

JERSEY NATIONAL PARK LTD.

PROGRESS AGAINST PLAN FOR 2020 AND SITUATION FORWARD.

Written submission to the Environment, Housing and Infrastructure Scrutiny Panel

28<sup>th</sup> October 2020.

As per the request of the Panel and it's Chairman Conne'table M.K Jackson herewith a Report on progress made by the Jersey National Park (JNP) against its agreed Business Plan for 2020 and forward. For information purposes we attach to this Report copies of our agreed Plan for 2020, our proposed Draft Plan for 2021 and forward, and indeed as suggested by the Panel as part of the Review of the 2020 Government Plan, copies of our Quarterly Reports submitted to Government in respect of the same. The latter papers indicate in detail progress made or otherwise in respect of the Plan with explanation where elements have been delayed or purposely postponed.

It goes without saying that 2020 to-date has been a most problematical year and this situation is likely to remain so forward into the immediate future. Despite the inevitable difficulties we have faced as a result of the restrictions caused by the Covid-19 crisis, there has been solid progress made towards the vast majority of the major objectives detailed in the JNP Plan. Furthermore, the pandemic has provided the opportunity to significantly increase awareness of the Park and its potential vital importance to the island amongst the local population.

All of the identified aims within the Plan have been progressed with only the limited opportunities for education and interpretation events being a major disappointment. The same situation applies to the short-term objectives detailed though some of these have been somewhat delayed by restrictions caused by Covid-19. Our Park Officer is well established in role and is providing much needed secretarial support and a pro-bono qualified treasurer has been identified. Governance and Board representation reflective of all major stakeholders progresses and alliances with other like-minded organisations are building all the time. Much preparatory work for the future has been done so things can translate into action as soon as some degree of normality returns. Our planned marketing initiatives have all been delivered and full participation in all the critical areas of relevant Government policy review has been secured.

The major frustration has been delays in completing the full refurbishment and equipping of the nominal Park HQ at the Frances Le Sueur Centre. Despite a lack of support and involvement for this exercise from the controllers of the site the Environment Department and the managers Property Holdings, at no direct cost to the Department, the internals have been refreshed, the externals cleaned and partially restored, including electrics, and funding has been secured from a non-governmental source to equip the facility as the intended education and interpretation location. Weather and planning approval for an external storage facility permitting the site should be fully operational by early next year.

Even some of the longer-term aspirational objectives have been significantly advanced. Full participation in the early stages of the Island Plan review has seen progress at least at a proposition level to rationalise and enhance the Park boundaries including extending same in the Marine Environment. Obviously, whatever is finally brought forward will require Assembly support, but our voice in this work has been listened to. We have also succeeded in significantly raising awareness of the Park with particularly locals through campaigns run in conjunction with Visit Jersey particularly as the island exited the initial first phase of lock-down.

Work has started on aspects of the identification of opportunities to enhance biodiversity and habitats though there is still much to progress. We are now working closely with John Vautier the nominated officer leading on the emerging new Rural Economy Strategy and in doing so strengthening links between the Park and farming in particular. We have had considerable success with hopefully more to come in securing financial and indeed CSR type support from a number of sources linked essentially to projects. The latest “big win” has been in securing pro-bono support from the JEC for a full carbon / energy survey to be conducted on the Centre with a view to developing a plan which in 2021 might allow us to take forward retro-fitting adjustments to an ecologically sound building to reduce significantly its carbon footprint. If the required financial support to make adjustments can be secured it can be held up as an exemplar of what is possible in a Government owned building to others.

The Park’s Marketing Plans for 2020 have also been largely delivered although some elements like drawing up a full calendar of events and specifics like exhibitions around Liberation ’75 were out of necessity abandoned. Also some of the desired educational activity was also thwarted although plans and assets for 2021 forward are in full preparation. Additional Park signage is also on a temporary hold as the Environment Department completes their delayed review of same as part of their evolving Access Strategy.

Finally having agreed a full set of KPI’s with the funding Department for 2020 it is assured at this stage in the year that all will be achieved except where the direct impact of Covid-19 restrictions, in the case of events and volunteer activity for example, prevented plans being carried through.

In conclusion despite the problematical nature of 2020 much has been delivered and considerable planning forward has been put in place. We have started to revisit and adjust our Business Plan for 2021/24 which will be used as the basis for revisiting the proposed grant agreement with its attendant proposed funding should the Assembly see fit to support the Plan. We are determined to build on our current progress, tighten and develop our stakeholder and commercial support base and hopefully persuade the new reporting lines in Government to become more pro-active in engaging with us to the benefit of all. We were specifically asked to comment on the on-going Government engagement with the project in 2020 and although at a strategic level, particularly of late, this has been forthcoming there has been a frustrating lack of contact and participation and a more practical level. The work we have had carried out on the Centre for example has been done despite the HIE Department rather than in conjunction with them. Relationship’s with Economy and Partnerships are much better and developing which hopefully will auger well for the future of the Project.

For and on behalf of the Jersey National Park Ltd.      Jim Hopley    Honorary Chair.



## **JERSEY NATIONAL PARK**

### **Q1 2020 Report of Activities**

This is a review of work undertaken during the first quarter of 2020 by the Jersey National Park team. Many activities have been completed whilst others are work in progress. The unfortunate arrival of coronavirus has temporarily halted or delayed most plans and various related tasks. However, notwithstanding the curtailment, building blocks are in place and wherever possible, work is continuing to ensure Jersey National Park is ready and able to promote the Park and its benefits as soon as permitted, and to actively progress its business plan aims and objectives. Indeed we view ourselves as a key player in any recovery plan once it commences not only involving the public of Jersey but also in particular assisting Visit Jersey to reignite our Tourism Industry

A summary assessment is made against the key performance indicators of the Business Plan 2020. There then follows expanded information and detail of work activities that have been completed and those in progress. Some activities have been deliberately deferred until later in the year and these are detailed too. Following a summary section, there is an appendix of some photographs of the Jersey National Park's headquarters building, the Frances Le Sueur centre, recording before and after refurbishment works carried out so far.

### **A) Key Performance Indicators**

- *10% increase in number of unique visitors to the website compared to 2019*  
Whilst a year end target, website visitor numbers were during Q1 2020 4% up compared to Q4 2019 with a 5% increase in new users.
- *Based on Jan 2020 survey, 20% increase in awareness of Jersey National Park by end of the year*  
Survey in January undertaken. Provides baseline figures for survey at end of year
- *8 educational and/or environmental-related events held at Francis Le Sueur centre (Centre available from April 2020 onwards)*  
6 events booked at FLS centre, but some cancelled/postponed due to coronavirus. 3 exhibition events planned at FLS centre but all currently postponed
- *Corporate sponsorship obtained either financially or in kind (hours spent) towards environmental projects within Jersey National Park (ethos is not to detract sponsorship from the likes of Jersey Heritage/National Trust, etc already in the Park)*  
Promised sponsorship of £5k. Ongoing dialogue with 2 other potential sources
- *4 volunteer-based activities undertaken in the Park*  
Habitat maintenance program being developed for La Mielle de Morville, St. Ouen. This will provide volunteer activities
- *Concept established for a Friends of the Park membership scheme with online donation mechanism facility created for both public and corporate donations*  
Friends of the Park scheme deferred until later in the year but donation mechanism for the public in place.

*All 8 key Benefit subject areas (please refer to section 1.2) and key Park stakeholders/groups either represented or appointed to Jersey National Park Limited*

Potential organizations identified. Recruitment will proceed post coronavirus

- *Francis Le Sueur centre operational and open to the public as Jersey National Park headquarters and information, education and events centre*  
Refurbishment of centre well progressed. Work currently halted.
- *1 major marketing campaign promoting Jersey National Park*  
Discussions commenced with Visit Jersey but deferred due to coronavirus
- *Positive contribution to government strategies and policies relevant to Jersey National Park, e.g. Island Plan*

Substantial involvement with Government, Blue Marine, a possible major sponsor, and all relevant NGO's and interested parties over potential marine park extension of Jersey National Park, which would form part of Island Plan. Input to sustainable transport policy and population policy.

## **B) Work Completed**

### **1. Frances Le Sueur Centre**

i) The planned redecoration and refurbishment got underway in January supported by the Back to Work Scheme team following the purchase of materials they had requested for the indoor work. These included paint, brushes, rollers, paint trays, and sandpaper. All furniture and fittings were removed from the main room and with the help of the Environment Department team, the tables, chairs, etc were moved to Howard Davis Farm for temporary storage. The painting of the main room and mezzanine gallery has been completed, including the replacement of some of the fluorescent lights. The look of the interior is much improved and brighter. The sanding and re-varnishing of the flooring is pending due to the coronavirus outbreak. The outside of the building has been power-hosed (apart from the rear wall) to include the verandah and balcony. The ramp walkway is now free of moss and algae growth, which had made it slippery and dangerous in the wet. All outside areas need to be painted and treated, which has had to be delayed until conclusion of the coronavirus restrictions. However, the building looks brighter already.

ii) In readiness of hiring out the venue, hire booking procedures, booking form and Terms & Conditions have been written, and a spreadsheet set up to record bookings. Interest has been seen already about using the centre and bookings have been made for Nurture Ecology (various dates on school holidays), Ports of Jersey (team building day in April) and Delia Baker (weekly yoga). There have been other enquiries but not materialized into bookings.

iii) New exhibition display stands have been ordered for the centre. Across 2 rows of panels, there will be 12 sides of panels available for displaying photos, information, plans, etc. They can be configured to suit, have overhead lighting, and can be packed away when not in use.

iv) New material has been written for 4 sides of the existing wooden free-standing display boards. These boards were used effectively for the 10<sup>th</sup> anniversary of Line in the Sand event in October 2019. Alongside the other display boards, the new material will be permanently displayed at the centre for visitors to see. Focusing on each of the north, south, east and west locations of the Jersey National Park, the 4 boards will portray the contrasts between each other. They have been printed but the updating to the display boards is pending lifting of the coronavirus restrictions.

v) A safety key box has been purchased to enable hirers and users of the centre to gain access by arrangement. The combination security code can be changed regularly or between hiring to maintain security of the building from a Jersey National Park perspective. Of course Trees for Life have access too, so we cannot control building security completely. Installing the key box is pending post-coronavirus.

## **2. JNP Ltd Board**

Consideration and discussion of suitable organizations, and individuals within those organizations, to join the Board of Jersey National Park Ltd has been undertaken. Discussions with many of the individuals have taken place. Comprising approx. 8-10 people, they will form the governance and advisory board, but also expected to be pro-active in helping achieve the aims and vision for the Jersey National Park. It is hoped they can also provide treasurer, secretarial and legal support. There will also be Government of Jersey representation attending the Board, in particular to represent the Environment Department and Economic Development, Tourism, Sport & Culture as relevant.

## **3. Marketing**

i) With the help of Freedom Media, a survey was conducted to establish a benchmark level of awareness of the Jersey National Park. Participants were invited to complete the survey online or face-to-face in town. Separate questions were devised for whether they had heard of the Park already. The data enables us to compare awareness level at the end of the year when another survey is planned. As an incentive, 4 prizes for a breakfast voucher at Sands restaurant were up for grabs. This has also enabled a good relationship to be established between the JNP team and Sands restaurant proprietor, Joe Davies.

ii) An article for the What's On visitor guide Spring edition has been written with the wonderful journalistic flair of Mike Stentiford. Unfortunately, the impact of coronavirus stopped the publication going to print.

iii) The Jersey National Park pull-out leaflet 'an island to cherish' has been updated and printed. Supplies of the revised leaflets have been delivered and were on display at the harbours and airport plus the bus station. The content is more balanced towards the landscapes and wildlife biodiversity to be seen around the Park. It has retained the map of Jersey showing where the Park areas are located, and the places to visit updated.

iv) An article has been written, also by Mike, for the 2020 edition of the Visit Jersey and Guernsey hard-back book which is distributed to hotels. The printing and publication of the book is pending. In addition Mike has been frequently contributing articles to a variety of publications and the printed media which often contain a National Park element.

v) The Jersey National Park website has been updated to add instructions on how to make a donation.

vi) Posts to facebook, twitter and instagram have been made to continue to raise awareness of the wildlife in the Park with considerable success (series of 4 currently published).

## **4. Sponsorship and donations**

i) Islands Insurance has promised sponsorship of £5k and volunteering towards the aims of the Park.

ii) A donation of £200 has been made by local running club, Trailmonkey.

iii) An application was submitted to the Coop Helping Hands fund for a TV for the Frances Le Sueur centre. A TV would enable film and video footage to be shown to visitors at events and exhibitions. Unfortunately the application was unsuccessful.

iv) An application was also made to the Countryside Enhancement Scheme, but that application was also unsuccessful at this point as more detail was required for consideration. (Longer-term project to turn the Frances Le Sueur Centre into a low carbon location).

## **5. Habitat maintenance and volunteer opportunities**

One of the aims and objectives is to protect and value the natural environment, looking at biodiversity habitat maintenance. It was considered the best place to start was La Mielle de Morville in St Ouen's Bay, as it is the area where our headquarters is sited. Maintenance activity 'on our doorstep' would provide a good opportunity to showcase, and hopefully inspire more visitors to join in. Working with Tim Liddiard of the Natural Environment Department, we have looked at the different habitat areas across the site and maintenance needs. A map has been produced which it is hoped can be displayed in the Frances Le Sueur centre so visitors can see the plans and needs for the area.

## **6. Working Groups**

Jersey National Park is represented on the Jersey Access Service Providers group, the Jersey signage sub-group and the Ramsar SE Coast signage group. (The Chair (Jim Hopley) also sits on the RAMSAR Management Authority). This will ensure involvement and input to decisions relating to access and signage across the Jersey National Park. In addition, network connections are being made with other entities and interest groups which all helps for future cooperation.

## **C) Work in progress**

### **1. Frances Le Sueur Centre**

- i) The outside refurbishment is in progress. Painting/wood treatment of all areas is pending, but once completed the outside lighting can be progressed with the JEC.
- ii) The indoor flooring requires sanding and re-varnishing.
- iii) The driveway from the main road to the centre needs a permanent solution to the potholes that reappear soon after application of hoggin resurfacing.
- iv) Investigations have been made for an outside storage facility, to house the tables, chairs, display panels and boards. Relevant furniture can then be used in the main room depending on the event or use of the space. Quotes have been obtained and a purchase order will be submitted subject to funding.
- v) The road sign at the entrance from the Five mile road is being changed. The brown sign for the Frances Le Sueur centre will be amended to add the Jersey National Park and its logo.
- vi) The safety key box is to be installed.

### **2. JNP Ltd Board and membership**

Building on the preparatory work completed, individuals and organizations are to be formally invited to become members of the governance board. In addition, a wider membership of up to 29 organisations will be invited to join as members. These will comprise companies, entities and associations that are either based, operate or have

business interests that are in the Jersey National Park. The aim to have all 8 key Benefit subject areas of the Business Plan represented.

### **3. Marketing and Events**

- i) A low-key social media campaign is underway to keep pushing awareness of the Park and to support wellbeing during the coronavirus restrictions and into the post-epidemic recovery phase
- ii) Advertising in the What's On visitor guide in the Summer and Autumn editions will progress in due course.
- iii) Work on celebrating the Liberation 75<sup>th</sup> anniversary has progressed. An exhibition at the FLS centre is planned in conjunction with the Channel Islands Occupation society and hopefully Jersey Heritage too. The theme is a photograph exhibition focused on St Ouen's Bay during and after the war, and also to show how the natural environment and farming helped during the occupation.
- iv) Preparatory work has commenced for new video footage for the Jersey National Park website and promotional campaign.
- v) World Oceans Weekend event – discussions have commenced about a possible marine themed exhibition at FLSC in conjunction with Societe Jersiaise

### **4. Volunteering and support**

- i) The habitat maintenance identified at La Mielle de Morville will provide volunteering opportunities going forward. Timing will depend on the habitat, species and work involved. And of course, coronavirus restrictions.
- ii) Interest in supporting Jersey National Park with future activities has been received, including Delia Baker and Baker family (La Braye café and Jersey Surf School) and Tové de Chazal Gant
- iii) A potential corporate sponsor (CVC Group) has expressed interest in supporting the Jersey National Park. Current coronavirus restrictions have temporarily halted this progressing.

### **5. Island Plan and other policies**

Jersey National Park (Jim Hopley) has been included in discussions with Blue Marine, the Environment Dept, the Minister for Economic Development, RAMSAR,, Societe Jersiaise, Jersey Marine Conservation and National Trust regarding an extended Jersey National Park to include a marine 'emerald ring' around the Island. Jim has identified the need to get all interested parties around the table for a coordinated discussion on the way forward with participation being agreed by all. This will be arranged post-virus restrictions or via a tele-conference sooner if possible. There has also been some discussion with Jersey Heritage relating to a potential Geopark application for Jersey., for which Jersey National Park is supportive. Input has been given not only to the Island Plan but to the sustainable transport and population policies also.

### **6. Insurance**

Public liability insurance will be arranged with Islands Insurance for JNP staff and visitors to the Frances Le Sueur centre. This forms part of dialogue with the CEO of the insurer, Jim Purkiss, on their sponsoring and support of the Jersey National Park's aims.

### **7. Safeguarding Policy**



A safeguarding policy has been drafted. Procedures need to be developed and depend on how the Jersey National Park's information, education and events base at the Frances Le Sueur centre are to operate. Further discussion is needed on this and some training will be needed.

#### **D) Deferred activities**

- i) Apart from initial contact and discussion with Visit Jersey, work on a promotional campaign for the Jersey National Park in conjunction with Visit Jersey has been delayed. Visit Jersey resources have been redeployed for the coronavirus outbreak to help businesses during this time.
- ii) Events to promote the Frances Le Sueur centre refurbishment completion have had to be delayed. These will include exhibitions of Jersey National Park wildlife photography. Also, some equipment purchasing is on hold; a monitor/TV for showing promotional video and for hirers of FLSC, and a projector for screening presentations, films, etc. In addition, internet wifi access for Jersey National Park team and visitors is to be set up at FLSC.
- iii) A renewable energy audit for FLSC cannot be progressed at this time (was the basis of the CES Application). The intention however, is to proceed to determine how the centre can become energy self-sufficient. It has been agreed that perhaps the JEC might assist with this.
- iv) An existing link was re-established with William Nisbet (Deputy Convenor) at Loch Lomond & Trossachs National Park in Scotland. He will source contacts for us with National Parks UK. Separately, the Pembrokeshire National Park has been identified as most similar to Jersey National Park due to its predominant coastal landscape and the intention is to reach out and visit later in the year.
- v) Friends of the Park membership scheme deferred until later in the year as no opportunity to incentivise members in current restrictive environment.

#### **Summary**

Good progress has been made and many activities were proceeding well before the impact of coronavirus took hold. Various initiatives planned are now postponed, however where possible, preparations continue to enable us to resume at full speed as soon as permitted and restrictions ease.

The Jersey National Park offers the ideal environment to assist Islanders' wellbeing and health in the recovery phase post-coronavirus. It is important that we are ready to promote the Park and its benefits as soon as it is safe and appropriate to do so.



## Appendix

Frances Le Sueur Centre before refurbishment works



After part of the works completed



## **JERSEY NATIONAL PARK**

### **Q2 2020 Report of Activities**

Quarter 2 of 2020 has been dominated by the coronavirus and lockdown measures to try to get the spread of the virus under control. By the end of the quarter, some easing of restrictions had been introduced but life was far from being back to normal.

Much of the work in progress identified in the Q1 2020 report was put on hold and as at the end of Q2 was still held pending. However, promotion and awareness of the Park was still possible and there was various initiatives undertaken to engender interest in the wildlife, spaces and views found in the Park's boundaries. This was helped by many of the Jersey public using lockdown to rediscover, or discover for the first time, places in the Park when allowed out for exercise. Jersey National Park has been recognized as helping Islanders' health and wellbeing during this unfamiliar time. Jersey National Park social media statistics for the three months ending 30 June 2020 showed significant increases in followers on twitter, facebook and instagram.

#### **a) Work Completed**

##### **1. Frances Le Sueur Centre**

The lockdown measures implemented in March continued throughout Q2, so refurbishment works remained on hold throughout the period. However, exhibition display panels and an external key box were ordered and received from the UK. The panels are yet to be transported to the Centre and the key box is awaiting to be installed on the outside of the building.

Trees for Life continued to operate from the premises, although on a much reduced staffing presence basis. They have implemented Covid-19 health and safety hygiene measures as required by Government.

Four of the information boards were updated on the theme of the coasts of the north, south, east and west in the Jersey National Park. Each board depicts the topography and characteristics of each 'side' of the Park. These add to the information interpretation materials about the Park available at the Centre.

##### **2. Marketing promotional activity**

Promotional awareness of the Jersey National Park was challenging in a coronavirus lockdown environment. However, the imposed restrictions of going outside for only 2 hours a day and only for exercise and essential activity like food shopping, saw an increase in numbers of people visiting areas of the Park. This amplified the benefits of having the Park for recreation and exercise, a change of scene, and to aid wellbeing in some fresh air and open space.

The promotional activity focused on wildlife within the Park. Engaging information was posted on social media about the Fulmar, Marsh Harrier, Red Squirrel and Dartford Warbler. Separately, a video featuring our own Mike Stentiford was posted about the birdsong of the many little birds that frequent gardens and which are also inhabitants of the Park too. The intention was to

encourage people to get outside and enjoy the increased noise of nature whilst the typical level of human activity was subdued.

There was also promotional work directed at youngsters of different ages during lockdown. It included kids puzzles, word search, and a “detective” did you know facts about wildlife in some of the key habitats in the Jersey National Park.

Jersey National Park supported the CI Pollinator Project by posting a request on facebook asking residents to help monitor the numbers of pollinating insects , as part of a UK based scheme.

World Ocean’s Day was recognized by a blog posting on the JNP website on 8 June 2020. Not quite what had been originally planned, the lockdown restricted JNP activity to acknowledging the Day, highlighting the connections of the coastal Park with the marine environment and the aspirations of the annual World Ocean’s Day.

The economic, recreational and wellbeing benefits of the Jersey National Park were further endorsed by Visit Jersey when Jim Hopley was asked to represent the Park on Visit Jersey’s recovery steering group. Visit Jersey has formed a working group representing the tourism and hospitality sectors focusing on how best the industry could recover from the economic impact of coronavirus. JNP is seen a key component in that.

### **3. Biodiversity within JNP**

The scope and breadth of the biodiversity found within the boundaries of the Park has been obtained. JNP has liaised with the Jersey Biodiversity Centre and the Government of Jersey departments of Environment and Planning. An exact boundaries map had to be obtained from Planning for a specific area of Jersey to be analysed and then GIS data maps used for the lists of species recorded in the last 10 years. It is a useful information resource for future purposes.

### **4. Farming and Biodiversity in JNP**

Across the Jersey National Park, there are many agricultural fields either sitting within its boundaries or bordering with it. The public (and some private) land spaces of natural environment within the Park are rich resources of biodiversity for the island. However, insect numbers are in general decline globally, in part due to farming practices. In the past, there have been occasions for public concern over the use by volume and of certain pesticides and fertilizers on agricultural land. Over-use and spillages threaten wildlife, especially when they occur adjacent to or in close proximity to biodiversity-rich areas.

Jersey National Park has gained some insight into current agro-ecological farming practices through contact with the RJA&HS, the Environment Department and John Vautier, the Government of Jersey’s Agriculture & Business Advisor. There is much good news, whereby LEAF (Linking Environment And Agriculture) accreditation is a requirement and has been achieved for all Jersey farms (a World first). Also, Red Tractor and Integrated Crop Management practices ensure that the palate of pesticides and fertilizers available and used locally is much reduced compared to the past. This follows policies and targets set out in the Rural Economy Strategy 2017-2021 document. A JNP meeting with

John Vautier and representatives of the Environment department is to be arranged to discuss how the policy measures have benefitted wildlife diversity in Jersey and in particular, the Jersey National Park.

#### **5. JNP registered with Volunteer.je**

As a non-profit organization, Jersey National Park has registered with Volunteer.je. This enables it to advertise job vacancies and use it a resource for finding volunteers to help with its ongoing activities.

#### **6. Conflicts register and risks register**

Registers have been established to record identified risks and conflicts of interest, in accordance with requirements under the Grant Agreement with Government of Jersey

#### **7. Signage**

The South East coast Ramsar group has been reviewing signage along south east coast from La Collette to St Catherine's breakwater. The National Park covers Grouville Royal Jersey golf course and from Gorey to St Catherine and has participated in a group meeting and correspondence. Drafts of simplified signs are awaited and will be reviewed once available. JNP logo will be included on signs (along with others).

Separately, JNP has investigated possible updating of some information signs at La Moye, Quaisne and Le Braye. This would be independent of an Island-wide review of signage by the Environment department, which started but then stopped due to coronavirus restrictions. Notwithstanding it will take some time for that project to recommence, there is some resistance to JNP moving forward on its own and were it to do so, JNP would need to fund the costs.

#### **8. St Ouen's Bay parking**

Jersey National Park was consulted amongst other parties on the protecting of roadside verge along a stretch of the Five Mile Road in St Ouen's Bay. Between Le Braye and El Tico, cars parked over the verge onto the gravel path are deemed to be destroying the verge and the delicate flora. Jersey National Park recommended a yellow line to address the problem and the Environment department has provided guidance. The matter is with the western parish authorities to take forward.

#### **9. Planning-related issues within Park boundaries**

Jersey National Park has been contacted in relation to a number of issues. These include a bird nesting site on Les Ecrehous, the live streaming of evening concerts at venues in St Ouen's Bay by Secret Sunsets, the cutting down of trees on a private property in Le Mourier Valley, and a multi-stage summer concert event to be held at Jersey Race Club in July next year. Jersey National Park does not have authority to directly instruct or to influence outcomes to such matters, but it has responded and communicated in the appropriate manner to explain its position as a non-owner of land whilst endeavouring to steer an appropriate biodiversity- and environmentally-focused resolution.

## **b) Work in Progress**

### **1. Sponsorship**

At the end of Q2, Jersey National Park presented to the Board of CVC Credit Partners European Opportunities Limited. This followed initial correspondence earlier in the year and a cancelled board meeting in April. In follow-up discussions and a further meeting, CVC are keen to provide sponsorship to the Jersey National Park. The intention is for funding to be directed towards equipping the Frances Le Sueur Centre to enable it to operate as the intended education, information and events centre for the Park, and the longer term aim of energy self-sufficiency. Information on equipment and associated costings to be determined and provided to CVC. Thereafter equipment to be purchased.

### **2. Promotional marketing campaign**

In June, discussions were held with Freedom Media to consider options for Jersey National Park to support Visit Jersey's 'rediscover home' staycation campaign, aimed at supporting Jersey's economy. Activity will be progressed during Q3, and will include:- a photo competition with the winning photos used for postcards to be distributed via businesses in the Park; and a Picnic in the Park campaign.

Work on video footage for a new Jersey National Park promotional video has commenced. Locations have been proposed and selected, which are more orientated to the land rather than sea, to better reflect current Park boundaries. The aim will be to show the mix and variety of terrain and landscapes of the Park whilst also mirroring the themes being promoted by Visit Jersey of heritage, family, wellbeing and adventure.

The Jersey National Park website is also to be updated, being in need of a refresh. The imagery and content has remained the same for some time, including the current video footage which focuses on water-based activities.

### **3. Insurance**

Public liability insurance will be required in time for when the Frances Le Sueur centre is next used/hired out. Matters are progressing with Islands Insurance, who have already offered sponsorship for 2020 of £5000.

## **c) Deferred Activities**

### **1. Exhibitions and events**

An exhibition celebrating Liberation 75 was being planned with the CI Occupation Society to be held at the FLS centre. Other exhibitions, for example, to show wildlife photography, and also the hiring of the Centre have had to be deferred. It is hoped these can resume later in the year.

### **2. JNP Ltd Board and membership**

Invitations to prospective Board members have been postponed and will be sent in Q3 as coronavirus restrictions continue to ease.

## **Summary**

Despite the constraints imposed by the coronavirus lockdown and associated restrictions, work has continued throughout Q2 and Jersey National Park has moved forward where possible. Many activities had to be postponed, yet promotion of the Park and developing a wider awareness of its existence and many benefits has been achieved.

## **JERSEY NATIONAL PARK**

### **Q3 2020 Report of Activities**

The third quarter started with some easing of Covid-19 restrictions already having been made, but 'normality' still being far away. However, the JNP team continued working on various initiatives throughout the period, most notably taking the opportunity of promoting awareness of the Jersey National Park to the many more Islanders remaining here over the summer months.

#### **a) Work completed**

##### **1. Marketing Promotional Activity**

Following the staycation theme of promoting the Island adopted by Visit Jersey, Jersey National Park identified two key awareness activities for Q3 - a photo competition and 'Picnic in the Park'.

The photo competition was aimed at encouraging Islanders to get out and enjoy the wonders of the Jersey National Park and take photos of their favourite spaces within the Park. There was a good response, with 6 competition prizes being available. The plan was to purchase 4 x £50 prize vouchers from 4 businesses located within the JNP, however all the businesses very kindly donated the prizes. Indeed, Jersey Uncovered doubled the voucher value to £100 and provided 2 vouchers rather than one. The winning photos are included at the end of this report. Photos had to be taken in the Jersey National Park and this helped increase the awareness of the Park and whether certain locations or sites were within its boundaries. A promotional video was made specifically to accompany the competition, and highlighted the variety of outdoor spaces to enjoy, explore and see, particularly during the pandemic lockdown phases, aiding mental health and wellbeing.

The Picnic in the Park campaign was a similar initiative to raise awareness of the JNP and at the same time to help the wellbeing of locals during the lockdown period. A further aim was to support local hospitality businesses, in particular the 11 restaurants/cafes that signed up to offer picnic menus and a pre-ordering service with the Picnic in the Park in mind. Similar to the photo competition, the promotional campaign was aimed at Islanders to frequent their favourite places (or new ones) in the JNP.

Social media channels and the website were used extensively over the quarter period to promote the campaigns. The number of social media followers increased month on month, rising to 517 on Twitter, 3334 on Facebook and 1203 on Instagram by the end of September. Most are Jersey-based, but there are followers as far away as Australia, USA, and Canada. August was the busiest month, due to the competition and Picnic promotions.

There were over 11,000 visits to the Jersey National Park website over the quarter. 88% were from new visitors to the website. Most volume was seen in August to coincide with the promotional campaigns. In terms of content searched, 40% were for Picnic in the Park, with the photo competition being 11%.

Significant awareness of the Jersey National Park has been achieved. A growing base of followers should enable interest to be retained as well as facilitating further reach through future events and promotion.



## **2. Publicity**

The JEP's periodic EcoJersey supplement, published in August, focused on the Jersey National Park providing some fantastic free publicity. Mike Stentiford and Jerry Neil each wrote articles for the publication. Recently engaged partnerships active within the Park in the Park were also featured. These included Nurture Ecology's Earth Kids that have used the FLSC for the last two years, Delia Baker (Jersey Surf School and Bunker Yoga), the National Trust for Jersey, Aaron Le Couteur, the shepherd of the Manx Loaghtan sheep on the north coast and geologist Nicky Mansell of Jersey Uncovered.

## **3. Sponsorship**

During the third quarter, there were further talks with Mark Tucker and other members of the Board of CVC Credit Partners European Opportunities Limited (CVC), based in Jersey. CVC is part of the wider CVC group, a private equity and credit investment business operating globally. CVC has very kindly agreed to a substantial sponsorship arrangement with the Jersey National Park to provide £20,000 per annum from 2020 onwards. A letter of engagement was signed between the two parties in August 2020.

This substantial financial support will assist with the JNP development plans, ensuring funding that can be earmarked for specific projects. For 2020, the monies will enable the refurbishment of the Frances Le Sueur Centre in preparation for activities at the Centre commencing in Spring 2021. The JNP team is hugely grateful to CVC for their committed support.

Local Jersey insurance business, Islands Insurance, kindly offered £5,000 to the Jersey National Park this year and the monies were used to finance the successful Picnic in the Park campaign. Islands have indicated further support at a similar level for next year. In addition, the company waived the premium for public liability insurance cover taken out for any JNP-related activity at the Frances Le Sueur Centre. The JNP team is very grateful to Islands Insurance for their sponsorship and support.

An application was submitted to the Channel Islands Co-op Eco Fund towards the cost of restoring the pond area and perimeter fencing at the France Le Sueur Centre. The work will expected to be undertaken in November. The application close date was 30 September 2020 and applicants will be notified at the end of October.

## **4. Frances Le Sueur Centre**

The Centre continued its partially dormant state into Q3 2020 due to Covid-19 restrictions. However, the easing of the restrictions did enable some JNP activity on site, notably it being hired out for three consecutive weeks in August by Earth Kids. Each of the three separate summer camps, based at the Centre, were fully subscribed and by all accounts, very successful. Paul Wagstaffe and Harriet Safe, who run the events, are very keen to use the Centre next year, valuing its location and availability of wide diversity of habitats and spaces in close proximity.

Other hirers of the Centre were Nina Cornish and the Jersey Tree & Hedgerow Forum for a meeting; and the Crapaud Hash Harriers utilized the verandah as their end-of-run venue one weekend for teas and coffees. Delia Baker undertook a series of photos at the Centre towards the publicity of yoga classes which she will run there, expectedly from mid-November onwards.

The JEC undertook some electrical works. Externally, the outside lights on the verandah were replaced and new movement-sensor lights were fitted to the front and left side of the building. Additional electrical sockets were installed internally and all the light bulbs replaced with LED equivalents. One of the engineers also very kindly repaired the wiring and lights on an old 3D display panel of St Ouen's Bay. All the work and materials were provided free of charge, for which the JNP team is extremely grateful.

A biodiversity audit of the pond area outside the Centre building was undertaken, by Tina Hull, a qualified botanist. The Natural Environment department does not have any record of plant species list for the site. This will assist with plans to restore the area in Q4 2020.

Redecoration of the outside of the building recommenced in September by the Back to Work team. Details of this and other activity that is ongoing, is covered in the Work in Progress section of this report below.

## **5. Partnership Working**

One of the key elements of JNP's mandate is to establish and develop partnerships with relevant organizations. During Q3, The JNP team met with Jersey Heritage representatives Jon Carter, Louise Downie and Millie Butel. Jersey Heritage is keen to work with the JNP and have offered help with resources towards the areas of signage, guiding and education. Help with manning the FLSC once up and running, and to put on exhibitions related to cultural history and geology were also discussed. Further talks to be held on the detail.

Jersey Heritage is progressing with establishing Jersey as a Geopark. Connected with that, Jersey Heritage is developing the concept of 'geopark champions' and Jerry Neil will become one of those on behalf of the Jersey National Park.

Nurture Ecology (Paul Wagstaffe and Harriet Safe) are keen to develop the working relationship with Jersey National Park. The FLSC and the surrounding spaces and landscapes are perfect for their Earth Kids activity camps. In addition, they devote a day each year to CSR, and have offered to spend that day at the FLSC doing whatever the JNP team would like them to do. This will be free work by a team of 12 people for a day – a tremendous support. The work is likely to be undertaken in November and it will be to help the restoration of the pond area adjacent to the FLSC.

The National Trust for Jersey is an established partner with the JNP. A catch up meeting was held in Q3 on various issues, including the inappropriate public behaviour seen at National Trust sites within the JNP, the Island Plan, geopark and the future of the Simon Sand site.

The local businesses within the Park that kindly donated prizes for the photo competition are all future partners. Contact with each of them will be made in due course.

## **6. St Ouen's Parking**

The parking issues continued during Q3 as the summer season of staycation saw large numbers of visitors to St Ouen's Bay. A meeting of all interested parties was coordinated by St Brelade Centenier, Amanda Wright. Jim Hopley attended on

behalf of JNP. The matter is with the honorary police to now resolve in conjunction with the department for Infrastructure. JNP will support as appropriate.

## **7. Signage**

The signage project led by the GoJ Natural Environment department continues to stall. Many of the signs in areas within the JNP are in real need of replacement and updating, however the JNP must wait until this can be done in a coordinated manner. The SE Coast Ramsar signage group has not met since lockdown, and the aspirations to consolidate and simplify signage along the south east coast is subject to funding. Jersey Heritage has indicated it has the resources to help with this, so consequently the SE Coast Ramsar signage group has folded its requirements into a wider Jersey Heritage project to update all of its signage.

## **b) Work in progress**

### **1. Frances Le Sueur Centre**

In September, the redecorating of the outside of the building recommenced by the Back to Work team. The work has continued into Q4 and has comprised of wood staining the balustrade to the rampway and the woodwork of the windows and doors at the entrance and verandah area. The decking of the rampway and verandah, the ceiling of the verandah, and the sides of the building are all to be wood stained.

Quotes for an outside storage shed next to the building have been obtained. At the end of Q3 it was agreed that Planning consent should be investigated. It was determined that such approval would be required and so that would be a prerequisite before the shed could be built on the site.

Replacement of the fencing around 2 sides of the pond area was deemed appropriate as part of the wider restoration. Quotes were obtained and this work will be undertaken in Q4.

Internally, the existing chairs will be replaced and new office desks, chairs, computers and printer purchased. Costings have been obtained but the purchase is subject to the outside shed being erected as all furniture and equipment is to be housed in the shed, so that the main room can be available for events, exhibitions and meetings as required. New projector and sound equipment has also been sourced and a quote obtained. That equipment will be purchased and installed in the main room in Q4 2020.

Initial discussions with the CEO of the JEC were held in Q3 regarding the possibility of making the Centre a carbon neutral site. Further discussion and meetings with the JEC have been held into Q4, specifically for an energy/carbon audit of the site to be undertaken as the first stage. Costs for replacement and/or energy efficient materials, installation of renewable energy solutions, etc., and the sponsorship thereof with other partners will be investigated and progressed going forward.

### **2. JNP Board and Treasurer**

Discussions with representatives of key organizations have continued in Q3, with many being offered verbally a seat on the JNP governance and advisory Board. Formal letters will be issued in Q4 followed by a Board meeting of the new wider Board membership. Terms of reference for new Board members will be drawn up to provide an understanding of expectations of time and resource commitment.

### **3. Island Plan – JNP boundaries**

Under the Government of Jersey's proposed Bridging Island Plan, amongst other items to be included is a review of the boundaries of the Jersey National Park. The proposed changes will see large increases to the Park in many areas, both terrestrially and beyond the foreshore. All beaches and foreshore below the high water mark would be included, this applying to the offshore reefs too. The JNP team has been involved in initial meetings and workshops over the exact boundary locations. If approved by Government and the Assembly, the Park will increase in size and the boundaries simplified to everyone's better understanding. It will also be unique, becoming the only national park comprising a marine park in addition to its terrestrial location.

### **4. Farming and biodiversity in the JNP**

Following an initial approach in May 2020 to John Vautier, GoJ Agriculture and Business Advisor, further correspondence commenced in September. This led to a meeting between the JNP team and John Vautier in early October. John's role has changed to Assistant Director, Economy and is now a primary contact within Government for the Jersey National Park.

John is very supportive of the Jersey National park and recognizes the level of farmed land within its boundaries. He further acknowledged that the proposals in the Bridging Island Plan to redraw the boundaries would extend the scope of farming land in the Park even further. Consequently, the Park is an important part of the current Rural Economy Strategy and the next one from 2022. There was agreement that promotion of the links between farming and the Park should be undertaken and something that could be progressed over the winter of 2020/2021.

The impacts of farming practices, both positively and negatively, on biodiversity, in particular where farmed fields border with or are close to the Jersey National Park, needs to be better understood. There are good news stories but more needs to be done. Education and awareness to the general public can help both the farming community as well as Park friends and supporters of the natural environment.

### **5. Signage**

At the Frances Le Sueur Centre, the intention is to proceed with a new interpretation sign to provide visitors with information on the history of the site and building. This would be sited outside the building. At the entrance to La Mielle de Morville track leading to the Centre, turning off the Five Mile Road, the sign for the Frances Le Sueur Centre needs changing. The Jersey National Park needs to be added to the existing sign to reflect the fact that it is the JNP headquarters. Investigations have been made and both signs will be progressed in Q4 2020.

### **C) Work Deferred**

Exhibitions and events continued to be held in abeyance due to Covid-19 restrictions. Whilst gatherings of a maximum of 20 people are permissible, they require strict control and the JNP team decided it was appropriate to cancel all plans for the foreseeable.

**Summary**

Activity has progressed in many areas towards the objectives for the year, despite the slowdown caused by the covid-19 restrictions. Furthermore, the pandemic has provided the opportunity to increase awareness of the Park among the local population.

Securing the private sponsorship from CVC will bring some guaranteed financial support for the next five years. Indications are that Government funding for Jersey National Park is included in the Government Plan 2021-23, but this is subject to States Assembly debate and approval in December 2020.

# Jersey National Park

## Business Plan 2021

### 1. Context and Purposes

National Parks worldwide are special places. They protect vital landscapes, wildlife habitats and cultural heritage. They provide focus for recreation and tourism and are important places where people live and work.

The Jersey National Park is no different; there are **3 Key Purposes** as it was designated:-

1. The conservation and enhancement of the natural beauty, wildlife and cultural heritage of the Jersey National Park
2. To promote opportunities for the understanding and enjoyment of the special qualities of the Jersey National Park by the public.
3. To cultivate the economic benefits to Jersey of having the Jersey National Park

#### 1.1 Vision

Expanding the above 3 Key Purposes creates a perpetual vision for the Jersey National Park:

“A beautiful and varied landscape where there is a vibrant and harmonious relationship between people and nature... Historic buildings and archaeological landscapes are conserved and there is engaging interpretation and up to date technology that helps visitors and islanders appreciate and understand the Park’s special qualities. Within the Park, people of all ages and abilities are able to enjoy outdoor activities and quiet tranquillity. Local business and farmers thrive and any new development is sympathetic in scale and style.

The Park will enhance the quality of life for all, draw inward investment and support prosperity and long term sustainability”

#### 1.2 Benefits

The areas of Jersey and its offshore reefs designated as comprising the Jersey National Park, provide many benefits for biodiversity and society across its breadth and scope.

Jersey National Park – respect it and what it represents, now and for the future

These benefits also contribute towards the Government of Jersey’s Common Strategic Policy priorities (CSP) - please refer to point 7 of section 2.2 Aims 2021 below:

- 1 **Natural Environment (landscape, biodiversity and water)**
  - a) Increased quantity, quality and connectivity of habitats that enhance Jersey's uniqueness CSP5
  - b) Increased opportunities to market Jersey as the place to see exceptional landscapes CSP3
- 2 **Built Environment**
  - a) Ensures that the designated objectives of the Jersey National Park are protected through application of planning policy and legislation, thereby further protecting that which makes Jersey special CSP5
- 3 **Historic Environment (archaeology, history and historic landscape)**
  - a) Long term protection of the historic environment, including sites of international importance CSP5

- b) Increased understanding of the value of the historic environment and its importance to the cultural identity of the Island CSP5
- 4 Recreation and Access**
- a) increase in recreational and access resources, especially those that offer sustainability benefits within the Jersey National Park CSP2
- b) an understanding that both the resident population and visitors require access to open spaces in which they can partake in activities conducive to maintaining good health and enhancing personal enjoyment and wellbeing CSP2
- 5 Fostering Understanding**
- a) Through interpretation, information and education, the purposes and benefits of the Jersey National Park can be disseminated, raising awareness and respect for the natural habitats and biodiversity within the Park CSP5
- b) Providing opportunities to help with habitat conservation and maintenance, and to undertake citizen science activities and outdoor education for schools and higher education and community groups CSP5
- c) Utilisation of IT technology solutions, as well as more traditional forms of communication material, to link visitors to the places of interest and biodiversity within the Jersey National Park CSP5
- 6 Business and Tourism**
- a) increased knowledge of the existence of the Jersey National Park, where it is and what its objectives are, offering a huge potential to increase visitor numbers. This to be achieved by working directly with Visit Jersey along with other stakeholders with direct interests in the Jersey National Park CSP3
- b) Both helping to grow established and developing new innovative businesses, operating fully or partially under a Jersey National Park brand and logo, by association with the Park and its key purposes. CSP3
- 7 Rural Economy**
- a) Opportunities to better understand and recognise the role of sustainable agriculture and horticulture within the Jersey National Park and therefore, also throughout the Island, thereby promoting the exceptional quality of produce to locals and visitors alike CSP3  
CSP5
- b) It promotes the many facets and values of this industry to the Island both economically and culturally. The Jersey cow, an Island icon, grazing pastures and meadows is a prime example CSP3  
CSP5
- 8 Community Well-being**
- a) Offers opportunities to increase awareness of the many qualities of the Jersey National Park through community engagement and by doing so, instilling a greater sense of pride and place CSP2
- b) Open landscape provides excellent health benefits and opportunities for top level sporting events. It also engenders environmental respect and appreciation of Jersey's outstanding coastline. CSP2  
CSP5
- c) Improved co-ordinated implementation of activities across stakeholder groups, from environmental enhancement programmes through to management of tourism related events in conjunction with Events Jersey CSP3  
CSP5

## 2. Aims and Objectives

Over the forthcoming period 2021-24, there will be the following aims and objectives

### 2.1 Aims 2021-24

1. Establish Jersey National Park's place in the community
2. Cement Jersey National Park's main partnerships through working on shared initiatives
3. Further grow Jersey National Park's profile and enhance its role as a protector of Jersey's natural capital in conjunction with its partners
4. Undertake joint marketing campaigns with Visit Jersey and contribute to Jersey PLC's broad tourism offering
5. Organise educational events for Islanders of all ages
6. Obtain charitable donations to further the work of Jersey National Park
7. Contribute towards delivery of the following Government of Jersey's Common Strategic Priorities :-
  - a) create a sustainable, vibrant economy and skilled local workforce for the future (CSP3) – We will support and strengthen our tourism industry (CSP 3.1.7) By enhancing our international profile and promoting our Island identity (CSP 3.3)
  - b) protect and value our environment (CSP5) – By protecting the natural environment through conservation, protection, sustainable resource use and demand management (CSP 5.2)
  - c) Improve Islanders' wellbeing and mental and physical health (CSP2) – By supporting Islanders to live healthier, active, longer lives (CSP 2.1)
  - d) Improve and promote access to open green space by implementing the access strategy (CSP 5.2.4)
  - e) By embracing environmental innovation and ambition (CSP 5.1)
8. Contribute towards delivery of the Government of Jersey's Future Jersey 2017-2037 vision around 3 stated themes of Community, Environment and Economy. Specifically, the following vision outcomes:-
  - a) Natural environment
  - b) Built and historic environment
  - c) Health and wellbeing
  - d) Sustainable resources

### 2.2 Objectives

#### 2.2.1 Short Term Objectives (2021)

##### **Achievable with existing resources (2021 committed Government funding) and within JNP's control**

- 1 Build and develop relationships with key stakeholders of the Jersey National Park through Board membership organisations, local businesses within the Park, Government of Jersey ministers & officers, parish authorities and existing contacts CSP3
- 2 Deliver the 2021 Marketing Plan (please see below)
- 3 Complete the refurbishment of the Frances Le Sueur centre commenced in 2020 CSP3
- 4 Establish accounting system and bookkeeping records for the increasing Jersey National Park activities



- |    |   |      |
|----|---|------|
| 5  | Recruit pro-bono secretarial support and ad-hoc legal assistance  | CSP3 |
| 6  | Open the Frances Le Sueur centre as the headquarters of Jersey National Park and as an information, education and events centre. Establish operating terms, opening hours, the provision of information and the holding of educational events. Determine the scope of information, education and events activity in conjunction with awareness and promotional campaigns. | CSP5 |
| 7  | Review the authority and powers of the Jersey National Park and its obligations, eg, becoming a statutory consultee for planning applications within Park boundaries.   |      |
| 8  | Represent the interests of the Jersey National Park in contributing to consultations and updates to Government of Jersey Strategies and policies including:- Island Plan, Rural Economy Strategy, Sustainable Transport Policy, Carbon Neutrality Energy Policy, Countryside Access Strategy.   | CSP5 |
| 9  | In respect of the Bridging Island Plan, support the increase in boundaries of Jersey National Park to include marine foreshore and RAMSAR sites   | CSP5 |
| 10 | Establish cleaning and maintenance contracts for the inside spaces and the outside windows of the FLSC and the adjacent pond habitat area.  |      |
| 11 | Update signage for the FLSC to add Jersey National Park   |      |

### **Aspirational**

- |   |   |              |
|---|---|--------------|
| 1 | Develop the north area of the Frances Le Sueur Centre site into an outdoor educational space and establish new fencing for that area and also the eastern boundary of the site.   |              |
| 2 | Obtain sole occupancy of the Frances Le Sueur Centre by becoming the only licensee of the building (apart from the rear storeroom used by the Back to Work team).   |              |
| 3 | In conjunction with Jersey Electricity Company, establish plans to install energy efficient and renewable energy solutions at the Frances Le Sueur Centre. Seek corporate partnership(s) to assist financially with implementation and installation.  | CSP3         |
| 4 | In conjunction with the GoJ Natural Environment Team, identify biodiversity habitats and associated maintenance programme at La Mielle de Morville.   | CSP5         |
| 5 | Explore opportunities for corporate sponsorship, charitable and philanthropic donations, and volunteer opportunities, identifying specific projects, events, habitat maintenance and the associated benefits, together with setting out acceptable criteria for association with Jersey National Park | CSP2<br>CSP5 |
| 6 | Investigate opportunities for the Jersey National Park to assist the Rural Economy Strategy for mutual economic and awareness benefit   | CSP3         |
| 7 | Develop the relationship with National Parks UK, through existing associate membership  | CSP3<br>CSP5 |

### **2.2.2 Medium Term Objectives (2022-2024)**

- |    |   |              |
|----|---|--------------|
| 1  | Continuous development of stakeholder relationships for the achievement of the 3 Key Purposes of the Jersey National Park. To include, but not limited to, Visit Jersey, local businesses within the Park, Jersey Business, Jersey Product Promotion Ltd, Locate Jersey, Digital Jersey, Jersey Sport, Jersey Finance, National Trust, Durrell, National Parks UK, RJA&HS, Farmers Union, Jersey Heritage, Parishes and RAMSAR management | CSP3<br>CSP5 |
| 2  | Undertake strategic marketing initiatives with Visit Jersey and Freedom Media focussing on each of the themes of:-<br>i) Natural habitat/biodiversity/wildlife<br>ii) Wellbeing (open space, peace, reflection, recuperation, at one with nature)<br>iii) Cultural heritage and geology<br>iv) Rural economy<br>v) Recreation and sport   | CSP3<br>CSP5 |
| 3  | Undertake various events at the Frances Le Sueur Centre and the wider Park areas, covering education, biodiversity, habitat/landscape enhancement, cultural heritage, geology, climate change, citizen science, etc   | CSP2<br>CSP5 |
| 4  | Develop links with the rural economy and farming. Help raise awareness of agriculture and horticulture within the Jersey National Park and generally the importance of the rural economy to Jersey. To develop more countryside pathways access across farming land within the Jersey National Park   | CSP3<br>CSP5 |
| 5  | Continue representing the Jersey National Park in public consultations of updates to the key Government of Jersey Strategies and Policies as detailed in the short term objectives  | CSP5         |
| 6  | Develop corporate sponsorship and volunteering, charitable and philanthropic donations  |              |
| 7  | Frances Le Sueur Centre to be significantly energy self-sufficient and a model example of sustainability and use of renewable energy technology within the National Park  | CSP3         |
| 8  | Create an additional toilet at the Frances Le Sueur Centre in order to establish separate male and female toilet facilities, to cater for numbers of visitors regularly attending the premises for educational events, training, wellbeing classes, exhibitions, etc.   |              |
| 9  | Find a long term solution for the pot holes in the hoggin roadway to the FLSC from the main road. Seek JNP budget or secure agreement for GoJ to carry out the works.   |              |
| 10 | Soft launch of “Friends of Jersey National Park” membership - proud supporters of a JNP, eg, clubs, associations, businesses, individuals   |              |

### 3. Marketing Plan

#### 3.1 Short Term (2021)

- Create and deliver 3 x Jersey National Park awareness campaigns to promote its treasured landscapes, natural environmental diversity, and cultural heritage
  - a) A Walk in the Park 2021 walking week/month
  - b) Picnic in the Park
  - c) Theme to be determined

- Produce 4 x season-themed promotional films for website and events. Need to portray richness of natural and historical environments, farming, recreation and wellbeing
- Promotion and awareness of Jersey National Park via local businesses within the Park utilising their premises (e.g., internal walls, menus), websites and literature, and products (e.g., link to Genuine Jersey such as grown/made in the Jersey National Park)
- Promote the Frances Le Sueur Centre as the 'Heart of the Park' and as an Information, Education and Events centre
- Identify relevant commemorative dates, eg, World Environment Day, and events in the local calendar that take place within the Jersey National Park. Use these as opportunities to create awareness and importance of the Jersey National Park over the year
- Review interpretation signage within the Park. This to be done in conjunction with the developing Access Strategy by GoJ Natural Environment dept
- Identify the scope of information, education and events to be held at FLS centre or within the Jersey National Park
  - Consider information formats, ie, paper leaflets, information boards, IT solutions, eg,, interaction boards and exhibits, outdoor education, etc
  - Partner organisations to work with
  - Topics and issues, eg, Revised wider Jersey National Park boundaries (subject to Bridging Island Plan approval), habitats biodiversity, geology, climate change, carbon neutrality
- Mobile JNP app to be developed (research, design and build)

### **3.2 Medium Term (2022-2024)**

- Provide digital solutions for the provision of Jersey National Park information and educational material, eg, mobile apps, interactive exhibits, digital information boards around the Park covering wildlife/habitats/biodiversity/geology/access, geo-caching, etc
- Target marketing of Jersey National Park to environmental interest groups in UK and Europe
- Promotion campaign of pathways within Jersey National Park, working with the Countryside Access Forum and Government of Jersey Natural Environment Team
- Undertake focussed promotional campaigns and initiatives around each of the following marketing themes:
  - Natural habitat/wildlife
  - Wellbeing (open space, peace, reflection, recuperation, at one with nature)
  - Recreation/Sport
  - Cultural heritage and geology
  - Rural economy/farming
- Possible launch of a 'Friends of the Park' scheme

### **4. Key Performance Indicators for 2021**

- 10% increase in number of unique visitors to the website and 10% growth in social media followers compared to 2020
- Based on end-2020 survey, 10% increase in awareness of Jersey National Park by end of 2021
- 8 educational and/or environmental-related events held at Frances Le Sueur Centre

- Corporate sponsorship obtained either financially or in kind (hours spent) towards environmental projects within Jersey National Park (ethos is not to detract sponsorship from the likes of Jersey Heritage/National Trust, etc already in the Park)
- 4 volunteer-based activities undertaken in the Park
- Frances Le Sueur Centre operational and open to the public as Jersey National Park headquarters and information, education and events centre
- 3 major marketing campaigns promoting Jersey National Park
- Positive contribution to government strategies and policies relevant to Jersey National Park, e.g. Island Plan

## **Jersey National Park – respect it and what it represents, now and for the future**

V.1

# Jersey National Park

## Business Plan 2020

### 1. Context and Purposes

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Expanding the above 3 Key Purposes creates a perpetual vision for the Jersey National Park:

“A beautiful and varied landscape where there is a vibrant and harmonious relationship between people and nature... Historic buildings and archaeological landscapes are conserved and there is engaging interpretation and up to date technology that helps visitors and islanders appreciate and understand the Park’s special qualities. Within the Park, people of all ages and abilities are able to enjoy outdoor activities and quiet tranquillity. Local business and farmers thrive and any new development is sympathetic in scale and style.

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#### 1.2 Benefits

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Jersey National Park – respect it and what it represents, now and for the future

These benefits also contribute towards the Government of Jersey’s Common Strategic Policy priorities (CSP) - please refer to point 7 of section 2.2 Aims 2020 below:

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  - a) Increased quantity, quality and connectivity of habitats that enhance Jersey's uniqueness CSP5
  - b) Increased opportunities to market Jersey as the place to see exceptional landscapes CSP3
- 2 **Built Environment**
  - a) Ensures that the designated objectives of the Jersey National Park are protected through application of planning policy and legislation, thereby further protecting that which makes Jersey special CSP5
- 3 **Historic Environment (archaeology, history and historic landscape)**
  - a) Long term protection of the historic environment, including sites of international importance CSP5

- b) Increased understanding of the value of the historic environment and its importance to the cultural identity of the Island CSP5
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- 5 Fostering Understanding**
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- c) Utilisation of IT technology solutions, as well as more traditional forms of communication material, to link visitors to the places of interest and biodiversity within the Jersey National Park CSP5
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- a) increased knowledge of the existence of the Jersey National Park, where it is and what its objectives are, offering a huge potential to increase visitor numbers. This to be achieved by working directly with Visit Jersey along with other stakeholders with direct interests in the Jersey National Park CSP3
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CSP5
- c) Improved co-ordinated implementation of activities across stakeholder groups, from environmental enhancement programmes through to management of tourism related events in conjunction with Events Jersey CSP3  
CSP5

## **2. Aims and Objectives**

### **2.1 Business Plan 2016**

The previous Business Plan, dated April 2016, identified short term and medium term aims and objectives. It followed a period of activity during 2014 and 2015 to develop the Jersey National Park beyond a concept and a planning designation created in the Island Plan 2011 – to start to bring it to life.

The short term aims and objectives in the 2016 Business Plan have been achieved, most notably the establishing of a Jersey National Park brand image, logo and web based presence. The governance structure has been created in the form of a company limited by guarantee, with two directors, both being members of the Interim Working Group set up to progress the original management plan and action plan for the Jersey National Park. Expanding the governing Board and members of Jersey National Park Limited will form part of the objectives for 2020 [subject to funding from Government Plan 2020-23].

The medium term covered 2016 to 2020, so this new 2020 Business Plan overlaps and takes forward the themes of the previous aims and objectives. Clear progress has been made, but limited by funding and resource. Only two of the original Interim Working Group members have remained involved with the Jersey National Park, whereas the 2016 Business Plan was written on the basis of participation by the full IWG team. However, the remaining two have made substantial efforts over the period to move forward with the medium term aims and specifically to maintain awareness and promotion of the Jersey National Park. Despite these achievements thus far, the action plan has been stalling overall due to lack of resource.

Over the forthcoming period 2020-23, there will be the following aims and objectives

### **2.2 Aims 2020-23**

1. Establish Jersey National Park's place in the community
2. Cement Jersey National Park's main partnerships through working on shared initiatives
3. Further grow Jersey National Park's profile and enhance its role as a protector of Jersey's natural capital in conjunction with its partners
4. Undertake joint marketing campaigns with Visit Jersey and contribute to Jersey PLC's broad tourism offering
5. Organise educational events for Islanders of all ages
6. Obtain charitable donations to further the work of Jersey National Park
7. Contribute towards delivery of the following Government of Jersey's Common Strategic Priorities :-
  - a) create a sustainable, vibrant economy and skilled local workforce for the future (CSP3) – We will support and strengthen our tourism industry (CSP 3.1.7) By enhancing our international profile and promoting our Island identity (CSP 3.3)
  - b) protect and value our environment (CSP5) – By protecting the natural environment through conservation, protection, sustainable resource use and demand management (CSP 5.2)
  - c) Improve Islanders' wellbeing and mental and physical health (CSP2) – By supporting Islanders to live healthier, active, longer lives (CSP 2.1)
  - d) Improve and promote access to open green space by implementing the access strategy (CSP 5.2.4)

- e) By embracing environmental innovation and ambition (CSP 5.1)
- 8. Contribute towards delivery of the Government of Jersey's Future Jersey 2017-2037 vision around 3 stated themes of Community, Environment and Economy. Specifically, the following vision outcomes:-
  - a) Natural environment
  - b) Built and historic environment
  - c) Health and wellbeing
  - d) Sustainable resources

## 2.3 Objectives

### 2.3.1 Short Term Objectives (2020)

#### **Achievable with existing resources (2020 committed Government funding) and within JNP's control**

- |   |   |              |
|---|---|--------------|
| 1 | Establish the Jersey National Park governance Board and membership, creating associated terms of reference  | CSP3         |
| 2 | Recruit Park officer, secretarial and treasurer support, and ad-hoc legal assistance (pro bono basis)   | CSP3         |
| 3 | Build relationships with key stakeholders of the Jersey National Park through Board membership organisations, Parish connetables, Government of Jersey ministers & officers and existing contacts   | CSP3         |
| 4 | Develop the relationship with National Parks UK, through existing associate membership  | CSP3<br>CSP5 |
| 5 | Oversee the refurbishment of the Francis Le Sueur centre  | CSP3         |
| 6 | Establish accounting system and bookkeeping records for the increasing Jersey National Park activities  |              |
| 7 | Open the Francis Le Sueur centre as the headquarters of Jersey National Park and as an information, education and events centre. Establish operating terms, opening hours, insurance, the provision of information and the holding of educational events. Determine the scope of information, education and events activity in conjunction with awareness and promotional campaign. | CSP5         |
| 8 | Represent the interests of the Jersey National Park in contributing to consultations and updates to Government of Jersey Strategies and policies including:- Island Plan, Landscape Characterisation Review, Rural Economy Strategy, Sustainable Transport Policy, Carbon Neutrality Energy Policy, Countryside Access Strategy.  | CSP5         |
| 9 | Soft launch of "Friends of Jersey National Park" membership - proud supporters of a JNP, eg, clubs, associations, businesses, individuals   |              |

#### **Aspirational**

- |   |   |              |
|---|---|--------------|
| 1 | In respect of the Island Plan, push for increase in boundaries of Jersey National Park to include marine foreshore and RAMSAR sites                                     | CSP5         |
| 2 | Develop and implement a new awareness and promotional campaign of Jersey National Park in conjunction with Visit Jersey supported by Freedom Media                      | CSP3<br>CSP5 |
| 3 | Through Board membership organisations and the Government of Jersey Natural Environment Team, establish biodiversity and habitats within the Park and maintenance needs | CSP5         |



- |   |   |              |
|---|---|--------------|
| 4 | Explore opportunities for corporate sponsorship, charitable and philanthropic donations, and volunteer opportunities, identifying specific projects, events, habitat maintenance and the associated benefits, together with setting out acceptable criteria for association with Jersey National Park | CSP2<br>CSP5 |
| 5 | Investigate and establish plans to install sustainable/renewable energy solutions at the Francis Le Sueur centre  | CSP3         |
| 6 | Investigate opportunities for the Jersey National Park to assist the Rural Economy Strategy for mutual economic and awareness benefit   | CSP3         |

### **2.3.2 Medium Term Objectives (2021-2023)**

- |   |   |              |
|---|---|--------------|
| 1 | Continuous development of stakeholder relationships for the achievement of the 3 Key Purposes of the Jersey National Park. To include, but not limited to, Visit Jersey, Jersey Business, Jersey Product Promotion Ltd, Locate Jersey, Digital Jersey, Jersey Sport, Jersey Finance, National Trust, Durrell, National Parks UK, RJA&HS, Farmers Union, Jersey Heritage, Parishes and RAMSAR management | CSP3<br>CSP5 |
| 2 | Undertake strategic marketing initiatives with Visit Jersey and Freedom Media focussing on each of the themes of:-<br>i) Natural habitat/biodiversity/wildlife<br>ii) Wellbeing (open space, peace, reflection, recuperation, at one with nature)<br>iii) Cultural heritage<br>iv) Rural economy<br>v) Recreation and sport   | CSP3<br>CSP5 |
| 3 | Undertake various events at the Francis Le Sueur centre and the wider Park areas, covering education, art and craft, citizen science, biodiversity and habitat/landscape enhancement, climate change, etc   | CSP2<br>CSP5 |
| 4 | Develop links with the rural economy and farming. Help raise awareness of agriculture and horticulture within the Jersey National Park and generally the importance of the rural economy to Jersey. To develop more countryside pathways access across farming land within the Jersey National Park   | CSP3<br>CSP5 |
| 5 | Continue representing the Jersey National Park in public consultations of updates to the key Government of Jersey Strategies and Policies as detailed in the short term objectives  | CSP5         |
| 6 | Develop corporate sponsorship and volunteering, charitable and philanthropic donations  |              |
| 7 | Development of the Friends of the Park scheme, including promotion, benefits, updates, etc  |              |
| 8 | Francis Le Sueur Centre to be significantly energy self-sufficient and a model example of sustainability and use of renewable energy technology within the National Park  | CSP3         |

### **3. Marketing Plan**

#### **3.1 Short Term (2020)**

- Create and deliver a new Jersey National Park awareness campaign to promote its treasured landscapes, natural environmental diversity, and cultural heritage
  - Incorporate relevant statistics from the 'Key Information about the Coastal National park' document
  - Determine target stakeholder groups – businesses, associations, charities, NGO's, schools, visitors
- Produce modified promotional films – current versions too focussed on beach and water sports. Needs to portray richness of natural and historical environments, farming, recreation and wellbeing
- Identify events in the local calendar that take place within the Jersey National Park and use opportunity to create awareness and importance of the Jersey National Park
- Consider signage within the Jersey National Park to “signpost” to visitors that they are entering/are in the designated Jersey National Park. This to be done in conjunction with the developing island Access Strategy
- Liberation 75 anniversary celebrations – the large number of German occupation sites within the Jersey National Park is a good awareness promotion opportunity, combining the way Islanders coped during the occupation relying on the Jersey natural and farming environment and resources within the Park's boundaries
  - Identify the scope of information, education and events to be held at FLS centre or within the Jersey National Park
    - Consider information formats, ie, paper leaflets, information boards, IT solutions, eg, JNP mobile app, interaction boards and exhibits, etc
    - Organisations to reach out to and work with
    - Topics and issues, eg, Jersey National Park statistics, habitats biodiversity, climate change, carbon neutrality, preservation and respect for Jersey National Park
- Following completion of its refurbishment, promote the Francis Le Sueur Centre as the 'Heart of the Park' and as an Information, Education and Events centre
- Review product literature and opportunities for digital delivery of information and education material to be produced in the medium term
- Soft launch of “Friends of the Jersey National Park” membership scheme

#### **3.2 Medium Term (2021-2023)**

- Provide digital solutions for the provision of Jersey National Park information and educational material, eg, mobile apps, interactive exhibits, digital information boards around the Park covering wildlife/habitats/biodiversity/geology/access, geo-caching, etc
- Promotion and awareness of Jersey National Park via local businesses within the Park utilising their websites, premises, literature, menus, products (link to Genuine Jersey such as grown/made in the Jersey National Park)
- Target marketing of Jersey National Park to environmental interest groups in UK and Europe
- Promotion campaign of pathways within Jersey National Park, working with the Countryside Access Forum and Government of Jersey Natural Environment Team

- Undertake focussed promotional campaigns and initiatives around each of the following marketing themes:
  - Natural habitat/wildlife
  - Wellbeing (open space, peace, reflection, recuperation, at one with nature)
  - Recreation/Sport
  - Cultural heritage
  - Rural economy/farming

#### **4. Key Performance Indicators for 2020**

- 10% increase in number of unique visitors to the website compared to 2019
- Based on Jan 2020 survey, 20% increase in awareness of Jersey National Park by end of the year
- 8 educational and/or environmental-related events held at Francis Le Sueur centre (Centre available from April 2020 onwards)
- Corporate sponsorship obtained either financially or in kind (hours spent) towards environmental projects within Jersey National Park (ethos is not to detract sponsorship from the likes of Jersey Heritage/National Trust, etc already in the Park)
- 4 volunteer-based activities undertaken in the Park
- Concept established for a Friends of the Park membership scheme with online donation mechanism facility created for both public and corporate donations
- All 8 key Benefit subject areas (please refer to section 1.2) and key Park stakeholders/groups either represented or appointed to Jersey National Park Limited
- Francis Le Sueur centre operational and open to the public as Jersey National Park headquarters and information, education and events centre
- 1 major marketing campaign promoting Jersey National Park
- Positive contribution to government strategies and policies relevant to Jersey National Park, e.g. Island Plan

**Jersey National Park – respect it and what it represents, now and for the future**