

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



19-21 Broad Street | St Helier  
Jersey | JE2 3RR

Connétable Mike Jackson  
Chairman, Environment, Housing and Infrastructure Scrutiny Panel  
c/o Scrutiny Office  
States Greffe  
Morier House  
St Helier  
JE1 1DD

27 September 2019

Dear Mike,

### **Government Plan 2020 – Written Questions – Jersey National Park (JNP)**

Thank you for your letter of 19 September 2019. Please find below answers to your questions, which have been drafted in partnerships with Jersey National Park.

#### **1. How will you be working with Growth Housing and Environment (GHE) and the Minister for the Environment (MEn) to deliver this Project?**

Funding provided in 2019 by the Countryside Enhancement Scheme (CES) and some residual funding provided by the Tourism Development Fund (TDF) will enable:

- a re-launch of JNP in October 2019 at its new headquarters at Francis Le Sueur Centre in St Ouen (FLSC), and
- JNP to bring its Management Plan and Action Plan up to date during Q4 2019.

GHE, MEDTSC and MEn will be provided with the opportunity to feed into the updated Management Plan and Actions Plan before they are finalised.

GHE will monitor JNP's delivery on behalf of the MEn in relation to the CES funding and on behalf of the Minister for Economic Development, Tourism, Sport & Culture (MEDTSC) in relation to TDF funding.

The updated Management Plan and Action Plan will set-out JNP's priorities for the short and medium term; covering the term of the Government Plan 2020-23 (the **Government Plan**).

As you are aware, funding for JNP for 2020-23 is included in the proposed Government Plan (**2020-23 Funding**). Assuming this funding is approved by the States Assembly, GHE, on behalf of MEDTSC, will enter into a partnership agreement with JNP. This agreement will set-out key deliverables and performance measures for JNP in relation to provision of the 2020-23 Funding. These deliverables will also be included in the Management Plan/Action Plan. Delivery under the

partnership agreement will be monitored by the Economy & Partnerships Directorate of GHE on behalf of MEDTSC and under MEDTSC's oversight.

To the extent JNP seeks additional funding in 2020-23 from a scheme administered on behalf of the MEn, this would be monitored by GHE on behalf of the MEn.

JNP's success will contribute towards MEDTSC's delivery of the third priority of the Common Strategic Policy 2018-22 (**CSP**) (Create a sustainable, vibrant economy and skilled local workforce for the future) and MEn's delivery of the fifth priority of the CSP (Protect and value our environment).

To this end, MEn and I (in my capacity as MEDTSC) will liaise with each other to satisfy ourselves that JNP contributes towards delivery of our shared priorities, over the term of the Government Plan; as agreed and monitored under the contemplated partnership agreement.

## **2. How have you quantitatively measured the Jersey National Park's profile with the general public? How much has its profile grown by since 2011?**

JNP has advised that following the designation of the Jersey Coastal National Park (**JCNP**) within Policy NE6 of the 2011 Island Plan, work did not start to promote JCNP until 2015. The then Minister for the Environment, Rob Duhamel, established a series of workshops in 2015 to which he invited the whole community, a wide range of "stakeholders" and government. Rob Duhamel's vision was that the project should be led by the community with Government being one (major) stakeholder amongst many. The purpose of the workshops was to decide how the project should be taken forward.

It was agreed during the workshops that a detailed Action Plan and a proposed overarching Management Plan for JCNP should be produced. A nominated Interim Working Group (**IWG**) was also established to take the project forward.

The IWG was tasked with creating a brand and image for JCNP, establishing a basic website containing information about JCNP and launching JCNP to the public.

JCNP was launched to the public in May 2016.

A governance structure was established in early 2017 when JCNP was set-up as a company limited by guarantee.

Since then the two active IWG Members (Mike Stentiford MBE and Jim Hopley), with limited financial and officer support from the Environment and Economic Development Departments, started to raise the profile of the JCNP with locals and visitors through a variety of mechanisms. These included attending numerous events, making a large number of presentations to stakeholders, interested parties in the community and the media. Extensive marketing was also undertaken through JCNP's website and social media and producing a range of videos for these media. Throughout this process JCNP received fantastic support from its marketing house, Freedom Media, and from key stakeholders of which Visit Jersey and the National Trust of Jersey are the most prominent.

Following feedback from stakeholders, JCNP's brand name became JNP.

Regular written articles continue to be published in different forms of media including JEP, Bailiwick Express, periodic journals, JNP's website and Facebook page. Broadcast media also frequently run stories on JNP and request issue based interviews as circumstances arise.

Some work has been done in the educational and wellbeing (sporting) arena although there is much potential to develop and expand this if 2020-23 Funding is approved.

The attractiveness of having a coastal national park has been identified by Visit Jersey and the relationship between JNP and Visit Jersey continues to develop. Should 2020-23 Funding be approved, JNP and Visit Jersey may embark on joint marketing campaigns together.

It is not possible to quantify the effectiveness of these efforts without significant costly market research. However, awareness of JNP is growing. This can be demonstrated through the thousands of islanders and visitors JNP has reached through various advertising and display materials. These include 30,000+ maps / leaflets distributed directly through the harbour, airport and Liberty bus station, an editorial in What's On and numerous postings by Visit Jersey.

JNP's website and Facebook presence (the former upgraded to link more closely with Visit Jersey's website using TDF funding in 2018) has enabled JNP to expose a whole series of informative and specific event based videos to a huge number of interested viewers over the last 3 years. Some videos attracted over 50,000 "hits" and will continue to attract further views in the future.

As of September 2019, JNP has 2882 "Likes" and is approaching 3000 "Followers" on its Facebook Page; which attracts 3000+ views per week.

### **3. How reliant has this profile been on volunteers, and how much has been the result of effective marketing?**

In addition to information provided in response to question 2, the time and effort contributed to JNP by volunteers, Mike Stentiford and Jim Hopley, over the last five years has been immense and crucial to the current success of JNP.

Limited and intermittent civil service support has also been important.

Funding provided by TDF has enabled significant marketing activity to be carried out through JNP's partnerships with Freedom Media and Visit Jersey.

CES funding has enabled JNP to appoint a part-time officer to prepare for JNP's relaunch in October 2019 and to update the Management Plan and Action Plan during Q4 2019.

### **4. How much has been spent, by year, on marketing by the Tourism Development Fund since 2011?**

Please find below a summary of JNP's funding from 2011 to date.

- 2011-2015 – the Environment Department expended in the region of £30,000 to-
  - set-up and coordinate workshops in 2015
  - work with volunteers to draft the current Action Plan and Management Plan
  - set-up and coordinate the IWG
  - fund the IWG's initial range of activities, detailed above, through to JNP's initial public launch in May 2016
  
- 2016-2019
  - Additional Environment Department funding in the region of £30,000 for activities in the period 2016-2018



- Island Walk funding of £20,000 for educational purposes and joint Island Walk/JNP marketing through a video of the event featuring (now Deputy) Kevin Pamplin completing the Island Walk, much of which takes place in the coastal national park
- TDF funding of £36,000-
  - £10,300 for a major upgrade of JNP's website, including links to Visit Jersey's website
  - £24,700 for general marketing of JNP, including brochures, maps, advertising in What's On magazine
  - £1,000 for marketing at the Jersey Surf Film Festival
- CES funding of £25,000 for a part-time officer from 1 September 2019 to prepare for
  - the launch of JNP's interpretation, information and education centre at the Francis le Sueur Centre on 6 October 2019
  - celebration of the 10<sup>th</sup> anniversary of the Line in the Sand protest, also on 6 October 2019. The Line in the Sand protest (6 October 2009) was organised by the National Trust as part of their Shoreline Campaign and was one of the main drivers behind creation of JNP

The 2020-23 Funding, if approved, would provide stability and certainty of funding for JNP for the next four years to:

- establish its place in the community
- cement its main partnerships through working on shared initiatives
- further grow JNP's profile
- undertake joint marketing campaigns with Visit Jersey
- organise educational events for islanders of all ages
- obtain charitable donations to further the work of JNP
- contribute towards delivery of the CSP priorities to-
  - create a sustainable, vibrant economy and skilled local workforce for the future; and
  - protect and value our environment

**5. Who are the “key partners” this manager will be working with to “cement and further grow JNP's profile”?**

The manager will predominantly report to the JNP board once fully established.

JNP anticipates that its board will be made up of representatives of key stakeholders, including:

- Durrell
- Jersey Chamber of Commerce
- Jersey Electricity Company
- Jersey Farmers' Union
- Jersey Heritage
- Jersey Sport
- Jersey Water
- National Trust
- Societe Jersiaie
- Visit Jersey

JNP also anticipates a participatory presence in the Board meetings in a non-voting capacity of representatives of the Comité Des Connetables and GHE.

**6. (i) How much of the Additional Investment listed will go towards the salary, benefits, and other aspects, of the described position, and how much will go to other initiatives within the JNP? (ii) What are the expected hours and salary for this position?**

JNP anticipates that funding will be expended on staff costs, marketing, creating educational, interpretational and information materials, signage and possibly mobile applications to enhance visitors' experiences in the coastal national park, recycling facilities, etc.

JNP envisages that the manager's salary will be in the region £50,000 full time equivalent.

The position is expected to be part time (in the region of 20-25 hours per week initially).

Additional resources may also be employed on a part time and/or temporary basis to create educational, interpretational and information materials; and potentially run events if not run by the manager or volunteers.

**7. (i) What work do you expect to be carried out on the Francis Le Sueur Centre (FLSC) for it to become an education centre?**

Since its construction in the 1990s, the FLSC has become tired and is in need of internal and external redecoration and some remedial work to the wood to prevent future deterioration. The FLSC was originally designed to be an educational facility, so major redevelopment is not required.

**(ii) What do you expect the completed Centre to provide?**

Once the work described above is completed JNP will be able to equip its own space at FLSC as its headquarters and as an educational, interpretation and information facility.

Trees for Life, which co-occupies FLSC, will maintain its own space.

There is also a kitchen and toilet which will be shared with Trees for Life.

**(iii) How much will it cost?**

JNP has licenced use of a space in the FLSC from government (Jersey Property Holdings) for nominal rent.

JNP anticipates that carrying out the decoration and remedial works will cost in the region of £2,000 for materials. Labour will be provided by Social Security's Back to Work Team. External lighting will be made good by Jersey Electricity Company (JEC) at its own expense as a charitable donation.

**8. When do you expect work on this Centre to begin?**

The necessary work on the facility is planned to commence during the 2nd week of October and should be completed within 8 weeks. The electrics will be fixed as soon as JEC is able to.

**9. Will the manager also have responsibility for running the Centre's educational output?**

JNP anticipates that its manager will oversee FLSC's educational offering, which will be delivered initially in partnership with providers such as Eco-Active, charities and private providers (e.g. summer schools).

In due course JNP plans to create its own education / interpretation capability to be delivered by its manager to interested parties, such as local schools.

**10. (i) If approved, when will the rezoning of land to the JNP begin?**

Assuming this question relates to rezoning of land under the forthcoming Island Plan Review:

The current extent and boundaries of the Jersey Coastal National Park are currently delineated within the 2011 Island Plan.

The Island Plan Review 2021-31 commenced its consultation phase recently. JNP as a stakeholder in this consultation will make submissions at the appropriate time.

**(ii) How much do you expect this to cost?**

It is not anticipated the JNP's submission to the Island Plan Review process will have a material cost to JNP.

**11 and 12. Can we expect this part-time role to eventually become a full-time position, should interest in the JNP's profile continue to increase, or if an additional 'National Park', or similar area, is established in Jersey?**

**Alternatively, do you believe that the number of deliverable initiatives will soon merit the need for a full-time role, or additional part-time roles, given the complexity of some of them (such as the Education Centre and the rezoning of land)?**

JNP anticipates that activity and usage of FLSC will increase over time as JNP establishes its self in the community.

There is expected to be a growing demand for educational and interpretation offering and also information for visitors.

The manager role may therefore grow over time and additional part time or temporary specialist staff may be needed in the future.

The links to other protected areas such as RAMSAR and developing relationships with other partners such as the National Trust and Jersey Heritage might lead to additional manpower requirements in the future to deliver joint initiatives. Delivery and meeting the cost of these requirements would be discussed with partners in advance.

Possible additional staff and other requirements have been accounted for in the 2020-23 Funding request, which increases over the term of the Government Plan 2020-23.

In accordance with the contemplated partnership agreement, annual budgets and goals will be agreed with GHE, on behalf of MEDTSC, in advance.

**13. What is the expected funding range? Could you provide figures of how much this Project could underspend and overspend by?**

The following amounts were requested in the business case submitted as part of the Government Plan 2020-23 process:

2020	2021	2022	2023
£100,000	£150,000	£200,000	£250,000

JNP does not anticipate overspending. However, should additional funding be required for specific projects, a separate request would be made under a future government plan, government scheme or for corporate/philanthropic support (JNP is a registered Jersey charity). JNP is however cognisant of not diverting funds/donations from other partners, which are also charities.

Any amounts underspent, which are not required for working capital, would be returned to Government in accordance with the contemplated partnership agreement.

As well as its prime purpose of conserving and protection of the attributes of the coastal national park, and boosting the utilisation of these by the public; JNP also has the potential to become an "economic hub" for the island. Anecdotally, from numerous studies and investigations into expenditure in other jurisdictions, National Parks return in the region of £8 for every £1 invested in economic benefit (excluding the additional well-being benefits they engender).

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

The requested 2020-23 Funding, together with the opportunity this would provide to obtain additional charitable funding from philanthropic/corporate sources, should provide sufficient resources to drive JNP forward on a professional basis over the next four years.

This funding would enable JNP to establish itself in the community and continue to raise its profile. It would also enable JNP to provide an increasing level of benefits for islanders' physical and mental wellbeing, Jersey's visitor economy, and the protection of Jersey's environment over the period.

Please do not hesitate to contact me should you require any additional information.

With kind regards  


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

D +44 (0)1534 440540

E [l.farnham@gov.je](mailto:l.farnham@gov.je)

