

2.11 Deputy S. Pitman of St. Helier of the Chief Minister regarding the contracting of a U.K. company to produce Jersey Brand logo:

Would the Chief Minister inform Members why a U.K. company and not a local firm was contracted to produce the Jersey Brand logo?

Senator F.H. Walker (The Chief Minister):

The comprehensive process of identifying a brand development agency - and it was, of course, a brand, not just a logo - for Jersey began with the development of a short list of agencies who met the key criteria of having experience, and who would demonstrate its success in international destination branding. This is a very specialist area of expertise and no local agencies with this experience were identified during the short listing process. As the brand progressively develops, however, a considerable amount of work will be given to local companies.

2.11.1 Deputy S. Pitman:

Could the Chief Minister inform Members how many local agencies were invited to tender for the contract?

Senator F.H. Walker:

Not off the top of my head, but I do not believe that, as I have said in the answer, any local agencies met the basic criteria. But I do reiterate, and this has already been shown to be the case, that there will be a considerable amount of work for local companies as the brand develops. If Members care to take a walk down to the Albert Terminal, they will see the first example of extensive use of the brand, all of which was undertaken by a local company.

2.11.2 Senator B.E. Shenton:

Does this not just sum up everything that is wrong with this Government at the moment in as much as we are bringing more and more U.K. consultants that do not really understand Jersey at all?

Senator F.H. Walker:

I think that was a cheap shot and it is entirely wrong.

2.11.3 Deputy J.A. Martin:

I do not expect the Minister to be able to supply these figures today, but having now attended the logo presentation and been assured many times that the £250,000 was spent more on just the flying "J"... the logo - flying something, Sir. Could the Minister undertake to give us a breakdown exactly how much time this company has spent with local people, and a breakdown of this £250,000, because we keep being told it is more than just the brand. I have now seen the presentation, Sir, but I really would like to see the breakdown in figures on paper.

Senator F.H. Walker:

Yes, Sir, that, of course, is no problem at all. The breakdown was included in the presentation and I will pass on a copy to the Deputy.