



Tourism Development Fund
Annual Report 2009



Message from the Chairman

I am pleased to present our report on the activities of the Tourism Development Fund in 2009.

Tourism continues to have an important place in the Jersey economy and the Fund plays an important role in providing finance, advice and support to non-profit organisations that are essential to the further development of the Tourism sector. We have been encouraged by the variety and quality of the applications made during 2009 and we have had a very active year as noted in our report below.

Mike Graham, who has served as Vice Chairman of the Board since 2002, has left the Board following our last meeting in March 2010. The Board and the Tourism industry would like to thank him for the very significant contribution he has made to the Board. We will shortly be advertising for a new Board member. I would also like to extend my appreciation to all the members of the Board who have met frequently and constructively during the year as well as to Kevin Lemasney and the other staff members of the Economic Development Department for their excellent work in supporting the Fund.

As far as the future of the Fund is concerned we are in discussions with the Ministers of Economic Development and the Treasury to secure the next round of the funding originally granted to us by the States. We are also in discussions to expand our remit to enable us to make grants to the private as well as the non-profit sectors of Tourism. We are confident that further funding will be forthcoming in view of the continuing importance of Tourism to our economy. We are looking forward to 2010.

As always we welcome your comments and suggestions on the activities of the Tourism Development Fund.

On behalf of the Board

Peter C Funk
Chairman



THE REPORT

1. Introduction

In line with the terms of the Tourism Development Fund Approved Scheme, the 2009 Annual Report is hereby submitted to the States of Jersey.

As of the 31 December 2009 there were 73 projects that had received, or were receiving assistance from the Fund. Seven new projects were approved for funding during the year and other applications are under consideration.

2. Background to the Fund

In December 2001 the States of Jersey agreed in principle that the sum of £10 million be set aside over the following five years for a new Tourism Development Fund set up to replace the old Tourism Investment Fund.

In 2003, £1,200,000 was transferred to the fund. In 2004 and 2005 no funds were transferred and in 2006 £1,000,000 was transferred to the fund. The Panel members remain concerned that to date so little of the agreed £10,000,000 has been provided to the Fund. They are also of the opinion that if the terms of the scheme allowed them to award grants to private sector investors it would greatly expand the number of grant applications that they would receive projects with the capacity to have greater impact on visitor numbers.

The current panel comprises: Peter Funk (Chairman), Mike Graham (Vice Chairman - retiring March 2010), Lawrence Huggler, Kristina Le Feuvre, Andy Cook and Melinda Isherwood. The Department is represented at officer level by Chief Executive, Mike King and Director of Tourism and Marketing, David de Carteret and the Panel is supported at executive level by Kevin Lemasney, Economic Development.

3. Activities in 2009

The Panel met six times (27 February, 18 March, 13 May, 3 June, 14 October and 3 December) during the year. Copies of the approved minutes of each of the Panel meeting were sent to the Economic Development Minister and the Treasury Minister and a Treasury Officer continues to monitor the TDF account. The minutes are also available on www.jersey.com/business.

The Panel examined new applications and received updates on projects that had received funding since the inception of the scheme in 2002. The following projects were approved for funding during 2009:

- Support for the Tour De Bretagne – Jersey Stage 2010 (€50,000)
- Tourism Industry Marketing (£250,000)
- Branchage Film Festival 2009 (£35,000)
- Mains Electricity for Channel Islands Occupation sites (£13,000)
- Development Plan for Durrell site (£100,000)
- International Veterans Fencing Competition (£1,500)
- Development of Family History tourism (£4,500)

4. The Future

The Advisory Panel, with reference to its Minute No. A1 of 3rd June 2009 and its Note of 14th October 2009, considered the future direction of the Tourism Development Fund on the basis of a memorandum, dated 21st October 2009, from the Chairman and an 'Options Paper', dated 23rd October 2009, prepared by the Strategy Development Manager.

The Advisory Panel agreed that it would be desirable to move away from its present process whereby a steady stream of relatively minor projects were considered as and when they arose. Instead, the Advisory Panel agreed that it would favour a rather more pro-active approach whereby, following advertising and wide-ranging promotion of the availability of funding for appropriate projects which met broad but clearly-defined criteria, potential applicants would be given a deadline by which fully-detailed projects, complete with relevant business plans and future projections, were required to be submitted. It was considered that such an approach should serve to 'sharpen' the process and enable the Advisory Panel to identify the most appropriate projects to benefit from such funding as might be available under its current remit. It was agreed that such a revised approach could continue - possibly on a biannual basis - until existing funding had been exhausted. The Advisory Panel noted that the Strategy Development Manager's paper envisaged that the theme to be pursued for applications for funding in 2010 would be the notable improvement of existing events and/or the development of new events that were able to demonstrate that they would reinforce the existing visitor product and/or bring additional visitors to the Island. It was suggested that special consideration should be given to events taking place in the shoulder months, with events that were sustainable to score higher than one-off events. The Advisory Panel, whilst supportive of the proposals, was of the view that the focus should not be narrowed solely to 'events', but should also include other beneficial activity.

For the future, the Advisory Panel recognised the need for a substantial change to the current applications process in order to be able to incorporate the private sector. It was agreed that it would wish to seek to widen the scope of its remit such as to encompass projects emanating from private enterprise which would stimulate the tourism industry, subject to there being clearly identifiable benefits to the wider community. It was considered that there should not be differentiation between public and private organisations with initiatives as, even if it transpired that the beneficial outturn of some events or projects were to be marginal, this would still represent a positive contribution to the Island as a whole.

The Chairman of the Panel met the Minister for Economic Development who was supportive of such a widening of the scope of the Fund and it was suggested that proposals should be developed speedily in order that the Minister for Economic Development might take the appropriate action. It was also recognised that any proposal for such change would need to be accompanied by a persuasive business case.

Accounts

Tourism Development Fund- Accounts for the year ended 31st December 2009

Income & Expenditure Statement for the year ending 31st December 2009		
Income	2009	2008
	£	£
Notional Interest	22,668	88,171
	<u>22,668</u>	<u>88,171</u>
Expenditure		
Grants	416,360	673,372
Treasury Recharges	4,472	2,142
	<u>420,832</u>	<u>675,514</u>
Surplus/Deficit for the year	<u><u>-398,164</u></u>	<u><u>-587,343</u></u>
Balance Sheet as at 31st December 2009		
	2009	2008
	£	£
Current Assets		
Cash	708,933	1,261,157
	<u>708,933</u>	<u>1,261,157</u>
Current Liabilities		
Trade Creditors	0	19,060
Creditors (Manual Post)	0	135,000
	<u>0</u>	<u>154,060</u>
Net Current Assets	<u><u>708,933</u></u>	<u><u>1,107,097</u></u>
Funds Employed As:		
Accumulated Reserve		
Balance as at 1st Jan	1,107,097	1,694,440
Surplus/Deficit for the Year	-398,164	-587,343
Fund Balance at 31st December	<u><u>708,933</u></u>	<u><u>1,107,097</u></u>
Committed Funds as at 31st December 2009	£242,600	
Uncommitted Funds as at 31st December 2009	£466,333	

The Projects

As of 31 December 2009 the following 73 projects had received or were receiving funding from the TDF.

	Code	Project	Project managers	Year	Amount approved
1	NZT106	The Harbour Gallery	Art in the Frame	2002	30,500
2	NZT107	Feasibility Study into a new Conference & Events Centre	Jersey Conference Bureau	2002	40,000
3	NZT108	Jersey Revels 1204 -2004 celebrations	Jersey Heritage Trust	2002	280,000
4	NZT109	Feasibility study into improving Gorey Harbour area	Gorey Improvements Group	2002	11,500
5	NZT110	Beinv'nue Hospitality Training Programme	Tourism Training Strategy Group	2002/3/4	150,000
6	NZT111	Airport Landing Fee subsidy	Airport Taskforce	2003	500'000
7	NZT112	Cycle Network (Gunsite Café to La Mielle Car Park)	Environment & Public Services	2003	50,000
8	NZT113	Town Cycle Network	Parish of St Helier	2003	200,000
9	NZT114	Branded vehicle and promotional material	Genuine Jersey	2003	15,000
10	NZT115	Improvements to St Aubin harbour area	Parish of St Brelade & St Aubin Traders Association	2003	85,000
11	NZT116	Public Conveniences & Crash Barriers	Battle of Flowers Association	2003	119,500
12	NZT119	Public Conveniences	Durrell Wildlife Conservation Trust	2003	50,000
13	NZT121	Design Brief and Feasibility Study	National Trust for Jersey	2004	25,000
14	NZT122	Enhancement of Bouley Bay	Bouley Bay Enhancement Association	2004	50,000
15	NZT123	Interpretative signs for Island sites	Jersey Heritage Trust	2004	23,945
16	NZT124	Living with the Enemy DVD	Marie Antoine Trust	2004	30,000
17	NZT125	Design Brief and Feasibility study into Jersey Pride	Pride of Jersey Trust	2004	5,000

		• schooner			
18	NZT126	Liberation 60 celebrations (Grant and underwrite)	Liberation 60 Panel	2004	26,000 75,000
19	NZT127	Feasibility study into Inspirational Gardens and Education Centre	TWIGG Trust	2004	30,000
20	NZT128	Participation into the procurement of new uniforms	The Band of the Island of Jersey	2004	20,000
21	NZT129	Design brief and feasibility study for a Marine Interpretation Centre	Environment & Public services	2004	10,000
22	NZT130	Procurement of Electric Chairs for visitors	Shopmobility St Helier Jersey Trust	2004	8,000
23	NZT131	Support for Myth of Malham Yacht race	St Helier Yacht Club	2004	7,500
24	NZT133	Promotion of the Jersey Clipper	Jersey Clipper Committee	2005	15,000
25	NZT134	Participation into the procurement of new equipment	Jersey Premier Brass	2005	2,000
26	NZT135	Development of a New Accommodation Grading Scheme	Jersey Tourism	2005	58,000
27	NZT136	Development of a Marine Interpretation Centre, Discovery Pier in Gorey	Environment & Public services	2005	39,650
28	NZT138	Extension to the Harbour Gallery	Art in the Frame	2005	32,000
29	NZT140	Public Conveniences	Durrell Wildlife Conservation Trust	2005	20,000
30	NZT141	Winter Wonderland – 2005	Jersey Tourism & Waterfront Initiatives	2005	20,000
31	NZT142	Herd of Charing Cross	Environment & Public Services	2005	3,500
32	NZT143	Jersey Live 2005	Jersey Tourism	2005	25,000
33	NZT144	Under the Greenwood Tree	Jersey Tourism	2005	25,000
34	NZT145	Services to the Five Mile Road	Environment & Public Services	2005	300,000

			Services		
35	NZT148	Feasibility study into the Cruise Liner market	Jersey Tourism and Jersey Harbours	2005	20,000
36	NZT151	Procurement of Electric Chairs for visitors	Shopmobility St Helier Jersey Trust	2005	6,400
37	NZT152	Coastal forts and Fortifications conversion plan – Stage 1	Environment & Public Services, Jersey Heritage Trust & Jersey Tourism	2005	250,000
38	NZT154	Live8	Jersey Community Relations Trust	2005	5,000
39	NZT137	New facilities at Les Landes Race Club	Jersey Race Club	2005	250,000
40	NZT 156	Darts competition equipment	Jersey Darts Association	2005	4,850
41	NZT 157	Tour de Bretagne - Le Ruban Granitier Cycle Race	Education Sport & Culture	2005	35,000
42	NZT 158	Coastal forts and Fortifications conversion plan – Stage 2	Environment & Public Services, Jersey Heritage Trust & Jersey Tourism	2005	340,000
43	NZT 159	Audio guides for visitors to sites	Jersey Heritage Trust	2005	15,000
44	NZT 160	Development of a Business Case for the development of the site	Durrell Wildlife Conservation Trust	2006	30,000
45	NZT 147	Ceiling of lights	Jersey Tourism/POSH/TT&S	2006	10,000
46	NZT 149	Improvements to occupation sites	Channel Islands Occupation Society	2006	31,000
47	NZT 165	Pathways at La Hague Manor	Jersey Tourism	2006	5,000
48	NZT 167	Development of pathways along the South West Coast	Environment Department and Jersey Tourism	2006	6,900
49	NZT 170	Assistance with the development of the Durrell image and brand	Durrell Wildlife Conservation Trust	2006	35,000
50	NZT 178	Imagine Summer HD film	Jersey Tourism	2006	25,000

51	NZT 181	Jersey.com	Jersey Tourism	2007	250,000
52	NZT 183	Interpretive signage	Parish of St Helier/Parish in Bloom/Jersey Tourism	2007	3,000
53	NZT 122	Completion of footpaths in Bouley Bay	Friends of Bouley Bay	2007	10,000
54	NZT 194	The development of a case for tax relief on private sector investments	Economic Development	2007	25,000
55	NZT 180	Feasibility Study into Elizabeth Castle	Jersey Heritage Trust	2007	6,000
56	NZT 184	Preparation of a site for the development of an Indian Forest	The Bosdet Foundation	2007	35,000
57	NZT 185	New routes development	Economic Development/Jersey Tourism	2007	250,000
58	NZT 189	Marketing support for an International Cheese Festival	Royal Jersey Horticultural & Agricultural Society	2007	10,000
59	NZT 194	Feasibility study for the creation of a tax relief scheme for tourism sector developments	Economic Development/Jersey Tourism	2007	25,000
60	NZT 187	Green Tourism Initiatives	Jersey Tourism	2008	26,000
61	NZT 153	Cycle Path from the Airport to Les Quennevais	TTS & Jersey Tourism	2008	135,000
62	NZT 196	Additional marketing support for the Tourism Industry in the wake of the Historic Child Abuse inquiry	Jersey Tourism	2008	250,000
63	NZT 197	Stage for events	Jersey Tourism	2008	26,000
64	NZT 242	Support for the marketing of additional ATP events	JLTA	2008	10,000
65	NZT 244	Procurement of branded pavilions for local events	Jersey Tourism	2008	20,000
66	NZT 246	Marketing support for the 2009 Jersey Boat Show	Jersey Harbours & Jersey Tourism	2008	10,000

	246	Jersey Boat Show	Jersey Tourism		
67	NZT 248	Support for the Tour De Bretagne – Jersey Stage 2010	Jersey Tourism & ESC	2009	€50,000
68	NZT 250	Tourism Industry Marketing	Jersey Tourism on behalf of the Tourism Industry	2009	250,000
69	NZT 247	Branchage Film Festival 2009	Branchage	2009	35,000
70	NZT 149B	Mains Electricity for Channel Islands Occupation sites	Channel Islands Occupation Society	2009	13,000
71	NZT 256	Development Plan for Durrell site	Durrell Wildlife Conservation Trust	2009	100,000
72	NZT 252	International Veterans Fencing Competition	Jersey Fencing Association	2009	1,500
73	NZT 259	Development of Family History tourism	Jersey Heritage Trust	2009	4,500

Table 2 - Projects receiving TDF funding

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The projects in brief

NZT106 & 138 - Art in the Frame – The establishment of The Harbour Gallery in St Aubin

The Harbour Gallery continues to operate successfully. Many exhibitions have been held and classes have been organised for locals and tourists in line with the business plan. The Trust has also obtained additional space in which to expand and this will allow great opportunities to hold exhibitions, workshops and classes.

NZT107 - Jersey Conference Bureau – The commissioning of a Feasibility study to explore the development of a conference and events centre in Jersey.

The feasibility study was carried out by The Tourism Company and the findings were presented in May 2003. This project came in under budget and the report was used by a working group that looked at developing a conference & events centre at Fort Regent.

NZT108 - Jersey Revels – Underwriting June 2004 event

The Panel has now closed the accounts for the Revels celebration and returned £65,000 to the Fund.

NZT109 - Gorey improvements – Feasibility study to look at ways to enhance the Gorey area with particular emphasis on the pier area

Work on this project looked at improvements to the village of Gorey.

NZT110 - Bein'v'nue – Hospitality training programme (managed by the Jersey Hospitality Association)

The three day training programme for employees in the hospitality sector continues to be popular with the industry. The programme is still running albeit with funding from new sources.

NZT111 - Airport Taskforce funding – Subsidies for landing fees and marketing assistance

The £1 million set aside for this project (equal funding from TDF and the Finance and Economics Committee) has been used up. The final portion of the £300,000 set aside for joint marketing campaigns with the airlines was used to help support the 2006 “Spring into Summer” marketing campaign.

NZT112 - Public Services Department – Cycle pathway from the Gun-site Café to La Mielle car park

The Public Services department completed the new cycle path from the Gun-site Café to La Mielle car park and the project has been very well received by the public.

NZT113 - Parish of St Helier – Cycle network

Stage 1 of the project was completed in autumn 2004. Evaluation work was carried out on Stage 2 during 2007 and the results were delivered in early 2008. The project is now closed and the remaining funds have been returned to the Fund.

NZT114 - Genuine Jersey – Procurement of a branded vehicle and promotional stand

The Genuine Jersey Products Association used the funds to procure a branded vehicle and promotion stand. Membership has grown and many local products are carrying the logo. The Association has attracted many new members and is creating a genuine awareness of local produce in the marketplace. In 2009 the vehicle was sold and funds returned to the Fund.

NZT115 - St Aubin's Traders & the Parish of St Brelade – Improvements to St Aubin harbour area

Many improvements to the harbour area have been successfully carried out. In 2007 the Connétable of St Brelade (in association with the local Deputy) started a consultation process with local residents, businesses and other interested parties. This process continued into 2008 and a report was delivered mid year.

NZT116 - Jersey Battle of Flowers Association – The procurement of mobile toilets and crash barriers to satisfy local safety and hygiene regulations

Eight mobile toilets and 200 crash barriers were procured and are stored and maintained by the JBoFA. The association continues to rent out the equipment at commercial rates thereby creating additional revenue for the annual Battle of Flowers event.

NZT119 & 140 - Durrell Wildlife Conservation Trust – The provision of adequate and acceptable public conveniences

This grant has been used in a very creative way and the provision of Public Conveniences at Durrell has been increased and improved.

NZT121/139 National Trust for Jersey – Design Brief and Feasibility study for Greve de Lecq Barracks

The study was completed in summer 2004 and the Trust applied for funding to develop the site. The Trust is now looking at alternate uses for the site and talks are ongoing.

NZT122 - Bouley Bay Enhancement Association - Enhancement of Bouley Bay

The Association has provided safer access to the sea for swimmers, developed an underwater nature trail, landscaped the mound and in general enhanced the area. The project was carried out with the help of the Public Services Department, the Harbours Department, the Men of the Trees Jersey Harbours and the Probation Service.

NZT123 - Jersey Heritage Trust – Interpretative signs on select sites around the Island

The Trust has developed a scheme of [long life] branded interpretative signs placed at strategic sites around the Island.

NZT124 - Marie Antoine Trust – Living with the enemy DVD

The Trust commissioned the making of the DVD Living with the Enemy which recorded Islanders' experiences during the occupation of Jersey during WW2. The DVD was launched on schedule in time for the Liberation 60 celebrations in May 2005.

NZT125 - Pride of Jersey Trust – Design Brief for a Schooner

Work has begun on creating a design brief and already sponsors have come forward with offers of help and support for the project.

NZT126 - Liberation 60 Panel – Liberation 60 celebrations

This grant was divided into two parts - a direct grant of £26,000 to support the celebrations and an underwrite provision of £75,000 to secure events until local sponsors could be found to support them.

NZT127 - TWIGG Trust – Feasibility study into the establishment of an Inspirational Garden attraction and educational centre

The Trust commissioned a study into the feasibility of creating the project in Jersey but the Trust behind the project was disbanded as the project was not considered feasible.

NZT128 - The Band of the Island of Jersey – Procurement of new uniforms

The £ for £ grant enabled the Band of the Island of Jersey to procure new uniforms in time for the Liberation 60 celebrations. The band also plays a leading role in the Battle of Flowers (at no cost to the organisers).

NZT142 - Environment & Public Services (Planning Department) - Herd of Charing Cross Public Art

The series of public arts was hung in Charing Cross for a time and helped brighten up an area of St Helier. Private sector sponsorship was also forthcoming and the screens were very well received by the public.

NZT143 - Jersey Tourism - JerseyLive

JerseyLive 2006 was an even bigger success than the 2005 and 2004 event and promoted Jersey to a younger UK audience. Jersey Tourism and the TDF would like to see this event become an important annual event and is working closely with the organisers to promote the event in the UK.

NZT144 - Jersey Tourism - Under the Greenwood Tree

The Thomas Hardy adaptation was filmed from May to July in Hamptonne and other locations around the Island and went out on national television on Boxing Day 2005. While the novel is set in Dorset, Jersey provided a near perfect location for filming and Jersey of course received full credit for providing the location and some of the funding.

NZT145 – Environment & Public Services - Services to the Five Mile Road

This project extended the present network of essential services such as electricity, mains drains and potable water to the Five Mile Road.

NZT148 – Jersey Tourism & Jersey Harbours - Feasibility study into the Cruise Liner business

Jersey has a small market in the cruise line business but it is felt that the potential is there to grow the market. The growth will probably require investment in the Harbour infrastructure and therefore Jersey Tourism and Jersey Harbours would like to carry out a feasibility study into the potential market and the costs involved in developing a product for that market.

NZT149 – Channel Islands Occupation Society – Development of occupation sites

The Channel Islands Occupation Society will use the funds to open up additional occupation sites to the public. Interpretation panels will also be created.

NZT152 - Jersey Heritage Trust – Coastal Forts & Fortifications – Stage 1

This joint initiative between the Environment & Public Services Committee, Property Services, Jersey Tourism and Jersey Heritage Trust will see some of the Island's Coastal Forts and Fortifications renovated and made more accessible to the public. Most of the properties will be offered as self-catering apartments but some may be used for picnicking, etc.

NZT154 – Jersey Community Relations Trust – Live8

The Community Relations Trust organised a free link up with Live8 organisers from the Peoples Park in St Helier. The event was a great success with local residents and visitors feeling a part of the international event.

NZT156 – Jersey Darts Club - International Darts Competition

The Jersey Darts Club revived the international event in 2006 and they hope to grow the event in the years to come.

NZT157 – Education, Sport & Culture– Le Ruban Granitier – re-named the Tour de Bretagne

The Tour de Bretagne cycle race is a very famous race held in Brittany every year. Jersey was asked to hold the prologue to the event in April 2007. There was considerable French media interest in the event and the event brought many visitors to the Island.

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NZT158 - Jersey Heritage Trust – Coastal Forts & Fortifications – Stage 2

This joint initiative between the Environment & Public Services Committee, Property Services, Jersey Tourism and Jersey Heritage Trust will see more of the Island's Coastal Forts and Fortifications renovated and made more accessible to the public. Most of the properties will be offered as self-catering apartments but some may be used for picnicking, etc.

NZT159 - Jersey Heritage Trust – iPods audio guides for Heritage Sites

This project has now been completed but in a slightly different way to that planned at the time of the request. Instead of provide visitors to five Jersey Heritage Sites with the opportunity to hire iPods with audio tours in English and French visitors can now download the tours onto their own iPods from the Jersey Heritage Trust website. Printed support material has also been developed.

NZT160 – Durrell - Development of a Business Case for the development of the site

Durrell Wildlife Conservation Trust has seen visitor numbers affected over recent years and needs to carry out a feasibility study into its future in Jersey. The Panel recognises that Durrell is an Anchor Attraction in Jersey and hopes that with this help the Trust will be able to develop a plan to enable it to have a bright future.

NZT147 – Jersey Tourism/POSH/TT&S – Procurement of a new ceiling of Lights for King and Queen Street

This joint project between Jersey Tourism, POSH, TT&S, WEB and Jersey Harbours helped provide St Helier with a beautiful joined up approach to Christmas lighting.

NZT165 – Jersey Tourism - Pathways in the grounds of La Hague Manor

This development of pathways for visitors and locals in the grounds of La Hague Manor in St Peters Valley has allowed Jersey Tourism to add another piece to the jigsaw of attractive walks around the Island.

NZT167 – Jersey Tourism/Environment Department - South West Pathways

This joint initiative between Jersey Tourism and the Environment Department has added new pathways along the South West coast to the rich network of walks around the Island.

NZT170 – Durrell - Durrell image and brand development

In an effort to appeal to a wider audience Durrell developed and launched a new brand in 2006.

NZT178 – Jersey Tourism - Imaginary Summer HD film

Jersey Tourism worked with a local film producer in this locally based film. Footage (in HD) will be used by Jersey Tourism.

NZT 180 – Jersey Heritage Trust – Feasibility of Elizabeth Castle

Visitor numbers to Elizabeth Castle have fallen over the years and the Jersey Heritage Trust would like to explore new ways in which the Castle could be used to increase revenue and allow for improvements to be made to the Castle. The report has outlined a number of ways in which the Trust could exploit the facility.

NZT 181 – Jersey Tourism – Jersey.com

Jersey Tourism has commissioned a complete overhaul of the jersey.com website. The new site went live during the first quarter of 2008.

NZT 183 – Parish of St Helier/St Helier Community in Bloom – Interpretive signs

The Parish of St Helier has had considerable success over the years in the Britain in Bloom competition. The St Helier Community in Bloom group would like to enhance the Harve de Pas area with a new planting scheme and would like to interpret the area with some branded signage.

NZT 122 – Friends of Bouley Bay - Completion of pathways in Bouley Bay

This is the final piece of the work carried out by the Friends of Bouley Bay and reopens the coastal pathway going east from the Bay area.

NZT 184 –The Bosdet Foundation - Services for the development of an Indian Forest

The Bosdet Foundation is prepared to allow an Adventure Park to be development in Sleepy Valley. The TDF funds allowed the Foundation to carry out some preparatory work and lay essential services in the valley.

NZT 185 - Economic Development/Jersey Tourism - New Routes Development

Economic Development, in association with Jersey Tourism and Jersey Airport, seek to stimulate new air routes. This fund will allow joint marketing to be carried out with airlines.

NZT 189 – The Royal Jersey Horticulture & Agriculture Society - International Cheese Festival

The RJH&AS held an International Cheese Festival at their grounds in Trinity in May 2008. The festival brought visitors to the Island, helped promote local cheeses and other products and was very good for the image of Jersey.

NZT 194 – Economic Development/Jersey Tourism/Tourism Development Fund – Review of tax incentives for the tourism industry

The Panel was of the belief that by creating a scheme that provides tax incentives to potential developers, new developments will take place in the industry. The report was delivered in 2008 and has been shared with the Treasury.

NZT 187 – Green Tourism Initiatives

Having noted the success of the Green Business Scheme in the UK the Panel agreed to finance the launch of the scheme in Jersey. Many local attractions and hotels have obtained approval and others are working towards the standard.

NZT 153 – Cycle Path from the Airport to Les Quennevais

The final piece of the cycle network linking St Peters with Les Quennevais was completed in 2008. This pathway now provides a safe route for residents (in particular school children) and visitor cyclists to enjoy.

NZT 196 – Additional Marketing support for the Tourism Industry in the wake of the Historic Child Abuse inquiry

From February to April 2008 the National Media carried many stories on the Historic Child Abuse Inquiry and images of Haut de la Garenne. These stories came at a time when Jersey Tourism was advertising in the National Media in order to attract visitors to Jersey. The campaign was withdrawn and when the time was deemed right to go back into the market Jersey Tourism returned with an additional campaign.

NZT 197 – Procurement of a Stage for events

Jersey Tourism helped procure a stage for local events. The stage is broken into different elements and comes with a roof covering. This stage can of course be used by the many event organisers of local events throughout the year.

NZT 242 – Support for the marketing of ATP events

The annual events at Les Ormes have now been upgraded and the Panel felt that with additional marketing the event could attract even more participants and visitors.

NZT 244 – Procurement of branded pavilions for local events

Jersey Tourism helped procure branded pavilions for local events. The pavilions will of course be used by the many event organisers of local events throughout the year.

NZT 246 – Marketing support for the Jersey Boat Show 2009

Building on the success of the 2008 event the Panel felt that with additional off Island marketing the event could attract even more participants and visitors in 2009.

NZT 248 – Support for the Tour de Bretagne – Jersey Stage 2010

Building on the success of the 2006 event, Jersey will hold two stages of the 2010 Tour de Bretagne. Over 100 riders are expected to spend three days in Jersey and the media exposure in the Brittany region will be tremendous.

NZT 250 - Tourism Industry Marketing

With the recession seriously affecting bookings the Panel agreed to allocate funds to Jersey Tourism to spend on additional marketing for the 2009 season.

NZT 247 - Branchage Film Festival

Building on the success of the 2009 event, the Panel provided funding to help market the event in the UK and to help with infrastructure.

NZT 149B - Mains Electricity for CIOS

The CIOS has opened several occupation sites in recent years. This grant allowed the Society to equip some sites with electric lights thus allowing greater flexibility in opening hours.

NZT 256 – Development Plan for Durrell

The DWCT has major plans for the future of the site in Trinity. This £ for £ funding will allow the Trust to develop those plans and help secure funding for the work to be carried out.

NZT 252 – Commonwealth Fencing Competition

Competitors from many countries visited Jersey for the Commonwealth Veterans Tournament. It is hoped that this will help fencing to grow in Jersey and for future competitions to be held here.

NZT 259 – Development of Family History Tourism

With television programmes such as *Who do you think you are?* proving so popular and people showing an interest in discovering their roots JHT would like to attend a conference in the UK with a view to marketing their archive services to interested people.

For further information visit

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