

STATES OF JERSEY



ISLAND PLAN 2022-25: APPROVAL (P.36/2021) –NINETEENTH AMENDMENT ST. BRELADE’S BAY IMPROVEMENT PLAN TIME FRAME

Lodged au Greffe on 12th July 2021
by Senator S. W. Pallett

STATES GREFFE

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After the words “the draft Island Plan 2022-25” insert the words “except that within Proposal 17 (St. Brelade’s Bay Improvement Plan) after the words “improvement plan for St. Brelade’s Bay” there should be inserted the words “by December 2023””.

SENATOR S. W. PALLETT

Note: After this amendment, the proposition would read as follows –

THE STATES are asked to decide whether they are of opinion –

to approve, in accordance with Article 3(1) of the Planning and Building (Jersey) Law 2002, as amended by the Covid-19 (Island Plan) (Jersey) Regulations 2021, the draft Island Plan 2022-25, except that within Proposal 17 (St. Brelade’s Bay Improvement Plan) after the words “improvement plan for St. Brelade’s Bay” there should be inserted the words “by December 2023”.

REPORT

I believe that the majority of islanders understand the importance of St. Brelades Bay to tourism in Jersey. It has been Jersey's premier destination for visitors for over a hundred years and to this day supports several large hotels and many other connected businesses who rely on its sheltered bay, golden sands and relaxed atmosphere to support their businesses. There has been a tension for many years between those that wish to retain the unique style of the bay that has been developed over many decades and others who may wish to modernize their homes or their businesses but are increasingly fearful of making upgrades to their properties as there continues to be no guiding plan or principles that they can follow to guide them through the planning process. This has led unfortunately to development in the bay that many feel is inappropriate but has been approved due to a lack of an overall development plan for the area.

To manage the expectations of both residents and businesses such as hotels, it's imperative that an Improvement Plan can be consulted on and agreed as a matter of urgency. Such a plan has been promised in the past and not delivered and both parishioners and islanders are becoming increasingly worried that the lack of an overarching plan will inevitably lead at some point to development that will cause irreparable damage to the character of St. Brelade's Bay.

As someone who lives just above the bay and walks regularly along the seashore with my dogs, I see both good and bad architectural design, development on the escarpment that has caused harm to the character of the bay but also opportunities that may come along to improve the landscape. When opportunities do arise residents and businesses alike do need to know the art of the possible and be clear as to what the planning process is likely to agree to. We have reached a point where to delay any further will put at risk our premier tourist destination and harm forever a part of the island that I have come to love along with many others.

I do not believe it unreasonable even with a potential change of Minister at the next election to complete this work by the end of 2023. Too often I have seen open ended promises that are too easily forgotten about and in this case I along with others have been waiting for an improvement plan to be delivered for St. Brelade's Bay.

To quote from Expedia 'St. Brelade's Bay is perhaps the most popular and iconic stretch of sand on the island of Jersey. Capture photos of the jagged green headlands enclosing the bay and marvel at the stained glass windows and stone pillars of the Parish Church of St. Brelade'. The bay is special, but I am not one who believes the bay needs to be 'preserved in aspic'

It is important that St. Brelade's Bay is allowed to develop as it has for decades but it needs the parameters clearly set for future development that all the stakeholders in the bay fully understand and can hopefully come to a consensus over.

I urge Members to support this simple amendment that will ensure the work is done and that a St. Brelade's Bay Improvement Plan is finally implemented.

Financial and manpower implications

This work will be completed within existing budgets as the work was included with the Draft Bridging plan by the Minister and this amendment simply imposes a timeframe.

Child Rights Impact Assessment implications

This amendment has been assessed in relation to the [Bridging Island Plan CRIA](#). There are no adverse impacts to children implicated by this amendment, as it seeks to ensure the completion of work designed to protect and preserve green infrastructure.