



THE STATES assembled on Tuesday,
2nd June, 1981 at 10.15 a.m. under the
Presidency of the Bailiff, Sir Frank
Ereaut.

All members were present with the exception of –

Senator Bernard Thomas Binnington – out of the Island.

Sir Robert Marett, Deputy of St. Brelade – out of the
Island.

Jack Roche, Deputy of St. Saviour – out of the Island.

Michael Walter Bonn, Deputy of St. Peter – out of the
Island.

Prayers.

Subordinate legislation tabled.

The following enactment was laid before the States, namely –

Road Traffic (Public Parking Places) (Amendment No. 4)
(Jersey) Order, 1981. R & O–6940.

Matters lodged.

The following subject was lodged “au Greffe” –

Private Members’ propositions. P.64/81.
Presented by Senator Richard Joseph Shenton. The States
referred the Proposition to the Legislation Committee.

Provision of new Central Library (P.61/81).

THE STATES rejected the request of the President of the
Education Committee that the Proposition regarding the provision
of a new Central Library (P.61/81 – lodged on 26th May, 1981) be
considered on 9th June instead of 16th June, 1981, the request

being made in order to comply with the requirements of the Act of the States of 20th May, 1980 regarding the debate by the second week of June of capital projects for the ensuing year.

Tourism advertising. Question and Answer.

Deputy Terence John Le Main of St. Helier asked Deputy Clarence Shepperd Dupré of St. Helier, President of the Tourism Committee, the following questions –

“Will the President inform the House –

1. How the percentage of bookings for the Island for 1981 compares with the last 3 years; are they up or down?
2. How much the Tourism Committee will pay to Wakefield this year for handling the Committee’s advertising and promotion?
3. Is it correct that the main company, Wakefield, who do all the States’ advertising and promotion, have also been awarded the contract for the promotion and advertising for Bournemouth?”

The President of the Tourism Committee replied as follows –

- “1. It is estimated that bookings will be approximately 15 per cent down on the annual average traffic during the past three years but that the shortfall in individual establishments will vary considerably.

For many reasons, bookings do not vary in proportion to the number of enquiries received. The number of enquiries received during the periods January – May 1979/1981 is as follows –

1979	164,000
1980	161,000
1981	160,000

2. As a general rule, the client does not remunerate an advertising agent for his services. The generally accepted method for remunerating advertising agents in the U.K. is by commission which the media allow the advertising agent and this is usually 15 per cent; the client has to pay the total cost of advertising space/television time. Production costs vary according to the type of campaign selected and it is estimated that in 1981 these will amount to £61,000 which represents an increase of approximately 12 per cent over the 1980 costs.
3. C.P. Wakefield is responsible solely for the advertising campaigns of the Tourism Committee. This Company is not responsible for the Committee's promotions and neither is it responsible for the advertising campaigns or promotions undertaken by other States' Committees.

C.P. Wakefield has been successful in being awarded the advertising account for Bournemouth and it has other accounts which include companies engaged in travel. It is understood that the Agency has 30 staff and 70 other accounts, but none of these other accounts are of tourist resorts. It is not uncommon for an advertising agent to be retained by principal clients who are engaged in the same business."

Development of Fields 881/893, St. Brelade.

THE STATES, adopting a proposition of Senator Richard Joseph Shenton, requested the Island Development Committee to reconsider its decision to refuse to allow development in Fields 881/893, St. Brelade.

Members present voting as follows –

“Pour” (27)

Senators

Shenton, de Carteret.

Connétables

St. Peter, St. Ouen, St. Clement, St. Martin, St. John, Trinity, St. Brelade.

Deputies

Ellis(H), St. Ouen, Morel(S), Le Maistre(H), St. John, Grouville, Farley(H), Quenault(B), Perkins(C), Troy(S), Baal(H), Le Gallais(S), Dupré(H), Trinity, Filleul(H), Rothwell(H), Le Main(H), O'Connor(C).

“Contre” (21)*Senators*

Vibert, Le Marquand, Huelin, Jeune, Averty, Riley, Sandeman, Horsfall.

Connétables

St. Helier, St. Mary, Grouville, St. Saviour, St. Lawrence.

Deputies

Mourant(H), Luce(B), St. Mary, Le Brocq(H), Le Quesne(S), St. Martin, Vandervliet(L), Le Feuvre(L).

Extension of deep water sump at Port of St. Helier.

THE STATES, adopting a proposition of the Harbours and Airport Committee, approved in principle the extension of the deep water sump at Berths Nos. 6 and 7, New North Quay, St. Helier Harbour, by 40 feet to the south, in 1982.

Rezoning of land at Maufant.

THE STATES commenced consideration of a proposition of Senator Richard Joseph Shenton concerning rezoning of land at Maufant (P.53/81) and after some discussion deferred further consideration until the next Sitting.

Darren Douglas – Fields 881/893, St. Brelade.

THE STATES learned with great sadness of the death of Darren Douglas which had occurred during the present Sitting, having previously adopted at this Sitting a Proposition of Senator Richard Joseph Shenton regarding the development in Fields 881/893, St. Brelade, required because of the needs of the abovementioned severely handicapped boy.

The President of the Assembly expressed the condolences of the Members to Mr. and Mrs. W. Douglas, the boy's parents and undertook to ensure that this expression of sympathy was made known to them.

THE STATES rose at 5.05 p.m.

R.S. GRAY,

Deputy Greffier of the States.