

04 November 2020

Connétable Mike Jackson
Chairman
Environment, Housing and Infrastructure Scrutiny Panel
By Email

Dear Connétable Jackson,

Government Plan 2021 – Written Questions, Jersey National Park

Thank you for your letter, dated 29 October 2020 regarding the above mentioned. Please see below a response to each question, as requested.

- 1. We understand from R.89/2020 that this project has been reduced. There is very little information provided in the progress update, please can you provide further information on how, specifically, this project has been reduced?**

The project has not been reduced in financial terms – delivery has altered slightly as a result of the impacts of Covid-19 as it has not been possible to maintain original plans which had included scheduled group events which were not permissible under health guidelines.

- 2. What has the spend been to date in relation to the £100,000 allocated in the 2020 Government Plan and what has been achieved?**

Spend to the 30 September was £66,718. The organisation has appointed a part time officer, agreed the lease on property which can be used for educational and interpretation purposes; this government owned property is being refurbished by the organisation. A number of marketing and promotion initiatives have been carried out in 2020, some of which have been in conjunction with Visit Jersey.

- 3. Please can you provide a breakdown of this spend?**

Expenditure to September 30 2020	£
Personnel Costs (Part time Officer)	25,900
Bank Charges	59
Website Hosting and Adjustments	876
Marketing, Freedom Media	8,117
Advertising (Ports, Bus Station, What's on, JEP)	5,636
Leaflets	1,319
Discover Campaign	13,293
Picnic in the Park August Campaign	5,661
Display boards FLS Centre	2,005
Market research park awareness	1,258

Rates, Rent and Electricity FLS Centre	1,083
Materials redecoration FLS Centre	1,285
General Expenses	226
TOTAL EXPENSES	66,718

4. Has the post of Jersey National Park Manager been filled?

Yes the position has been filled.

5. We note that £150,000 in additional funding is being sought in the 2021 Government Plan. Please can you provide a breakdown of what this will cover?

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

- 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
- Deliver the 2021 Marketing Plan.
- Complete the refurbishment of the Frances Le Sueur centre commenced in 2020
- Establish accounting system and bookkeeping records for the increasing Jersey National Park activities.
- Recruit pro-bono secretarial support and ad-hoc legal assistance.
- 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.
- Review the authority and powers of the Jersey National Park and its obligations, eg, becoming a statutory consultee for planning applications within Park boundaries.
- 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.
- In respect of the Bridging Island Plan, support the increase in boundaries of Jersey National Park to include marine foreshore and RAMSAR sites.
- Establish cleaning and maintenance contracts for the inside spaces and the outside windows of the FLSC and the adjacent pond habitat area.
- Update signage for the FLSC to add Jersey National Park.

Aspirational

- 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.
- 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).

- 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.
- In conjunction with the GoJ Natural Environment Team, identify biodiversity habitats and associated maintenance programme at La Mielle de Morville.
- 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
- Investigate opportunities for the Jersey National Park to assist the Rural Economy Strategy for mutual economic and awareness benefit.
- Develop the relationship with National Parks UK, through existing associate membership

6. Do you anticipate that the re-zoning of land to the Jersey National Park will occur in alignment with the Bridging Island Plan 2022-24? Or will this be deferred to the next 10- year plan?

Work has been commissioned, as part of the Island Plan Review, to review the definition of the current boundary of the Coastal National Park; and it is envisaged that the output from this work will inform the preparation of the Island Plan 2022-2024.

7. Are you confident that the level of funding requested for 2021 is sufficient to enable the project to meet its stated aims?

Yes, we remain confident that this valuable project will be able to continue and thrive.

Yours sincerely,



Senator Lyndon Farnham
Deputy Chief Minister
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