderthal Model	£9,500
Jersey Classic and Modern Trials Club	Jersey Classic and Modern International Trial	£3,411
Woodfire Limited	Portelet Bay Café	£40,000
Secrets Beneath Productions Limited	Halloween Festival	£8,884
Helping Jersey Charities Limited	Big Gig in the Park	£20,000
Jersey Literary Festival Association	Jersey Literary Festival	£24,695
Ports of Jersey	Jersey International Air Display	£55,000
Jersey War Tunnels Limited	Refurbishment of the OT Gallery	£30,000
Jersey International Motoring Festival Limited	Jersey International Motoring Festival	£57,906
Jersey Agility Club	Jersey European Agility Festival 2015	£694
Jersey Military Vehicles Club	Liberation 70 Celebrations	£10,705
Total		£675,393

Statement of Comprehensive Net Expenditure

	2014 Actual £'000	2015 Actual £'000
Revenue		
Investment Income	(6)	(4)
Other Income	(500)	(500)
Total Revenue	(506)	(504)
Expenditure: Near Cash		
Supplies and Services	8	3
Grants and Subsidies Payments	615	675
Total Expenditure: Near Cash	623	678
Net Revenue Expenditure	117	174

Statement of Financial Position

	2013 Actual £'000	2014 Actual £'000	2015 Actual £'000
Current Assets			
Balance due from the Consolidated Fund	1,130	1,057	711
Total Current Assets	1,130	1,057	711
Total Assets	1,130	1,057	711
Current Liabilities			
Trade and Other Payables	(185)	(228)	(56)
Total Current Liabilities	(185)	(228)	(56)
Assets Less Liabilities	945	829	655
Taxpayer's Equity			
Accumulated Revenue Reserves	945	829	655
Total Taxpayer's Equity	945	829	655