

Deputy Chief Minister |
Minister for Economic Development,
Tourism, Sport and Culture



Connétable Mike Jackson
Chair, Environment, Housing and Infrastructure Panel
By email

19th October 2021

Dear Chair

Jersey National Park

- 1. Funding for this project was £150,000 for 2021. The Mid-Year Review notes the project is on track and that stakeholder consultation is ongoing, however, little other detail has been provided in the progress update. Could you please provide a summary of the current progress status for this project?**

Q2 2021 Report of Activities (as provided by JNP)

Executive Summary

Since the last report, good progress has been made towards the achievement of the 2021 Business Plan objectives. The first of the three main marketing campaigns, Walk in the Park, ran for the month of May, including a focussed 'walking week'. The Frances Le Sueur Centre refurbishment continued and a new storage shed has been built, enabling new furniture and equipment to be purchased and installed. The hiring and use of the Centre increased substantially over the quarter, particularly by schools and educationalists.

There has also been important work undertaken on the governance and strategy of the Jersey National Park. Board meetings have been held with representatives of the key stakeholder organisations that will become members of Jersey National Park Limited, together with Government officials. Constructive discussions have led to consultation with lawyers and the request for the constitutional documents to be updated. This work will continue into the Autumn.

A busy period, enabled in some respects by the easing of covid restrictions. The ongoing building and developing of partner relationships is key to the Park's success and it is with the help of those partners the small JNP team of three are achieving so much. Achievement at this half-year stage, against year-end targeted Key Performance Indicators is as follows:-

2021 KPIs	
KPI	Comments
+10% unique visitors to website and +10% social media followers compared to 2020	High visit volume to website but low increase compared to 2020 year end. Social media followers significantly up on last year.
Based on end-2020 survey, 10% increase in awareness of Jersey National Park by end 2021	Market research and target stymied by Covid-19
8 educational/environmental-related events held at Frances Le Sueur Centre	Increased use of the FLSC for educational events, particularly schools
Corporate sponsorship obtained for environmental projects within Jersey National Park	Financial sponsorship obtained for Picnic in the Park campaign and for further FLSC refurbishment.
4 volunteer based activities undertaken within the Park	Much voluntary work on the redecoration of the FLSC and habitat maintenance at La Mielle de Morville
Frances Le Sueur Centre operational and open to public as Park headquarters and information, education and events centre	Some progress, but limited by Covid-19
3 major marketing campaigns promoting Jersey National Park	One delivered (Walk in the Park), second one underway (Picnic in the Park) and third in planning stage ('Rewilding the Park concept')
Positive contribution to government strategies and policies relevant to Park	Participation with Bridging Island Plan ongoing and contributions being made to Rural Economy Strategy

Work completed

1. Frances Le Sueur Centre

Further refurbishment work has been undertaken on the Frances Le Sueur Centre. With the grateful assistance of volunteers, the painting of the exterior of the building has been completed, aided by the use of a cherry picker and scaffolding to access the highest points. The new pond area fencing has also had two coats of paint, leaving just the wooden decking requiring a second coating. The new external storage shed has been constructed, enabling the delivery of new tables and chairs which are now stored within it. The new furniture has already been put to good use at the various events held at the Centre. A filing cabinet and white board have also been delivered.

The outside space on the north side has been cut back by the Rotary Club and is now the subject of discussion with regards to its best use for educational and conservational benefit.

The emergence of the Spring/Summer season and further easing of Covid restrictions has led to increased use of the Centre for educational and environmental activities. This has been organic growth, particularly from schools, as we continue to raise awareness of the Park, and of the Centre through word-of-mouth. Jersey College for Girls Prep, Year 5, and Springfield school each spent a day there in June and St Michael's school used the Centre on another occasion. St Lawrence school had planned to use it but had to cancel at the last minute. Once a week across June, a different school was at the Centre as part of Jersey Heritage's educational programme. As part of that, our own Mike Stentiford provided the children with some biodiversity learning. It was great to see some of the St Helier town schools being included, as many of the children do not have the opportunity ordinarily to visit any part of the National Park and indeed, so many are unaware of it or the Frances Le Sueur Centre. The pond area outside the Centre has been the location for teaching children about aquatic life, care of Erin Cowham, education officer at the National Trust for Jersey. And Nurture Ecology's Earth Kids programme was based at the Centre over the Easter holidays, and will return for a further four weeks during the summer holidays.

The Centre continues to be the base for yoga sessions each week, but in addition, it has been used by Drift Retreats, Jersey Youth Parliament (to consider the Climate Assembly recommendations), Arthouse Jersey, and as the starting point for guided walks by the blue badge guides of Jersey Uncovered during the Walk in the Park campaign.

1. Marketing

The first of our three main marketing campaigns, Walk in the Park, ran for the month of May. Freedom Media created a specific page for the website and generated regular social media posts throughout the month. Visit Jersey are strong supporters of the Jersey National Park and they too promoted the Walk in the Park for us to visitors and locals alike. As part of the campaign, a series of guided walks were provided free to the public by the blue badge guides team at Jersey Uncovered, running from 10th to 16th May inclusive. In addition, three self-guided walk audio podcasts were produced by Freedom Media for people to download from the website and to use at a time to suit them. These were created from extensive video and audio footage, including the use of a drone camera, taken at 3 different locations within the Park and featuring two local 'experts' for each one. Tony Pike (Channel Islands Occupation Society) and Vince Thorne (professional landscape photographer) walked at Les Landes; James Gordon (Sumas restaurant) and Kazz Padidar (Wild Adventures) walked from St Catherine to Archirondel; and John Garton (Genuine Jersey) and Piers Sangan (Sangan Conservation) at L'Etacq. The BBC and ITV were invited to attend the filming of the 'foraging' podcast, featuring James Gordon and Kazz Padidar. Both media entities' television coverage included a brief interview with Jerry Neil, the Jersey National Park Officer. Simultaneously, Mike Stentiford was the guest 'In the hot seat' on Jenny Mullen's show on BBC Radio Jersey.

Public awareness of the Jersey National Park is created and maintained largely through online media promotional activity. The Walk in the Park campaign and regular postings to recognise or celebrate international days of an environmental nature, have been the primary events. There has also been coverage in the JEP of the refurbishment work undertaken at the Frances Le Sueur Centre. Key website and social media statistics for the 6 months to end of June 2021 are as follows:-

Website

11,829 Page views
7,124 Visits
6,570 Visitors (+0.8%)

Facebook

3,681 Followers (+7.2%)
3,607 likes

Twitter

624 Followers (+16%)

Instagram

1,586 Followers (+24.7%)

Quarterly meetings are held with Visit Jersey to ensure mutual awareness of each other's activities and plans, and to see how Visit Jersey can assist with the promotion of the Jersey National Park. Visit Jersey remain enthusiastic and committed to advertising the virtues and opportunities to visitors and locals alike of the asset that Jersey has in the Jersey National Park.

2. Aspiring Geopark

Partner relationship development remains key to the success of the Jersey National Park. Alongside the collaborative working with all the organisations already mentioned, Jersey Heritage has engaged with us at the JNP regarding their aspiring Geopark plans for Jersey. Jerry Neil is one of five Geopark gardiens representing stakeholder partner organisations for the project. He and the Jersey National Park are featured In Jersey Heritage's new Geopark visitor centre exhibition at the Jersey Museum which launched on 28 May 2021.

Work in Progress

1. Governance Board

The Board of Jersey National Park Limited held a meeting in April 2021 with the proposed wider Board members and directors, representing key Park stakeholders, with the intention of establishing strategy, mission and vision, and the governance structure. The engaging debate questioned and challenged the key purposes of the Park and consequently, the terms of reference for the governance Board. As a Jersey Government arms-length organisation, the consensus was the need for clear guidance from Government on the Park's role and expectations of the governance Board. A follow up meeting was held on 18th June to take the matters forward. The next version of the Rural Economy Strategy for 2022 was considered a good opportunity to obtain the clarity sought. It was agreed that the constitutional documents require substantial revisions now the company is a registered charity, and a local law firm has been engaged in this regard. The proposed new wider Board will operate as a management committee in the interim.

The strategy document is being revised following the Board meetings and separate meetings with representatives of the farming, marine and heritage sectors.

2. Rewilding the Park

The JNP team has aspirations for the wider surrounding area of La Mielle de Morville. The aim is to create a conservation programme, with a working title of 'Rewilding the Park', encompassing the development and management of various habitats across the site. Positive dialogue with the Environment Department is encouraging, as they struggle to undertake land management activities of any significance due to lack of resources. The aim would be to engender community voluntary support to undertake the initial work and provide help with the ongoing upkeep. This will also offer opportunities to corporates wishing to fulfil their sustainability agenda, contributing either financially or with man power. The Rotary Club is very keen to be involved, having already committed volunteer help for the woodland area to the rear of the Centre. They have also offered a coordination role and to find corporates to take part. If it progresses, it will be a long-term conservation project, linking together a number of the Park's key purposes and objectives.

It is intended that this will be the focus for the third marketing campaign this year, to run in September and October.

3. Fiscal Stimulus Fund

The application to the Fiscal Stimulus Fund was submitted at the end of January 2021 and no response had been received by the time announcements were made on the successful bids in June. It was then determined that Government had tried to email contact Jim Hopley twice but unfortunately had used an incorrect email address. Once this was highlighted, the JNP was assured that the committee would review its application however, no further communication has been received.

4. Park Boundaries

The proposed revisions to the Jersey National Park boundaries were put out to public consultation in April. There was particular concern raised by representatives of the farming community and a substantial landowner regarding assumed increased control over land use and land management, which clearly indicated that the communication by Government could have been better. Jim Hopley has met and has offered to meet with any interested parties, alongside Government officials, to help explain the rationale and intentions for the changes. From the Jersey National Park's perspective, the presumption is not one of no development, but rather reasonable and appropriate development, and the enhancement of biodiversity. The public consultation on the boundary proposals closed on 12 July 2021, following which a UK planning inspector will collate the information for presentation to Government and thereafter, for States Assembly debate in early 2022.

5. Frances Le Sueur Centre

Plans are developing with the Channel Islands Occupation Society regarding a two week exhibition planned for September 2021. This will feature photographs of the St Ouen's Bay area during World War 2 and the aftermath.

'Nature in Mind' is a mindfulness and nature course that Lee Bennett of Mindfully Wild and Neil Harvey of National Trust are looking to present at the FLSC and surrounding area. This is a collaboration with Jersey National Park. The initial presentation was scheduled for June but did not garner sufficient ticket sales and has been rescheduled to August.

6. Picnic in the Park campaign

Work is well underway on preparations for Jersey National Park's second marketing campaign of the year, Picnic in the Park. This will build on last year's event, kindly sponsored again by Island's Insurance. There will be a wider range of picnics available from local establishments, all offering Genuine Jersey produce. The campaign very much supports the hospitality industry and Visit Jersey's 'Island break' initiative.

7. Le Braye café interpretation boards and JNP flag

Discussions continue with the proprietors of Le Braye café, strong supporters of the Jersey National Park, regarding interpretation signage. The intention is to put up some boards inside and outside of the café to provide information on the biodiversity of the area. A JNP flag has

been made that can be hoisted on the café's flagpole for JNP-related events. Menus already have the addition of the JNP logo.

8. JNP App potential development

The possibility of creating an app for the Jersey National Park is being considered and the idea has been discussed with Visit Jersey. Consultation with National Trust and Jersey Heritage will also be sought as the four organisations could benefit from a joint approach, given the common aim of marketing and public awareness of Jersey's natural environment and cultural history and sites.

2. Could you outline the total spend to date, including a breakdown of the specific spend in relation to the £150,000 funding allocated for 2021? Where no spend has been incurred to date, please can you specify NIL.

Total Spend by Jersey National Park Ltd to 30th June 2021:

	£
2018	45,093
2019	37,461
2020	84,596
2021	75,064 - as detailed below

JERSEY NATIONAL PARK LTD.

INCOME AND EXPENDITURE 6 MONTHS ENDING 30TH JUNE 2021

SIX MONTHS THIS Y.T.D.

	£
£	
BALANCE CARRIED FORWARD 1 ST JAN 2021	58,156
INCOME	
FIRST TRANCHE GOVERNMENT PLAN MONIES 2021	75,000
HIRE FEES FLS CENTRE	1,290
TOTAL INCOME	76,290
EXPENDITURE	
PERSONNEL COSTS	17,970
EQUIPMENT PURCHASES FLS CENTRE	3,939
SHED / FENCE INSTALLATION FLS CENTRE	14,230
GENERAL EXPENSES (POSTAGE / ELECTRICITY / CLEANING)	1,065
MATERIALS AND EQUIPMENT REFURBISHMENT OF FLS CENTRE*	973
BANK CHARGES	22
J.E.C COMPUTER SUPPORT	60
SUBSCRIPTIONS (AJC MEMBERSHIP)	15
PURCHASE OF JNP FLAG	234
SPONSORED WALKS W.I.P.	1,120

MARKETING EXPENDITURE (FREEDOM MEDIA)	
WEBSITE HOSTING AND DEVELOPMENT	2,656
SIGNAGE	1,764
ADVERTISING PORTS OF JERSEY/WHATS ON	3,464
ACCOUNT MANAGEMENT	6,737
DESIGN	1,339
SOCIAL MEDIA	3,560
WALK IN PARK CAMPAIGN	15,915
TOTAL MARKETING	35,435

TOTAL EXPENDITURE

75,064

BALANCE CARRIED FORWARD

59,382

BALANCE c/fwd

54,607

CASH AT BANK AFTER ACCRUALS (INC/CHARGES)

PRE PAYMENT PERSONNEL LAW AT WORK (ASL)

4,775

*NOTE * LABOUR COSTS OF REFURBISHMENT OF FLS CENTRE NIL AS WORK CARRIED OUT BY VOLUNTEERS AS WAS MUCH REWILDING ACTIVITY IN AREA OF LA MIELLE SURROUNDING FLS CENTRE.*

JERSEY NATIONAL PARK LTD.

BUDGET SECOND HALF YEAR 2021 ENDING 31ST DECEMBER 2021

£

BALANCE CARRIED FORWARD

59,382

INCOME

GOVERNMENT PLAN MONIES 2ND TRANCHE 2021

75,000

PLEGGED DONATIONS AND SPONSORSHIP

27,100

HIRE FEES FLS CENTRE

1,800

TOTAL INCOME

103,900

EXPENDITURE

PERSONNEL COSTS

18,000

GENERAL EXPENSES

5,000

MARKETING FREEDOM MEDIA

10,000

SOCIAL MEDIA

4,000

CAMPAIGNS PICNIC IN PARK

15,000

REWILDING

15,000

LEAFLETS

3,000

WEBSITE MODIFICATIONS

3,000

MARKET RESEARCH

4,500

INTERNALS FLS CENTRE

4,300

EXHIBITIONS

5,000

EDUCATION MATERIALS / INTERPRETATION ASSETS / APPS	10,000
SIGNAGE	5,000
MAJOR WORKS ON FLS CENTRE (TOILETS / KITCHEN)	20,000
FENCING	3,000
EXTERNAL AREAS FLS CENTRE	5,000
LEGAL FEES GOVERNANCE	8,000
TOTAL EXPENDITURE	137,800
CONTINGENCY	10,000
RESERVE CARRIED FORWARD (CVC SPONSORSHIP MONIES)	15,500

3. In respect of the spend to date, what has been achieved and has the level of funding for 2021 been sufficient to meet the project's aims to date?

In respect of spend to date, reporting on 2020 KPIs shown below, in addition to 2021 activity – which is sufficiently funded.

KPI	Comments
10% increase in number of unique visitors to the website compared to 2019	Individual visitors +190% 6,520 in 2020 vs. 2,251 in 2019
Based on Jan 2020 survey, 20% increase in awareness of Jersey National Park by end of the year	Covid restrictions were a challenge to face-to-face surveys. Social media engagement is proof of awareness:- Facebook +16% followers and 102,000 people reached Instagram +28% followers and 15,000 people reached Twitter +19% followers
8 educational and/or environmental related events held at Francis Le Sueur centre (Centre available from April 2020 onwards)	Covid restrictions limited permissible activity, but :- 3 weeks Earth Kids events held 3 times weekly yoga sessions in Nov and Dec 2 other environmental events held
Corporate sponsorship obtained either financially or in kind (hours spent) towards environmental projects within Jersey National Park	£100,000 sponsorship over 5 years (£20,000 per year) from CVC Credit Partners European Opportunities Limited, subject to annual confirmation £5,000 sponsorship from Islands Insurance, for Picnic in the Park campaign. In addition, cost of public liability insurance £1500 from Co-op Eco Fund towards cost of pond refurbishment and new fencing at FLSC Free electrical works, internal and external, at FLSC, plus carbon/energy audit review of FLSC by the JEC Photo competition prizes of 4 x £50 and 2 x £100 donated free by Jersey Uncovered, Jersey Adventures, Jersey Dive Centre, Le Braye Café and Bunker Yoga

	Back to Work team provided time and resources freely to help partly redecorate the Frances Le Sueur Centre internally and externally
4 volunteer-based activities undertaken in the Park	Covid restrictions precluded activity being arranged
Concept established for a Friends of the Park membership scheme with online donation mechanism facility created for both public and corporate donations	Concept is work in progress. Format for a Park Partners scheme, primarily with organizations and businesses in the Park, considered more appropriate. To be developed in 2021
All 8 key Benefit subject areas and key Park stakeholders/groups either represented or appointed to Jersey National Park Limited	Board meeting held with key stakeholders/groups represented and in principle agreement obtained from each to join JNP Ltd Board
Francis Le Sueur centre operational and open to the public as Jersey National Park headquarters and information, education and events centre	Centre open on limited basis due to Covid restrictions. Consequential delays to refurbishment works and planning permission for external storage facility contributing factors
1 major marketing campaign promoting Jersey National Park	Staycation promotion of the Park undertaken in conjunction with Visit Jersey Photo competition and Picnic in the Park were additional promotional campaigns
Positive contribution to government strategies and policies relevant to Jersey National Park, e.g. Island Plan	Jersey National Park represented on the steering group and consultation process of JNP boundary revisions proposals in the Bridging Island Plan

- 4. In the Panel’s review of the Government Plan 2021, the Panel recommended that the Minister for the Environment and the Minister for Economic Development, Tourism Sport and Culture should, by the end of Q1 2021, put in place suitable protocols to ensure a more collaborative approach to their involvement in the Jersey National Park project and in the support extended to the Jersey National Park. Has this recommendation been actioned by your department and, if so, please can you explain how and the outcomes thereof?**

Officers from both Departments attend JNP Board meetings in an observer capacity, attend quarterly stakeholder management meetings and hold informal inter-departmental meetings to ensure a joined-up approach to the ALO is maintained. Quarterly meetings held between the JNP and Departments (Economy and Environment) have a clear record of reporting and minute of actions where required.

- 5. The Government Plan 2022 notes a funding request of £200,000 for 2022, please could you provide a breakdown of what this is intended to cover, including the breakdown of any specific allocations?**

The business delivery plan for JNP for 2022 is currently being prepared and will be agreed with the Departments during Q4 2021 – a breakdown is not yet available but can be provided when complete (estimated date 15th November 2021).

6. Do you consider that the amount for 2022 of £200,000 is sufficient to meet the project's aims?

Yes – subject to the acceptability of the JNP business delivery plan proposal.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Lyndon Farnham', with a horizontal line drawn through the middle of the signature.

Senator Lyndon Farnham

Minister for Economic Development, Tourism, Sport and Culture

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