

---

# STATES OF JERSEY



## TOURISM DEVELOPMENT FUND: ANNUAL REPORT 2017

---

**Presented to the States on 18th September 2018  
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 2017.

This was the fifth 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 throughout the year, and the Advisory Panel received a significant number of applications relating to projects from charitable and private organisations.

Minutes of all of Advisory Panel meetings are recorded by the States Greffe and are published on the Visit Jersey trade and media website at –

<https://business.jersey.com/tourism-development-fund>

The Advisory Panel held 4 meetings to review and consider applications received for grants. The Panel assessed projects under a range of criteria, including: fit with the Jersey Destination Plan (“JDP”), 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 staff in his own Department.

During 2018, the TDF Advisory Panel are working closely with Visit Jersey to ensure applications are suitably aligned with the Jersey Destination Plan 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.

**Mr. Kevin Keen**  
**Chairman** (*appointed 3rd January 2017*)

## **Introduction**

In line with the terms of the TDF 'Approved Scheme', the 2017 Annual Report is hereby submitted to the States of Jersey.

Since the TDF began its operations in 2002, until 31st December 2017, there were 194 projects that had received, or were due to receive, financial assistance from the Fund. Six projects were approved for funding during 2017.

### **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.

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 2017 the Advisory Panel consisted of the following members –

Mr. Kevin Keen (*Chairman*)  
Ms. Natalie Duffy  
Ms. Daphne East  
Mr. Steve Law.

Mr. Kevin Keen was appointed as Chairman on 3rd January 2017.

### **3. Activities in 2017**

The Advisory Panel met 4 times during the year. Copies of the minutes are currently available on the Visit Jersey media and trade website. The minutes will be made available on [www.gov.je](http://www.gov.je) once the new pages for the Tourism Development Fund are live.

In order to alert potential applicants of the opportunity for funding, a press release was issued, and it was highlighted in the Visit Jersey e-newsletter.

As previously, the Advisory Panel reviewed each application, having regard to 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, Economic Development Officers were tasked with contacting the applicant and gathering details to report back to the Advisory Panel.

#### 4. Appeals in 2017

No appeals were considered during 2017 by the Minister for Economic Development, Tourism, Sport and Culture.

#### 5. Approvals in 2017

The following projects were approved during 2017 –

<b>Applicant</b>	<b>Project</b>	<b>Description</b>	<b>Amount approved</b>
Jersey Squash Association	European Team Championships 2017 and European Tour Junior Event 2018	Hosting of European Team Championships 2017 and European Tour Junior Event 2018	(up to) £15,000
Jersey Hockey Limited	Clubhouse and Playing Area	Support for the building of a new Clubhouse and extension to Playing Area	(up to) £40,000
The Lido (Havre des Pas) Limited	Renovation of the Lido building	Support for renovation of the Lido building	(up to) £39,815
Jersey Style <sup>1</sup> Awards	Inaugural Jersey Style Awards event	Support for the organisation and holding of the inaugural Jersey Style Awards event	(up to) £20,000
The Waterbus Company Limited	Offshore sightseeing and cruise tender service	To support the establishment of an offshore sightseeing and cruise tender service	(up to) £63,065
Super League <sup>2</sup> Triathlon Jersey Limited	Hosting of a Super League Triathlon event in Jersey	To support the hosting of the Super League Triathlon in Jersey in September 2017	(up to) £200,000
<b>Total:</b>			<b>£377,880</b>

<sup>1</sup> Panel approval was sought

<sup>2</sup> Panel approval was sought

## Tourism Development Fund – Financial Analysis

### Summary Snapshot

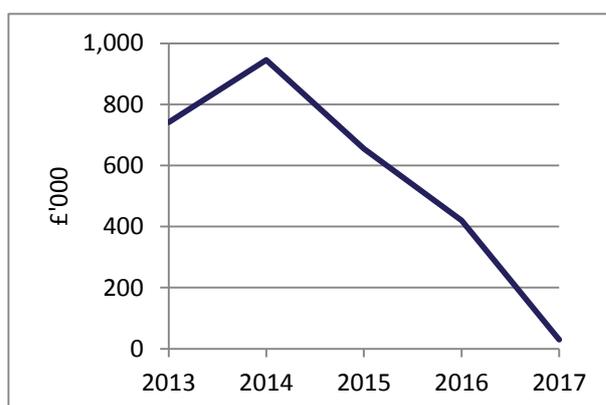
Fund Position	£43,745	89.6% decrease from 2016
Net Revenue Expenditure	£376,577	62.2% increase from 2016

### Changes in Fund Net Asset Value

Fund Balance 2016	Fund Balance 2017
£0.42 million	£0.04 million

The decrease of £0.4 million was due to the payment of grants (£0.38 million).

### Tourism Development Fund Net Asset Value over time



There was an increase of £0.14 million (38%) in grants paid and accrued, compared to 2016.

Grants from the Fund are considered and recommended to the Minister by an Advisory Panel of business leaders.

The amount awarded in grants each year is dependent upon the number and financial amounts of applications received and recommended by the Advisory Panel.

**Actual payments made, during 2017, to projects approved in 2017 and earlier**

<b>Applicant</b>	<b>Project</b>	<b>Amount paid</b>
Jersey Squash and Racketball Association	Hosting of the European Team Championships 2017 and European Junior Tour Event 2018	£6,500
Waterbus Company Limited	Offshore sight-seeing service and cruise tender service	£45,000
Super League Triathlon Jersey Ltd.	Hosting of Super League triathlon in Jersey	£200,000
	<b>Total:</b>	<b>£251,500</b>

**Accruals made, at the end of 2017, to projects approved in 2017 and earlier**

<b>Applicant</b>	<b>Project</b>	<b>Amount paid</b>
Jersey's National Coastal Park	Supporting next phase of Jersey (Coastal) National Park	£35,000
Jersey Squash and Racketball Association	Hosting of the European Team Championships 2017 and European Junior Tour Event 2018	£8,500
Jersey Style Awards	Inaugural Jersey Style Awards	£20,000
Jersey Hockey Limited	Building of a new clubhouse and extension to playing area	£40,000
The Lido (Havre des Pas)	Renovation of Lido building	£4,815
Waterbus Company Limited	Offshore sight-seeing service and cruise tender service	£18,065
	<b>Total:</b>	<b>£126,380</b>

### Statement of Comprehensive Net Expenditure

	2017 Actual £'000	2016 Actual £'000
<b>Revenue</b>		
Investment Income	(1)	(3)
<b>Total Revenue</b>	<b>(1)</b>	<b>(3)</b>
<b>Expenditure: Near Cash</b>		
Supplies and Services	-	1
Grants and Subsidies Payments	378	236
<b>Total Expenditure: Near Cash</b>	<b>378</b>	<b>237</b>
<b>Net Revenue Expenditure</b>	<b>377</b>	<b>234</b>
<b>Total Comprehensive Expenditure</b>	<b>377</b>	<b>234</b>

### Statement of Financial Position

	2017 Actual £'000	2016 Actual £'000	2015 Actual £'000
<b>Current Assets</b>			
Balance due from the Consolidated Fund	154	450	711
<b>Total Current Assets</b>	<b>154</b>	<b>450</b>	<b>711</b>
<b>Current Liabilities</b>			
Trade and Other Payables	(110)	(30)	(56)
<b>Total Current Liabilities</b>	<b>(110)</b>	<b>(30)</b>	<b>(56)</b>
<b>Assets Less Liabilities</b>	<b>44</b>	<b>420</b>	<b>655</b>
<b>Taxpayer's Equity</b>			
Accumulated Revenue Reserves	44	420	655
<b>Total Taxpayer's Equity</b>	<b>44</b>	<b>420</b>	<b>655</b>