

Rural Economy Strategy

Measures of Progress

Summary interim report for the Rural Economy Strategy Scrutiny Sub-Panel

May 2010

Introduction

The Rural Economy Strategy (RES) sets out a number of measures to promote positive growth in the rural economy, by encouraging diversification and entrepreneurial activity. This is important, as a successful working countryside is a key asset for Jersey, which delivers significant economic and environmental outputs.

The strategy delivered a change of emphasis in public support, helping to drive growth and diversification through the Rural Initiative Scheme and also addressing market failure, by promoting significant environmental improvements via the Countryside Renewal Scheme (CRS) and ensuring protection for the most significant areas of the rural landscape.

Rural businesses have reacted positively, with good uptake for the CRS and with growth in the sector being recorded each year since 2006, the first full year of changes in the relationship between the government and the rural sector, as set out in the current RES 2006-2010.

The impact and effectiveness of the RES is regularly monitored against six success indicators, using a range of measures as set out below. In 2009, a full review was undertaken by an inter-department review group, involving meetings with and contributions from key stakeholders, leading to a public consultation on the key issues and options for the period beyond 2010.

Note this is an interim report, less than half way through the final year of the current strategy, with certain elements of the strategy being ongoing. A further final analysis of the contribution of the RES to the rural economy will be undertaken in 2011.

Summary of measures

The Rural economic Strategy will	Success Indicator	Measure	Measured by
Implement an economic development policy to encourage economic growth	Sustainable economic growth in the rural economy.	• Gross Value Added sector analysis	Statistics Unit, Jersey in Figures.
		• Tax revenue for sector	Tax office, tax returns.
		• Business registrations	Statistics Unit, Jersey in Figures.
		• Financial data from rural sectors	Single Area Payment (SAP) requirement.
Explore and promote new opportunities for the rural economy.	Withdrawal of production-led subsidies for agriculture	• Year on year reduction of production based subsidies from 2006. • Total withdrawal of production led subsidies by 2010.	Crop support payments were stopped in 2005, with the introduction of the area based Single Area Payment.

	A wider range of rural enterprises	<ul style="list-style-type: none"> Land use survey Gross incomes/ imports/exports Market survey Statistics Number of Smallholders 	<p>Land Controls section of the Environment Department are in the process of compiling a data base on agricultural conditions (60% complete) and putting together a proposal for a land classification system. SAP requirement.</p> <p>Genuine Jersey brand awareness survey 2005 and 2008.</p> <p>Produced annually.</p> <p>Land Controls Annual report.</p>
	Improved productivity and efficiency	<ul style="list-style-type: none"> GVA per employee Skills audit (TEP) e.g. NPTC registration 	<p>Statistics Unit, Jersey in Figures.</p> <p>On going in 2010, including Diffuse Pollution Pilot Project and associated Training Needs Assessment.</p>
Protect and promote Jersey's environment as one of its most important assets	Development of environmental Improvement and rural enterprise initiatives	<ul style="list-style-type: none"> Increased land area covered by environmental initiatives. Increased compliance with Codes of Good Agricultural practice measured by: 	Countryside Renewal Scheme data
		<ul style="list-style-type: none"> Increased number of approved Crop Protection Management Plans. 	Achieved. Ongoing.
		<ul style="list-style-type: none"> Increased number of approved Farm Manure and Waste Management Plans. 	Achieved. Ongoing.
	Diversified land-use which ensures protection of green-land	<ul style="list-style-type: none"> Land use survey Species survey Habitat survey 	<p>Ongoing. See above</p> <p>Environment Department.</p> <p>Environment Department.</p>
	Increased public access to the countryside	<ul style="list-style-type: none"> Footpath length Bridle path length Cycle path length 	<p>Environment Department.</p> <p>Environment Department.</p> <p>Environment Department.</p>

1. Sustainable economic growth in the rural economy.

Gross Value Added sector analysis – Increasing trend

GVA (£M)*	2005	2006	2007 (r)	2008 (p)
GVA constant 2003 prices	44	46	47	48
% Increase on previous year	3	4	3	2

* Jersey in Figures 2009

r = revised by Statistics Unit, p = provisional

Tax revenue for sector – Increasing trend

Tax Payable by Agriculture & Horticulture Industries.						
2008 year of assessment		coys	B	D	E	Total
11	FARMING IN JERSEY	1,239,060	1,223,345	396,325	367,690	3,226,420
12	NURSERIES	847,412	181	9,556		857,149
19	OTHER AGRICULT. & HORTICULT.	896,360	27,039	27,074	86,695	1,037,168
1	AGRICULTURE & HORTICULTURE	2,982,831	1,250,565	432,955	454,386	5,120,736
2007 year of assessment						
11	FARMING IN JERSEY	1,203,950	1,146,537	366,485	363,349	3,080,321
12	NURSERIES	712,313	1,877	15,297		729,487
19	OTHER AGRICULT. & HORTICULT.	392,985	21,560	20,903	66,007	501,455
1	AGRICULTURE & HORTICULTURE	2,309,248	1,169,974	402,685	429,357	4,311,264
2006 year of assessment						
11	FARMING IN JERSEY	760,805	969,679	370,703	325,371	2,426,558
12	NURSERIES	1,013,223		8,436		1,021,659
19	OTHER AGRICULT. & HORTICULT.	328,034	21,745	32,991	55,580	438,350
1	AGRICULTURE & HORTICULTURE	2,102,063	991,424	412,130	380,951	3,886,568
<p>B = Farmers D = Self Employed E = Normally employed but in this context can be directors, retired farmers, partners etc.</p>						

Business registrations – Awaiting figures from the Population Office

Financial data from rural sectors – Increasing profitability

Single Area Payment Financial Totals(£)	2005	2006	2007	2008
Income				
Exports	34,304,550	36,464,655	34,271,962	28,373,572
Local Sales	19,332,746	20,782,902	23,453,080	20,813,495
Total Sales	53,637,296	57,247,557	57,725,042	49,187,067

Expenditure				
Variable Costs	23,338,571	24,122,469	17,369,138	13,651,826
Fixed Costs	24,288,594	26,518,196	33,704,081	26,257,516
Total costs	47,627,165	50,640,665	51,073,219	39,909,342
Profit	6,010,131	6,606,891	6,651,823	9,277,725

* Single Area Payment returns

2. Withdrawal of production-led subsidies for agriculture

Year on year reduction of production based subsidies from 2006. Total withdrawal of production led subsidies by 2010 – Achieved.

Specific crop production support payments removed from outset of 2005 Rural Economic Strategy.

3. A wider range of rural enterprises

Land use survey - Ongoing

The Land Controls section of the Environment Department are in the process of compiling a data base on agricultural conditions (60% complete) and putting together a proposal for land classification. This process began in early 2009, with data input into a GIS map layer that, once completed, will allow the department to more accurately show agricultural conditions imposed on fields and the areas involved. This project should be completed before the end of 2010.

The GIS layer shows current conditions imposed on fields by the Agricultural Land (Control of Sales and Leases)(Jersey) Law 1974 since its start, and fields that have no conditions. This tied in with single area payment applications and agricultural statistics should allow officers to assess land usage with far more accuracy.

With this new layer officers will be able to show each category of agricultural condition, the land areas involved, accurate measurements on these areas and % of total agricultural land usage. Current map and key forwarded as a pdf supplement.

As well as giving officers a better understanding of agricultural land usage it will be possible to load this information onto laptops to allow us the ability to take it out into the field for compliance checking purposes and immediately assess conditions on protected land.

Gross incomes/imports/exports

See 1 above for incomes/exports. No information currently available from customs re imports.

Market survey – Achieved.

The Genuine Jersey Products Association was formed in 2001 to raise awareness of the high-quality goods being produced in the Island. The aim was to help shoppers make an informed choice and boost the sales of local products. It currently has 80 members, ranging from growers and farmers to companies that produce stonework, silverware, furniture, wine, milk, pottery and jewellery.

It continues to attract a diversity of new members which have to meet the criteria of supplying products that are 'genuinely Jersey'. The Association provides members with marketing and commercial benefits through raising awareness of local traditions and fostering a sense of community pride.

The distinctive Genuine Jersey brand and logo are now well-established, with members of the Association being permitted to display the logo on their products or within their retail outlets. Although the Association has achieved many successes, Genuine Jersey, as with any brand, needs to evolve to continue to appeal to a wide audience; consumers (residents and visitors), restaurants, retailers and other local stakeholders.

In order to evolve in such a way that takes into account the purchasing behaviour and perceptions of its target audiences, research was required to further understand the role and benefits of the brand, how it fitted within the broader 'Jersey brand' and how it could tap into the consumer mindset.

A previous brand awareness survey was undertaken by First Research in autumn 2005, with the self-completed questionnaires being distributed via various local retail outlets affiliated to the Association. Apart from tracking changes since then, the 2008 Survey has provided additional information to help evolve the brand, whilst at the same time setting new benchmarks against which the impact of any changes to the brand or further marketing efforts can be tracked over time.

The main objectives of the Survey were to help with future business planning by specifically examining:

- Brand awareness and recall across target audiences.
- Beliefs and opinions of the various target audiences relating to Genuine Jersey products and brand.
- Factors influencing purchasing decisions.
- The impact of marketing initiatives year on year
- Opinions relating to the benefits and impact of being a Genuine Jersey member.

Statistics

Agricultural statistics report compiled annually.

Number of Smallholders – Numbers are increasing year on year.

	2006	2007	2008	2009
Provisionally approved new smallholders*	9	1	2	7

4. Improved productivity and efficiency

GVA per employee – Increasing trend.

GVA (£M)*	2005	2006	2007	2008
GVA per employee (£'000)	27	28	28	30

* Jersey in Figures 2009

Skills Audit – Ongoing.

As part of the Diffuse Pollution Pilot Project, the Environment Department are looking at trialling a Training Needs Assessment approach on a 'working group' of farmers participating in the pilot. This will allow officers to assess current levels of knowledge and practice in relation to nutrient and soil management, and identify skills gaps.

Participants will be invited to contribute at all of the different stages of the process so that hopefully, the output is seen to be as inclusive and relevant as possible. It is anticipated that if successful, this approach to TNAs will be rolled out to a larger group of farmers, in particular those applying for grants and subsidies in the future.

5. Development of environmental Improvement and rural enterprise initiatives

Increased land area covered by environmental initiatives – Increasing trend.

The Countryside Renewal Scheme (CRS) was set up through the RES in 2005 to provide funding for farmers, landowners and managers who voluntarily undertake projects that provide environmental enhancement on the Island, which would otherwise not be undertaken.

This includes a range of wildlife habitat creation options (e.g. heathland creation, hedge planting, the provision of pollen and nectar sources on farms), as well as funding to help with the cost of slurry stores on dairy farms to allow farmers to spread slurry at a time of year that is least likely to result in diffuse nitrate pollution and most likely to be taken up by crops. In addition options exist for energy audits and energy efficiency projects as well as for woodland maintenance, organic farming and public access provision. In total, 238 applications for the CRS have been approved 2005 – 2009. .

Increased compliance with Codes of Good Agricultural practice measured by:

A) Increased number of approved Crop Protection Management Plans.

One requested. One achieved.

B) Increased number of approved Farm Manure and Waste Management Plans.

100% of businesses in receipt of the SAP have and approved Farm Manure and Waste Management Plan.

In addition, a new Water Code was adopted by the States in 2009 following detailed negotiation with the agricultural industry.

6. Diversified land-use which ensures protection of green-land

Land use survey
See above

Species Surveys - Ongoing

The Environment Department conducts surveys of animal communities as part of its Integrated Monitoring Programme. The following projects, as outlined in the 'The State of Jersey - a report on the condition of Jersey's environment' (January 2005), are carried out to monitor the status, distribution, abundance and changes over time of key groups of species across a variety of habitats, including farmland, Island wide. These key indicator projects include;

- Jersey Butterfly Monitoring Scheme (JBMS)
- Farmland Bird Survey
- Breeding Bird Survey
- Bird Atlas 2007-2011
- Bat Monitoring Programme
- National Amphibian and Reptile Recording Scheme (NARRS)

The Environment department is committed to reporting back on these projects in 2011, as part of the review of The State of Jersey report.

Habitat Surveys - Ongoing

In 2008/2009 seven Sites of Special Ecological Interest were surveyed to measure the percentage of these sites in favourable condition. Objectives, including desired condition and extent were prepared for each key habitat (e.g. Wet meadow, broad leaved woodland, acidic dune grassland etc.) and each site was surveyed against these objectives in order to establish the current ecological condition of each habitat.

The results of these surveys provide baseline data which indicates that 56% of the Sites of Special Ecological Interest in Jersey (which, in extent cover 348 hectares) are in a favourable conservation condition. Each site will be monitored every five years to understand the trends and the beneficial effects of site management regimes which are in place.

7. Increased public access to the countryside

The Environment Department are responsible for the provision of access to the countryside for the public and for the ongoing maintenance of pathways and their

infrastructure. In total, the Department manages 70 km of pedestrian access/ footpaths, 9.4 km of bridle path and a short stretch of cycle track at La Pulente, St Ouen's Bay.

There are three categories of access ways discussed below; footpaths, bridle paths, and cycle paths. Footpaths are the cheapest form of access provision, followed by bridle paths and then by cycle tracks. This access provision requires the maintenance of the tracks and over 5,000 items of infrastructure, such as bridges, steps etc. in addition to 15 car parks and their associated access tracks and roads.

Footpath length – Increased provision

A total of 75.1 kilometres of public footpath are maintained by the Environment Department (ED). Most of these are located on public land but some (including the north coast footpath) are on private land. In addition, since 2005, approximately 6 km of footpath have been designed by the ED and constructed with funds from the Countryside Renewal Scheme. These nine separate routes are located so that they link with existing paths and Green Lanes.

List of footpaths maintained by the Environment Department 2009

Site	Area	Path Length kilometres
North Coast	Rozel – Les Landes	21.1
East Coast	Archirondel – St Catherine's	1.8
South west coast	La Pulente – St Aubin	10.3
West coast	La Pulente – L'Etacq	6.6
Noirmont	Noirmont SSI	6.2
Les Landes	Les Landes SSI	4.7
Les Creux	Les Creux Millennium Park	4.3
Les Mielles	La Mielle De Morville	6.8
St Peters Valley	Throughout valley	1.8
La Lande De l'Ouest	La Lande De l'Ouest SSI	3.6
Ouaisne + Portelet	Ouaisne + Portelet SSI	4.7
St Catherine's	St Catherine's SSI	1.7
Other footpaths	Various site footpath networks	12

Bridle path length – Increased provision

The Environment Department maintain a total of 9.4 kilometres of bridle path in Jersey. Most of these are to be found in the south west of the Island, although, in 2009 a new 504m section was opened at Jardin D'Olivet on the north coast. This new section will compliment existing sections on the north coast at Les Landes, Devil's Hole and Crabbè.

List of bridle paths maintained by the Environment Department 2009

Site	Area	Path Length metres
North Coast	Jardin d'Olivet	504
North Coast	Devil's Hole to Crabbe	1455
Les Landes SSI	L'Etacq to Grosnez	1599
Les Mielles backpaths	Grantez to Chemin du Moulin	803
Les Mielles backpaths	Ville au Bas to chemin de Moulin	700
Les Mielles	Bordering Chemin De Moulin	91
Les Mielles	Chemin De Moulin to La Grande Route Des Mielles	440
Les Mielles	Links the above to beach	218
Noirmont SSI	Loop around northern end of site	1221
Blanches Banques SSI	Mont a la Brune to La Pulente	2391

Cycle path length – No change

There is just one section of cycle way which is maintained by the Environment Department. This section is to the south of St Ouen's Bay and links La Pulente with Petit Port (measuring 776 metres), thereby saving an extended trip past La Moye.

EMRE
May 2010