

STATES OF JERSEY



TOURISM DEVELOPMENT FUND: ASSISTANCE TO THE PRIVATE SECTOR

Lodged au Greffe on 13th March 2012
by the Minister for Treasury for Resources

STATES GREFFE

PROPOSITION

THE STATES are asked to decide whether they are of opinion –

to refer to their Act dated 18th December 2001 in which they established the Tourism Development Fund, and –

in accordance with Article 3(3)(b) of the Public Finances (Jersey) Law 2005, to vary the purposes of the Tourism Development Fund to allow the Minister for Economic Development to grant financial assistance to private sector entities to support the development of the tourism sector in Jersey.

MINISTER FOR TREASURY AND RESOURCES

REPORT

The States agreed to the establishment of the Tourism Development Fund (TDF) in 2001 (P.170/2001). Over the last 10 years the TDF has enjoyed considerable success with a proven track record of increasing visitor numbers and spend, generating additional investment in tourism, and developing media opportunities to bring the unique benefits of Jersey to a wider audience. The latest Annual Report (2010) detailing a full list of projects awarded funding is appended to this Report.

Article 3(3)(b) of the Public Finances (Jersey) Law 2005 states that on a proposition lodged by the Minister [for Treasury and Resources], the States may vary the purposes of an established fund. This Proposition therefore asks the States to agree to extend the remit of the TDF so that investment can be considered for private sector initiatives alongside the public and voluntary sector initiatives that are currently included within the scheme. This will build on the TDF's achievements so far by encouraging a more diverse range of proposals at the same time as providing leverage for additional investment that would not otherwise be available. This will further strengthen Jersey's tourism industry and its ability to compete in a global marketplace.

Success to date

Members will be aware of numerous successful tourism events and infrastructure developments over the past decade. Many of these would either not have happened or not have realised their full potential without the TDF.

For example, financial assistance from the TDF enabled the conversion of a number of Jersey Heritage sites to holiday let accommodation. They provide a new and exciting accommodation offering for visitors whilst conserving and utilising some of the fantastic natural heritage sites Jersey has to offer. At the same time, they are generating significant returns: Seymour Tower previously generated just £540 in rent over a year and now generates over £8,000; Barge Aground used to generate under £10,000 a year and now commands an annual income of £30,000.

The TDF has provided funding to support the marketing of the Liberation Music Festival. Last year, over 6,000 Islanders and visitors attended the event which generated significant national and international coverage from the U.K. media, including BBC Radio 3 and the Daily Telegraph, to as far afield as the China Daily and China National Radio.

Providing the funding for a feasibility study allowed Durrell to investigate and refine its plans for the development of their facilities. This ensured that the project design would produce value for money, enabling Durrell to have a strong business case which had a direct impact on their successful bid for £1.5 million from Fiscal Stimulus Funding.

A full list of the grants awarded by the TDF is available for Members to review in the TDF Annual Reports.

Reasons to extend to the private sector

Despite its success so far, it is important not to be complacent and continually seek to improve the return on States' investment. On its establishment, the States took a decision to not adopt an amendment to open the TDF to private sector organisations. It is now appropriate to reconsider this issue.

Whilst it is acknowledged that public or voluntary sector organisations face different financial circumstances to those of the private sector, just because an organisation happens to be private, it does not follow that it has the necessary capital available to invest in new initiatives now to see future returns. This situation has been exacerbated by current economic conditions where gaining credit from traditional sources is harder than ever regardless of the nature of organisation in need.

It should be recognised that in preventing the private sector from benefiting from the TDF, we risk stifling entrepreneurialism in a sector which now more than ever needs to maintain a competitive advantage in a crowded market-place. The public and voluntary sectors do not have a monopoly on good ideas which generate profitable returns: the TDF have been approached by a number of organisations in the private sector who have put forward some worthwhile projects that could have produced excellent results. Jersey's tourism industry cannot afford to miss out on these opportunities.

This proposal would allow the TDF Panel to consider all bids for grant support and make their decisions based purely on merit: which projects will bring the most visitors; generate the most visitor spend; stimulate investment; and promote Jersey to the widest audience. These are the projects that will benefit Jersey to the greatest extent. The TDF Panel should not be forced to exclude projects which fulfil these criteria yet due to their organisational structure are deemed ineligible to receive support.

Furthermore, as a matter of policy, the TDF has sought to ensure that the majority of grants only provide partial funding of an event or project and stimulate contributions and funding by others. For private sector organisations, this will be taken a step further. It will be a condition for every project that as a minimum, the grant is matched pound-for-pound with private sector investment. This policy will leverage further additional investment from sources that would not have otherwise have been utilised to develop the tourism industry.

Safeguards

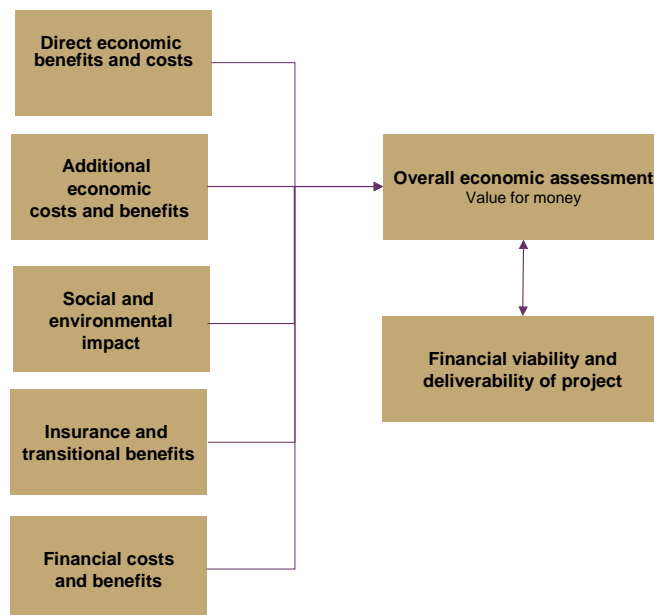
There are significant safeguards built into the current system. The TDF is founded upon the principles of good governance and the model is designed to assess net economic impact with evidence-based outcomes.

Effective and detailed scrutiny of proposals by the industry experts that sit on the TDF Panel ensures that only high quality initiatives with sound business plans and the potential to add significant value to Jersey are successful in gaining support. The strict application of these criteria can be demonstrated by the fact that only 5 projects from 26 applications were granted financial assistance in the last completed round of funding applications. This upfront scrutiny is reinforced with involvement from EDD throughout the project. A proportion of the grant awarded is retained until the project

is completed, when a report is required to demonstrate the delivery of the initial aims and objectives of the grant funding. Members can be reassured by this track record that every application, regardless of whether it is submitted by a private, voluntary or public organisation, will meet with the same rigorous examination procedures.

Furthermore, additional safeguards will be put in place ensure that the TDF will only provide funding where there is a proven market failure. A model has been devised that will allow project analysts to identify the economic benefits and costs of projects that apply for funding, and to help judge whether, on balance, these projects offer sufficient economic benefits to both the Jersey tourism sector and the wider economy to justify public funding. Initially, applicants will be asked to complete a short questionnaire asking some simple questions about their proposal. This will enable the most promising projects to be identified and the other projects to be screened out. The promising applicants will then be asked to complete a more detailed questionnaire – the answers forming the basis of the figures put into the model by the project analyst.

Structure of the model



Source: Oxera

The model will provide values for each of the sections above and culminate in an overall economic assessment. This assessment should be considered alongside the economic assessments of other projects seeking funding, and their financial viability and deliverability.

Members should also note that all organisations submitting proposals will continue to receive the support that they have enjoyed in previous years. As is the current procedure, where necessary, applicants will be provided with advice regarding their business plans as well as their organisational and project development. This Proposition does not penalise the public and voluntary sectors in favour of the private sector – it merely puts them on an even footing to allow the best return on States investments. This is the right thing to do to most effectively support the development of tourism in Jersey.

Financial and manpower implications

There are no additional financial implications for the States. The application process is being revised to enable a more efficient process which should counter any additional manpower demands that may be generated by any increase in applications due to this measure.

STATES OF JERSEY



**TOURISM DEVELOPMENT FUND:
ANNUAL REPORT 2010**

Presented to the States on 12th May 2011
by the Minister for Economic Development

STATES GREFFE

2011

Price code: C

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REPORT

Message from the Chairman

I am pleased to present our report on the activities of the Tourism Development Fund in 2010.

Tourism continues to have an important place in the Jersey economy and the Fund plays an important role in providing finance, advice and support to non-profit organisations that are essential to the further development of the Tourism sector. We have been encouraged by the variety and quality of the applications made during 2010 and we have had a very active year as noted in our report below.

In 2010 we boosted the membership of the Panel with the addition of Carol Canavan, Dominic Jones, Andrew Shrimpton and Steve Bailey. I would like to extend my appreciation to all the members of the Board who met frequently and contributed constructively during the year, as well as to Kevin Lemasney and the other staff members of the Economic Development Department for their excellent work in supporting the Fund.

As far as the future of the Fund is concerned, we remain in discussion with the Ministers for Economic Development and Treasury and Resources to secure the next round of the funding originally granted to us by the States. As soon as funds have been secured we plan to expand our remit to enable us to make grants to the private as well as the non-profit sectors of Tourism. We are confident that further funding will be forthcoming in view of the continuing importance of Tourism to our economy, and we look forward to 2011 with optimism.

As always we welcome your comments and suggestions on the activities of the Tourism Development Fund.

On behalf of the Tourism Development Fund Panel

Peter C. Funk
Chairman

THE REPORT

1. Introduction

In line with the terms of the Tourism Development Fund Approved Scheme, the 2010 Annual Report is hereby submitted to the States of Jersey.

As of 31st December 2010 there were 82 projects that had received, or were receiving assistance from the Fund. Sixteen new projects were approved for funding during the year and a further 4 projects are under consideration.

2. 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.

The aim of the Fund is to stimulate investment in the tourism product and tourism 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.

In 2003, £1,200,000 was transferred to the Fund. In 2004 and 2005, no funds were transferred and in 2006, £1,000,000 was transferred to the Fund. The Panel members remain concerned that to date so little of the agreed £10,000,000 has been provided to the Fund. They are also of the opinion that if the terms of the scheme allowed them to award grants to private sector investors it would greatly expand the number of grant applications that they would receive projects with the capacity to have greater impact on visitor numbers.

The Panel comprises: Peter Funk (Chairman), Lawrence Huggler (Vice-Chairman), Kristina Le Feuvre, Andy Cook, Melinda Isherwood, Carol Canavan, Andrew Shrimpton, Dominic Jones and Steve Bailey. The Department is represented at officer level by Chief Executive, Mike King and Director of Tourism and Marketing, David de Carteret, and the Panel is supported at executive level by Kevin Lemasney, Economic Development.

3. Activities in 2010

The Panel met 7 times during the year. Copies of the approved minutes of each of the Panel meetings were sent to the Minister for Economic Development and the Minister for Treasury and Resources; and a Treasury Officer continues to monitor the TDF accounts. Copies of the agendas and the [signed] minutes are available on www.jersey.com/business.

As outlined in the 2009 Annual Report, the Panel adopted a new approach to the awarding of funding in 2010. The Panel moved away from the old process whereby a steady stream of relatively minor projects were considered as and when they arose. Instead, the Advisory Panel adopted a pro-active approach whereby, following advertising and wide-ranging promotion of the availability of funding for appropriate projects which met broad but clearly-defined criteria, potential applicants were given a

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deadline by which fully-detailed applications, complete with relevant business plans and future projections, were submitted.

The new approach served to 'sharpen' the process and enabled the Advisory Panel to identify the most appropriate projects to benefit from such funding as was available under its remit.

The process proved to be very successful and will continue in 2011. Calls for applications were sent out in March and again in September. In total, 78 applications were received in 2010, of which 16 received funding, 58 were rejected and 4 are still pending.

The following projects were approved for funding during 2010:

1.	Tour des Ports de la Manche	9.	Installation of mains electricity to occupation sites
2.	Liberation Festival 2010	10.	Marketing for Jersey Textile Showcase 2011
3.	Joint marketing for air and sea routes	11.	Promotion video of Town Crit 2010
4.	Jersey Food Festival	12.	Branchage Film Festival 2010
5.	Jersey Boat show 2010	13.	Liberation Festival 2011
6.	Jersey Fish Festival 2010	14.	Jersey Fish Festival 2011
7.	Animation of Jersey Airport arrivals hall	15.	Branchage 2011
8.	Motoring Festival 2010	16.	Enhancements of Dolmens

Details of the projects can be found in the table below, but the total amount awarded came to £222,000.

In addition to reviewing new projects, the Panel also received updates on projects that had received funding since the inception of the scheme in 2002.

4. The Future

The Panel agreed that the more pro-active approach was to be continued. It also considered that there should not be differentiation between public and private organisations with initiatives as, even if it transpired that the beneficial out-turn of some events or projects were to be marginal, this would still represent a positive contribution to the Island as a whole.

The Chairman of the Panel met the Minister for Economic Development, who was supportive of such a widening of the scope of the Fund; and it was suggested that proposals should be developed speedily in order that the Minister for Economic Development might take the appropriate action. It was also recognised that any proposal for such change would need to be accompanied by a persuasive business case.

As far as the future funding of the Fund is concerned, members of the Panel are in ongoing discussions with the Ministers for Economic Development and Treasury and Resources to secure the next round of funding. The Panel members are confident that further funding will be forthcoming in view of the continuing importance of Tourism to the economy, and they look forward to 2011 with optimism.

Accounts

Tourism Development Fund Accounts for the year ended 31st December 2010

Income and Expenditure Statement for the year ended 31st December 2010		
	2010	2009
	£	£
Income		
Notional Interest	4,637	22,668
	<u>4,637</u>	<u>22,668</u>
Expenditure		
Grants	252,431	416,360
Expenses	4,374	4,472
	<u>256,805</u>	<u>420,832</u>
Surplus/Deficit for the year	<u><u>-252,168</u></u>	<u><u>-398,163</u></u>
Balance Sheet as at 31st December 2010		
	2010	2009
	£	£
Current Assets		
Cash	435,103	708,933
Debtors	23,434	
	<u>458,537</u>	<u>708,933</u>
Current Liabilities		
Trade Creditors	-1,771	0
	<u>-1,771</u>	<u>0</u>
Net Current Assets	<u><u>456,766</u></u>	<u><u>708,933</u></u>
Funds Employed As:		
Accumulated Reserve		
Balance as at 1st Jan	708,934	1,107,098
Surplus/Deficit for the Year	-252,168	-398,163
Fund Balance at 31st December¹	<u><u>456,766</u></u>	<u><u>708,935</u></u>

¹ Committed Funds as at 31st December 2010 totalled £217,728, leaving a balance of uncommitted funds of £239,038.

The Projects

As of 31 December 2010 the following projects had received or were receiving funding from the TDF.

	Code	Project	Project managers	Year	Amount approved £	Comment
1	NZT 254	Liberation Festival 2011	Music in Action	2010	12,500	By marketing the 2011 event early enough the organisers hope to attract more visitors to the event.
2	NZT 247	Branchage 2011	Branchage	2010	10,000	Branchage is now becoming an anchor event in the calendar and the marketing for the event needs to begin early to ensure that it attracts increasing numbers of visitors.
3	NZT 265	Jersey Fish Festival 2011	Jersey Fishermans Association	2010	6,000	These funds will be used to market the event at similar events in the UK. The event organisers also attracted marketing assistance from other local partners.
4	NZT 280	Improvements to Dolmens	Société Jersiaise	2010	4,500	Société Jersiaise maintains many of the Islands Dolmens and these funds will allow some much needed maintenance and improvements.
5	NZT 262	Tour des Ports de la Manche	Jersey Yacht Club	2010	1,500	The Tour des Ports has a long history and in 2010 Jersey had the honour of hosting the departure of the race.
6	NZT 254B	Liberation Festival	Music in Action	2010	4,000	The funds provided helped market the event off island and helped develop this event.

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7	NZT 185B	Joint marketing for air & sea routes	Jersey Tourism	2010	85,000	Jersey Tourism used the funds on a £ for £ basis with carriers to encourage more visitors to the Island.
8	NZT 271	Development of a Jersey Food Festival	Jersey Tourism & partners	2010	8,000	Jersey Tourism in association with other local organisations began the development of a new food festival that will celebrate local produce and dining excellence.
9	NZT 246B	Jersey Boat Show 2010	Jersey Harbours	2010	8,000	Fast becoming a major spring event the funds were used on off-island marketing.
10	NZT 265	Jersey Fish Festival	Jersey Fisherman's Association	2010	6,500	Another event with the potential to become a major spring event the funds were used on off island marketing.
11	NZT 233	Animation of arrivals hall in Jersey Airport	Jersey Airport	2010	11,000	Funds (on a £ for £ basis) will be used to create a lasting first impression for visitors coming through this important gateway to the Island.
12	NZT 256B	Motoring Festival	Classic & Vintage Motor Racing Club	2010	20,000	Funds were used to help market the event at special shows and in motoring publications in the UK.
13	NZT 149C	Installation of mains electricity to occupation sites	Channel Islands Occupation Society	2010	8,000	By installing mains electricity into some of the bunkers, the CIOS are now able to extend the opening hours of many of their facilities.
14	NZT 263	Jersey Textile Showcase 2011	Art in the Frame	2010	4,000	By marketing the 2011 event early enough the organizers hope to attract more visitors to the event.
15	NZT 269	Filming of the Town Crit 2010 for Television	Jersey Cycle Association	2010	8,000	The Town Crit (cycle race) is growing in stature and attracting media interest.

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16	NZT 247B	Branchage Film Festival 2010	Branchage	2010	£25,000	Building on the success of recent years the organisers are now developing a very sophisticated marketing and sponsorship package for the event.
17	NZT 248	Support for the Tour De Bretagne – Jersey Stage 2010	Jersey Tourism & ESC	2009	€50,000	Building on the success of the 2006 event, Jersey held two stages of the 2010 Tour de Bretagne. Over 100 riders spent three days in Jersey and the media exposure in the Brittany region was tremendous.
18	NZT 250	Tourism Industry Marketing	Jersey Tourism on behalf of the Tourism Industry	2009	250,000	With the recession seriously affecting bookings the Panel agreed to allocate funds to Jersey Tourism to spend on additional marketing for the 2009 season.
19	NZT 247	Branchage Film Festival 2009	Branchage	2009	35,000	Building on the success of the 2009 event, the Panel provided funding to help market the event in the UK and to help with infrastructure.
20	NZT 149B	Mains Electricity for Channel Islands Occupation sites	Channel Islands Occupation Society	2009	13,000	The CIOS has opened several occupation sites in recent years. This grant allowed the Society to equip some sites with electric lights thus allowing greater flexibility in opening hours.
21	NZT 256	Development Plan for Durrell site	Durrell Wildlife Conservation Trust	2009	100,000	The DWCT has major plans for the future of the site in Trinity. This £ for £ funding allowed the Trust to develop those plans and helped secure funding for the work to be carried out.

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22	NZT 252	International Veterans Fencing Competition	Jersey Fencing Association	2009	1,500	Competitors from many countries visited Jersey for the Commonwealth Veterans Tournament. It is hoped that this event will help fencing to grow in Jersey and for future competitions to be held here.
23	NZT 259	Development of Family History tourism	Jersey Heritage Trust	2009	4,500	With television programmes such as <i>Who do you think you are?</i> proving so popular and people showing an interest in discovering their roots JHT will attend a conference in the UK with a view to marketing their archive services to interested people.
24	NZT 187	Green Tourism Initiatives	Jersey Tourism	2008	26,000	Having noted the success of the Green Business Scheme in the UK the Panel agreed to finance the launch of the scheme in Jersey. Many local attractions and hotels have obtained approval and others are working towards the standard.
25	NZT 153	Cycle Path from the Airport to Les Quennevais	Transport & Technical Services and Jersey Tourism	2008	135,000	The final piece of the cycle network linking St Peters with Les Quennevais was completed in 2008. This pathway now provides a safe route for residents (in particular school children) and visitor cyclists to enjoy.
26	NZT 196	Additional marketing support for the Tourism Industry in the wake of the Historic Child Abuse Inquiry	Jersey Tourism	2008	250,000	From February to April 2008 the National Media carried many stories on the Historic Child Abuse Inquiry and images of Haut de la Garene. These stories came at a time when Jersey Tourism was advertising in the National Media in order to attract visitors to Jersey. The campaign was withdrawn and when the time was deemed right to go back into the market Jersey Tourism returned with an additional campaign.

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27	NZT 197	Stage for events	Jersey Tourism	2008	26,000	Jersey Tourism helped procure a stage for local events. The stage is broken into different elements and comes with a roof covering. This stage can of course be used by the many event organisers of local events throughout the year.
28	NZT 242	Support for the marketing of additional ATP events	JLTA	2008	10,000	The annual events at Les Ormes have now been upgraded and the Panel felt that with additional marketing the event could attract even more participants and visitors.
29	NZT 244	Procurement of branded pavilions for local events	Jersey Tourism	2008	20,000	Jersey Tourism helped procure branded pavilions for local events. The pavilions will of course be used by the many event organisers of local events throughout the year.
30	NZT 246	Marketing support for the 2009 Jersey Boat Show	Jersey Harbours & Jersey Tourism	2008	10,000	Building on the success of the 2008 event the Panel felt that with additional off island marketing the event could attract even more participants and visitors in 2009.
31	NZT 181	Jersey.com	Jersey Tourism	2007	250,000	Jersey Tourism commissioned a complete overhaul of the jersey.com website. The new site went live during the first quarter of 2008.
32	NZT 183	Interpretive signage	Parish of St Helier/Parish in Bloom/Jersey Tourism	2007	3,000	The Parish of St Helier has had considerable success over the years in the Britain in Bloom competition. The St Helier Community in Bloom group would like to enhance the Harve de Pas area with a new planting scheme and would like to interpret the area with some branded signage.

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33	NZT 122	Completion of footpaths in Bouley Bay	Friends of Bouley Bay	2007	10,000	This is the final piece of the work carried out by the Friends of Bouley Bay and reopened the coastal pathway going east from the Bay area.
34	NZT 194	The development of a case for tax relief on private sector investments	Economic Development	2007	25,000	The Panel was of the belief that by creating a scheme that provides tax incentives to potential developers, new developments will take place in the industry. The report was delivered in 2008 and has been shared with the treasury.
35	NZT 180	Feasibility Study into Elizabeth Castle	Jersey Heritage Trust	2007	6,000	Visitor numbers to Elizabeth Castle have fallen over the years and the Jersey Heritage Trust would like to explore new ways in which the Castle could be used to increase revenue and allow for improvements to be made to the Castle. The report has outlined a number of ways in which the Trust could exploit the facility.
36	NZT 184	Preparation of a site for the development of an Indian Forest	The Bosdet Foundation	2007	35,000	The Bosdet Foundation is prepared to allow an Adventure Park to be developed in Sleepy Valley. The TDF funds allowed the Foundation to carry out some preparatory work and lay essential services in the valley.
37	NZT 185	New routes development	Economic Development/Jersey Tourism	2007	250,000	Economic Development, in association with Jersey Tourism and Jersey Airport, seek to stimulate new air routes. This fund will allow joint marketing to be carried out with airlines.

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38	NZT 189	Marketing support for an International Cheese Festival	Royal Jersey Horticultural & Agricultural Society	2007	10,000	The RJH&AS held an International Cheese Festival at their grounds in Trinity in May 2008. The festival brought visitors to the island, helped promote local cheeses and other products and was very good for the image of Jersey.
39	NZT 194	Feasibility study for the creation of a tax relief scheme for tourism sector developments	Economic Development/Jersey Tourism	2007	25,000	The Panel was of the belief that by creating a scheme that provides tax incentives to potential developers, new developments will take place in the industry. The report was delivered in 2008 and has been shared with the Treasury.
40	NZT 160	Development of a Business Case for the development of the site	Durrell Wildlife Conservation Trust	2006	30,000	Durrell Wildlife Conservation Trust has seen visitor numbers affected over recent years and needs to carry out a feasibility study into its future in Jersey. The Panel recognises that Durrell is an Anchor Attraction in Jersey and hopes that with this help the Trust will be able to develop a plan to enable it to have a bright future.
41	NZT 147	Ceiling of lights	Jersey Tourism/POSH/TT&S	2006	10,000	This joint project between Jersey Tourism, POSH, TT&S, WEB and Jersey Harbours helped provide St Helier with a beautiful joined up approach to Christmas lighting.
42	NZT 149	Improvements to occupation sites	Channel Islands Occupation Society	2006	31,000	The Channel Islands Occupation Society will use the funds to open up additional occupation sites to the public. Interpretation panels will also be created.

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43	NZT 165	Pathways at La Hague Manor	Jersey Tourism	2006	5,000	This development of pathways for visitors and locals in the grounds of La Hague Manor in St Peters Valley has allowed Jersey Tourism to add another piece to the jigsaw of attractive walks around the Island.
44	NZT 167	Development of pathways along the South West Coast	Environment Department and Jersey Tourism	2006	6,900	This joint initiative between Jersey Tourism and the Environment Department has added new pathways along the South West coast to the rich network of walks around the Island.
45	NZT 170	Assistance with the development of the Durrell image and brand	Durrell Wildlife Conservation Trust	2006	35,000	In an effort to appeal to a wider audience Durrell developed and launched a new brand in 2006.
46	NZT 178	Imagine Summer HD film	Jersey Tourism	2006	25,000	Jersey Tourism worked with a local film producer in this locally based film. Footage (in HD) will be used by Jersey Tourism.
47	NZT133	Promotion of the Jersey Clipper	Jersey Clipper Committee	2005	15,000	The Clipper Committee secured private funding for the Clipper 2005/6 entry. The TDF grant helped the Committee to carry out some effective PR locally and to welcome other Clipper teams when they visited Jersey.
48	NZT134	Participation into the procurement of new equipment	Jersey Premier Brass	2005	2,000	This award winning band was given some assistance to procure some much needed equipment to help establish their identity.

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49	NZT135	Development of a New Accommodation Grading Scheme	Jersey Tourism	2005	58,000	<p>The former Jersey Sun Grading System dated back to the early 1940s. The UK tourism industry has harmonised it's grading schemes and as Jersey depends on the UK market for over 80% of its visitors it was felt that the island should follow suit. This grant enabled a complete audit of all accommodation to be carried out and the new scheme came into effect on 1 January 2007.</p>
50	NZT136	Development of a Marine Interpretation Centre, Discovery Pier in Gorey	Environment & Public services	2005	39,650	<p>This project was driven by the Environment Department and received support from Jersey Harbours. Following the presentation of a business plan and design brief the project received approval and was open in time for the 2005 visitor season. The facility will also be very educational and will become a valuable resource for the island.</p>
51	NZT138	Extension to the Harbour Gallery	Art in the Frame	2005	32,000	<p>The Harbour Gallery continues to operate successfully. Many exhibitions have been held and classes have been organised for locals and tourists in line with the business plan. The Trust has also obtained additional space in which to expand and this will allow great opportunities to hold exhibitions, workshops and classes.</p>
52	NZT140	Public Conveniences	Durrell Wildlife Conservation Trust	2005	20,000	<p>This grant has been used in a very creative way and the provision of Public Conveniences at Durrell has been increased and improved.</p>

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53	NZT141	Winter Wonderland – 2005	Jersey Tourism & Waterfront Initiatives	2005	20,000	Following the success of the 2004 Christmas Fête de Noué an even bigger festival was planned for 2005. This grant enabled the inclusion of an Ice Rink in the Winter Wonderland attraction at the Waterfront and provided added festival entertainment for visitors and residents over the holiday period.
54	NZT142	Herd of Charing Cross	Environment & Public Services	2005	3,500	The series of public arts was hung in Charing Cross for a time and helped brighten up an area of St Heller. Private sector sponsorship was also forthcoming and the screens were very well received by the public.
55	NZT143	Jersey Live 2005	Jersey Tourism	2005	25,000	JerseyLive 2006 was an even bigger success than the 2005 and 2004 event and promoted Jersey to a younger UK audience. Jersey Tourism and the TDF would like to see this event become an important annual event and is working closely with the organisers to promote the event in the UK.
56	NZT144	Under the Greenwood Tree	Jersey Tourism	2005	25,000	The Thomas Hardy adaptation was filmed from May to July in Hamptonne and other locations around the island and went out on national television on Boxing Day 2005. While the novel is set in Dorset, Jersey provided a near perfect location for filming and Jersey of course received full credit for providing the location and some of the funding.
57	NZT145	Services to the Five Mile Road	Environment & Public Services	2005	300,000	This project extended the present network of essential services such as electricity, mains drains and potable water to the Five Mile Road.

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58	NZT148	Feasibility study into the Cruise Liner market	Jersey Tourism and Jersey Harbours	2005	20,000	Jersey has a small market in the cruise line business but it is felt that the potential is there to grow the market. The growth will probably require investment in the Harbour infrastructure and therefore Jersey Tourism and Jersey Harbours would like to carry out a feasibility study into the potential market and the costs involved in developing a product for that market.
59	NZT151	Procurement of Electric Chairs for visitors	Shopmobility St Helier Jersey Trust	2005	6,400	The Environment & Public Services Committee have given the Trust reserved places in the Sand Street Car Park and through local sponsorship and the contribution from the TDF, the Trust has procured over 20 wheelchairs (both electric and manual) for local residents and visitors to the Island. The Trust has since extended its service to visitors to Durrell Wildlife and assists at various local events.
60	NZT152	Coastal forts and Fortifications conversion plan – Stage 1	Environment & Public Services, Jersey Heritage Trust & Jersey Tourism	2005	250,000	This joint initiative between the Environment & Public Services Committee, Property Services, Jersey Tourism and Jersey Heritage Trust will see some of the Island's Coastal Forts and Fortifications renovated and made more accessible to the public. Most of the properties will be offered as self-catering apartments but some may be used for picnicking, etc.
61	NZT154	Lwe8	Jersey Community Relations Trust	2005	5,000	The Community Relations Trust organised a free link up with Lwe8 organisers from the Peoples Park in St Helier. The event was a great success with local residents and visitors feeling a part of the international event.

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62	NZT137	New facilities at Les Landes Race Club	Jersey Race Club	2005	250,000	<p>The Jersey Race Club drew up plans for the development of new premises with a weighing room, changing rooms for the jockeys, a First Aid Room, equipment storage and public toilets. This project was delayed due to changes in the design and changes in the Race Club Committee but work began during the third quarter of 2006 and the building was completed in 2007. The official opening took place in May 2008.</p>
63	NZT 156	Darts competition equipment	Jersey Darts Association	2005	4,850	<p>The Jersey Darts Club revived the international event in 2006 and they hope to grow the event in the years to come.</p>
64	NZT 157	Tour de Bretagne - Le Ruban Granitier Cycle Race	Education Sport & Culture	2005	35,000	<p>The Tour de Bretagne cycle race is a very famous race held in Brittany every year. Jersey was asked to hold the prologue to the event in April 2007. There was considerable French media interest in the event and the event brought many visitors to the island.</p>
65	NZT 158	Coastal forts and Fortifications conversion plan - Stage 2	Environment & Public Services, Jersey Heritage Trust & Jersey Tourism	2005	340,000	<p>This joint initiative between the Environment & Public Services Committee, Property Services, Jersey Tourism and Jersey Heritage Trust will see more of the Island's Coastal Forts and Fortifications renovated and made more accessible to the public. Most of the properties will be offered as self-catering apartments but some may be used for picnicking, etc.</p>

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66	NZT 159	Audio guides for visitors to sites	Jersey Heritage Trust	2005	15,000	This project has now been completed but in a slightly different way to that planned at the time of the request. Instead of provide visitors to five Jersey Heritage Sites with the opportunity to hire iPods with audio tours in English and French visitors can now download the tours onto their own iPods from the Jersey Heritage Trust website. Printed support material has also been developed.
67	NZT121 & 139	Design Brief and Feasibility Study	National Trust for Jersey	2004	25,000	The study was completed in summer 2004 and the Trust applied for funding to develop the site. The Trust is now looking at alternate uses for the site and talks are ongoing.
68	NZT122	Enhancement of Bouley Bay	Bouley Bay Enhancement Association	2004	50,000	The Association has provided safer access to the sea for swimmers, developed an underwater nature trail, landscaped the mound and in general enhanced the area. The project was carried out with the help of the Public Services Department, the Harbours Department, the Men of the Trees Jersey Harbours and the Probation Service.
69	NZT123	Interpretative signs for island sites	Jersey Heritage Trust	2004	23,945	The Trust has developed a scheme of (long life) branded interpretative signs placed at strategic sites around the island.
70	NZT124	Living with the Enemy DVD	Marie Antoinette Trust	2004	30,000	The Trust commissioned the making of the DVD Living with the Enemy which recorded Islanders' experiences during the occupation of Jersey during WW2. The DVD was launched on schedule in time for the Liberation 60 celebrations in May 2005.

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71	NZT125	Design Brief and Feasibility study into Jersey Pride schooner	Pride of Jersey Trust	2004	5,000	Work has begun on creating a design brief and already sponsors have come forward with offers of help and support for the project.
72	NZT126	Liberation 60 celebrations (Grant and underwrite)	Liberation 60 Panel	2004	26,000 75,000	This grant was divided into two parts - a direct grant of £26,000 to support the celebrations and an underwrite provision of £75,000 to secure events until local sponsors could be found to support them.
73	NZT127	Feasibility study into Inspirational Gardens and Education Centre	TWIGG Trust	2004	30,000	The Trust commissioned a study into the feasibility of creating the project in Jersey but the Trust behind the project was disbanded as the project was not considered feasible.
74	NZT128	Participation into the procurement of new uniforms	The Band of the Island of Jersey	2004	20,000	The £ for £ grant enabled the Band of the Island of Jersey to procure new uniforms in time for the Liberation 60 celebrations. The band also plays a leading role in the Battle of Flowers (at no cost to the organisers).
75	NZT129 & 136	Design brief and feasibility study for a Marine Interpretation Centre	Environment & Public services	2004	10,000	This project was driven by the Environment Department and received support from Jersey Harbours. Following the presentation of a business plan and design brief the project received approval and was open in time for the 2005 visitor season. The facility will also be very educational and will become a valuable resource for the Island.

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76	NZT130 & 151	Procurement of Electric Chairs for visitors	Shopmobility St Helier Jersey Trust	2004	8,000	The Environment & Public Services Committee have given the Trust reserved places in the Sand Street Car Park and through local sponsorship and the contribution from the TDF, the Trust has procured over 20 wheelchairs (both electric and manual) for local residents and visitors to the Island. The Trust has since extended its service to visitors to Durrell Wildlife and assists at various local events.
77	NZT131	Support for Myth of Malham Yacht race	St Helier Yacht Club	2004	7,500	The St Helier yacht Club staged this Fasnet qualifying race in May 2005 and welcomed over 100 participating yachts. The event is a biennial event and it is hoped that Jersey could become the home for the event in future years.
78	NZT111	Airport Landing Fee subsidy	Airport Taskforce	2003	500'000	The £1 million set aside for this project (equal funding from TDF and the Finance and Economics Committee) has been used up. The final portion of the £300,000 set aside for joint marketing campaigns with the airlines was used to help support the 2006 "Spring into Summer" marketing campaign.
79	NZT112	Cycle Network (Gunsite Café to La Mielles Car Park)	Environment & Public Services	2003	50,000	The Public Services department completed the new cycle path from the Gun-site Café to La Mielles car park and the project has been very well received by the public.
80	NZT113	Town Cycle Network	Parish of St Helier	2003	200,000	Stage 1 of the project was completed in autumn 2004. Evaluation work was carried out on Stage 2 during 2007 and the results were delivered in early 2008. The project is now closed and the remaining funds have been returned to the Fund.

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81	NZT114	Branded vehicle and promotional material	Genuine Jersey	2003	15,000	The Genuine Jersey Products Association used the funds to procure 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. In 2009 the vehicle was sold and funds returned to the Fund.
82	NZT115	Improvements to St Aubin harbour area	Parish of St Breilade & St Aubin Traders Association	2003	85,000	Many improvements to the harbour area have been successfully carried out. In 2007 the Connétable of St Breilade (in association with the local Deputy) started a consultation process with local residents, businesses and other interested parties. This process continued into 2008 and a report was delivered mid year.
83	NZT116	Public Conveniences & Crash Barriers	Battle of Flowers Association	2003	119,500	Eight mobile toilets and 200 crash barriers were procured and are stored and maintained by the JBoFA. The association continues to rent out the equipment at commercial rates thereby creating additional revenue for the annual Battle of Flowers event.
84	NZT119 & 140	Public Conveniences	Durrell Wildlife Conservation Trust	2003	50,000	This grant has been used in a very creative way and the provision of Public Conveniences at Durrell has been increased and improved.

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85	NZT106 & 138	The Harbour Gallery	Art in the Frame	2002	30,500	The Harbour Gallery continues to operate successfully. Many exhibitions have been held and classes have been organised for locals and tourists in line with the business plan. The Trust has also obtained additional space in which to expand and this will allow great opportunities to hold exhibitions, workshops and classes.
86	NZT107	Feasibility Study into a new Conference & Events Centre	Jersey Conference Bureau	2002	40,000	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 was used by a working group that looked at developing a conference & events centre at Fort Regent.
87	NZT108	Jersey Revels 1204 -2004 celebrations	Jersey Heritage Trust	2002	280,000	The Panel has now closed the accounts for the Revels celebration and returned £65,000 to the Fund.
88	NZT109	Feasibility study into improving Gorey Harbour area	Gorey Improvements Group	2002	11,500	Work on this project looked at improvements to the village of Gorey.
89	NZT110	Bein'nue Hospitality Training Programme	Tourism Training Strategy Group	2002/3/4	150,000	The three day training programme for employees in the hospitality sector continues to be popular with the industry. The programme is still running albeit with funding from new sources.

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