

# **STATES OF JERSEY**



## **COMMISSION AMICALE: REPORT FOR 2002**

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**Presented to the States on 22nd April 2003  
by the Commission Amicale**

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**STATES GREFFE**

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### Members of the Jersey delegation to the Commission Amicale

The Bailiff of Jersey

Senator P.F. Horsfall, O.B.E.

Senator J.A. Le Maistre

Connétable H.G. Coutanche of St. Lawrence

Connétable A.S. Crowcroft of St. Helier

Deputy M.E. Vibert

Deputy R.C. Hacquoil

Deputy K.W. Syvret

Deputy J-A. Bridge

Co-opted member – Mr. M. Liston, Jersey Electricity Company Limited

## 1. Background

The Commission Amicale was formed in 1995 and comprises elected members of the States of Jersey and the Conseil Régional de Basse-Normandie and the Conseil Général de la Manche. The Conseil Régional and the Conseil Général opened an office, the Maison de Normandie et de la Manche, in Halkett Place, St. Helier in 1996 and a Jersey office in Basse-Normandie was opened on 15th July 1998.

## 2. Key Objectives

- To foster, develop and support commercial, tourism, educational, agricultural, cultural and sporting links with our French neighbours;
- To maintain, monitor and improve the work of the Maison de Jersey in order to provide advice and information about the Island and to encourage the development of links between the Island and France and monitor its contribution and effectiveness.

## 3. Membership

The Jersey delegation's broad membership ensures that as wide a spread as possible of mutual interests between the communities of Jersey and Lower Normandy is represented. The interests of the following Committees (as they existed in 2002) ensured a wide and full representation throughout 2002 – Policy and Resources, Finance and Economics, Industries, Planning and Environment, Public Services, Agriculture and Fisheries, Tourism, Housing, Sport, Leisure and Recreation, Home Affairs, Education and Legislation Committees together with the Committee for Postal Administration, the Jersey Transport Authority and the Comité des Connétables.

## 4. Visit of the Conseil Général de la Manche, St. Lô

On 28th and 29th June 2002, Jersey welcomed a delegation of 20 members of the Conseil Général de la Manche, led by Monsieur le Sénateur Le Grand, Président du Conseil Général de la Manche.

During the course of the meeting which was held in the States Chamber, the delegation received a presentation by Senator P.F. Horsfall, O.B.E., President of the Policy and Resources Committee, regarding the economy of Jersey, the rigorous regulation of the finance industry and the proposed changes to the Machinery of Government. Further presentations were given by Senator J.A. Le Maistre, Connétables K.P. Vibert and A.S. Crowcroft and Deputies R.C. Hacquoil and P.F.C. Ozouf regarding tourism, developments between France and Jersey, education, sport and leisure initiatives, environmental issues, the new Island Plan, trade links and business developments respectively.

Focus groups subsequently debated issues appertaining to Industries, Environment and Agriculture, Public Services, Transport and Tourism, Education, Sport, Leisure and Culture.

## 5. Maison de Jersey

### Overview

The Jersey delegation of the Commission Amicale has fulfilled its original aims and objectives through the active involvement of the Maison de Jersey in Caen, which has become a well-known office in the region and beyond. Involvement by the Executive Officer of the Maison de Jersey in the support of projects since the opening of the office on 15th July 1998 has increased and led to a considerable number of links being established in many areas of activity between our two communities.

The objectives achieved by the Maison de Jersey throughout 2002 are detailed below alphabetically. All names or company names mentioned in this report have the full permission of the respective parties.

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## **Contacts with Local Government, Conseil Régional and Conseils Généraux of Lower Normandy**

The profile of La Maison de Jersey is being continuously maintained and widened by the attendance of the Executive Officer at numerous functions. A variety of contacts are made at such events, with valuable partnerships being established and projects being considered which can, and often do, lead to the development of greater links between France and the Island.

### **Objectives achieved:**

#### City of Caen:

- Established links with the Caen City Council; demonstrated willingness to develop relationship with Caen City Council.
- Communicated frequently with La Mairie –
  - ◆ Worked together with La Mairie to invite Jersey musicians, athletes, and artists to come to Caen.
  - ◆ Represented Jersey at functions organized by La Mairie.
  - ◆ Translated and interpreted for La Mairie. The executive Officer undertook to do this in his free time and in order to develop the relationship of reciprocity with the City of Caen.
  - ◆ Supplied information about Jersey to City Hall Press Officer.
- Formed a working group combining officials of Caen International Relations Department and La Maison de Jersey.
- Determined and Planned future joint ventures.
- Raised the profile of La Maison de Jersey in Caen.
- Stimulated interest in Jersey by media coverage in Caen newspapers.
- Improved relations with media representatives.

#### Conseil Général de la Manche:

- Reinforced good relations with executive officers in the Conseil Général.
- Assisted Conseil Général in the organization of their visit to Jersey, 28th and 29th June.
- Supported the Conseil Général during their stay in Jersey.
- Interpreted and translated for Jersey and French politicians throughout their stay in the Island.
- Established connections with and aided executive officers on variety of matters including the J.E.C. interconnexion, maritime and air links.
- Supported Deputy Cousin and executive officers during their visit to Jersey, 5th August.
- Gave practical assistance to Deputy Cousin, President of the Groupe d'Etudes pour les Iles Anglo-

Normandes, in his projects to develop cultural and economic relations with the Island.

Conseil Régional de Basse-Normandie:

- Maintained our good relationship with the President of Le Conseil Général du Calvados.
- Liaised with elected representatives in the Conseil.
- Further developed the close relationships with officials of the Conseil.
- Assisted the Press Officer, Emmanuelle Tirilly, with linguistic matters.
- Translated and proof read Conseil publications in order to develop the relationship of reciprocity with the Conseil Régional.
- Supported Le Conseil Régional in the preparation of the 2004 commemoration.
- Represented Jersey at events and receptions organised by the Conseil Régional de Basse-Normandie.

Conseil Général du Calvados:

- Maintained our good relations with the Président and Vice-Président.
- Prepared a report on provision of social services offered by the Conseil Général. This work was undertaken at the request of Jeremy Harris (Review of the Machinery of Government) August – September.
- Submitted a report to the team working on the Island Plan.
- Worked closely with councillors on projects involving their own particular Canton (Port en Bessin, Longues sur mer, Bayeux). Schools in their Canton were producing work on Jersey related topics. This work will be exhibited in Caen, April 2003. These schools will visit Jersey in the summer term 2003. In France, local councillors have special responsibilities for schools in their Canton.

**Culture**

Jersey Heritage Trust: Jersey Museum:

Mr. Doug Ford, Mr. Jon Carter and Mr. Wayne Audrain came to Normandy in May to explore the possibility of developing projects with historians, the University of Caen and A.R.D.I. (Photographic Historical Society). La Maison de Jersey arranged meetings with the Director of Les Archives du Calvados, the Director of Le Musée de Normandie, Madame Bougy, and Monsieur Boissel of Caen University.

The Executive Officer interpreted during the meetings on 15th and 16th of May.

Jersey Museum – Musée de Normandie:

Mr. Doug Ford, Jersey Museum, visited Caen on October 28th, and 29th to meet the Director, Jean-Yves MARIN, and Curator (Jean-Marie Levesque) of Le Musée de Normandie. Future projects were evoked and both parties were anxious to strengthen links and to collaborate in preparing for the 1204 commemoration. Mr. Ford will again visit Caen in December.

### **Objectives achieved:**

- Organised exhibitions of paintings by Jersey artists and photographers in France –
  - ◆ Exhibition in Port Bail from 13th to 20th September. Artists from Art in the Frame, and Wayne Audrain.
  - ◆ Exhibition of Jersey photographer, Mr. Ronnie Weiss, from 22nd November to 25th January 2003 in the BNP, Place de la République (Caen).
- Promoted and assisted in organising concerts and tours by groups of Jersey musicians in France; provided linguistic skills and logistical assistance –
  - ◆ Jersey Intermediate Wind Band for “Fete de la Musique”, 21st June, Port Bail.
  - ◆ Jersey Intermediate Wind Band at Le Château de Bricquebec, 22nd June.
  - ◆ Band of the Island of Jersey, “Bastille Day”, Port Bail, 13th to 15th July.
  - ◆ Jersey Caledonian Pipe Band, “Bastille Day”, 13th to 15th July, Port Bail and Carteret.
- Identified opportunities in France where a Jersey presence could prove to be mutually beneficial – festivals, fairs, and similar events –
  - ◆ Exhibition: “Victor Hugo in Jersey”, Library of Caen, Bretteville sur Odon (near Caen), from May to June.
  - ◆ Conference: “Victor Hugo in Jersey”, Coutances, 28th September.
  - ◆ Exhibition: “Jersey History through Its Coins”, BNP Bank, Caen, 22nd November to 25th January 2003.
  - ◆ Informational Booth: “Jersey”, Christmas Market, Coutances, 8th to 15th December.

<b>Education</b>
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La Maison de Jersey was extremely active throughout 2002, in helping Jersey Schools to organise visits to France. The help offered by La Maison de Jersey is varied in nature; we support schools in booking transport, proposing and arranging visits, negotiating prices (most often with surprisingly positive results!), supporting groups and availing groups and students of our linguistic skills. The latter service was particularly appreciated when one young lady had an asthma attack and required medical attention, (Portbail) 22nd June.

### **Objectives achieved:**

- Successfully arranged a number of Jersey school visits to France –
  - ◆ De La Salle visit to Paris, 20th March to 24th March.
  - ◆ St. Peter's School's visit to Château du Tertre, Ste. Mère Eglise, Bayeux, 10th June to 12th June.
  - ◆ St. Martin's School's visit to Brittany, 17th June to 21st June.

- ◆ St. Luk's School's visit to Bayeux, Mont St. Michel, Arromanches, 23rd September to 27th September.
- Prepared above visits in conjunction with Education Safety Officer.
- Co-ordinated St. Luk's School's visit and supported them during their stay in France.
- Assisted in the training and preparation of the French assistants taking up appointments in Island schools, September 2002 to July 2003.
- Co-ordinated the tour of the Jersey Intermediate Wind Band to Bricquebec, Cherbourg and Port Bail on 21st, 22nd and 23rd June. The tour coincided with the "Fête de la Musique," an all-day musical event which takes place indoors and out in the streets, parks, and establishments throughout France. The young Jersey musicians were guests of honour at festivities in Bricquebec and in Port-Bail. A total of 67 musicians were involved, and all were delighted with the success of the visit.

### Employment

France has a large pool of skilled labour, which can provide quality workmanship and expertise in a variety of trades and professions in the Island.

#### **Objectives achieved:**

- Worked closely with Vedior Bis and Port Bail International, both of whom find work for French nationals in Jersey.
- Responded to enquiries from the French public about employment opportunities in the Island.
- Responded to enquiries from the French public about accommodation availability in Jersey.
- Assisted and supported workers seeking accommodation in Jersey.

### Health Care

La Maison de Jersey continued to assist to enable patients to be treated in the future at hospitals in Caen, Cherbourg and Avranches. La Maison de Jersey organised a meeting between representatives from Jersey Hospital and the management team at the Clinic Saint-Martin (Caen) which, for the third consecutive year, was acknowledged as France's leading clinic. The Jersey delegation visited the clinic and together with representatives from the clinic discussed the possibility of patients from Jersey being treated in Caen.

#### **Objectives achieved:**

- Arranged and attended meetings with French hospitals in consultation with representatives from the General Hospital.
- Supported representatives from Jersey Hospital during a visit to a hospital in Caen, 4th January.
- Following an exercise in November, a sub-group of the Major Incidents Committee contacted the Maison de Jersey and asked for our assistance. La Maison de Jersey began a process whereby an agreement might be reached between the Major Incidents Committee and the French pre-hospital medical response organisation S.A.M.U. La Maison de Jersey held meetings with representatives

of S.A.M.U. and in December the matter was referred to the Ministère de la Défense for their consideration.

- Developed links with French medical authorities in Caen, Cherbourg and Avranches.
- Provided information to Jersey Hospital about the French health care system and of centres of excellence.
  - ◆ Clinique Saint Martin (Caen)
  - ◆ Polyclinique du Cotentin (Cherbourg)
  - ◆ CHU, Caen
  - ◆ SAMU

#### **Housing Department: Public Works: Building Inspectors**

In the Jersey Evening Post of April 25th 2002, the Housing Committee President, Deputy Terry Le Main, stated, “We’ve got major construction jobs coming up [...] We need to make sure that we are getting value for money”. Building costs in France are much lower than those in Jersey. High quality workmanship is guaranteed by the French Federation of Builders (F.F.B.) and building practice is rigorously controlled by Government regulations. French building contractors might well provide that value for money.

#### **Objectives achieved:**

- Found French building contractors capable of meeting the requirements outlined by the Housing Department.
- Researched the commercial history of these companies.
- Arranged a visit in Caen for representatives of Jersey Housing Department, the Housing Task Force and building professionals, 29th and 30th April.
- Arranged visit to Jersey by contractors interested in tendering for contracts, 23rd June.
- Led representatives of all five contractors to Jersey. Provided linguistic skills at meetings and assisted throughout their stay in Jersey.
- Subsequently acted as a liaison officer between Jersey Housing Department and the French contractors, April 2002 to the present.
- Advised the French contractors Quille regarding practical aspects of its tender application.

#### **Media + Website**

French perception of Jersey is often negative and ill-informed. We wish to alter that perception by generating positive media coverage of Franco-Jersey cultural, sporting, commercial, educational and, political co-operation.

#### **Objectives achieved:**

- Worked to ensure media coverage of Jersey related stories in 20 Press articles during the year in a range of newspapers: Ouest-France, La Manche Libre, Liberté, La Presse de la Manche, Les

## Echos.

- Gave interviews to Radio Bleu, Normandie F.M. and BBC Radio Jersey.
- Created a website with comprehensive links which greets and offers its visitors excellent and up-to-date information both about La Maison de Jersey and about the Island of Jersey.

## **Sport**

There has been a marked increase in sporting links between Jersey and France as a result of the activity of La Maison de Jersey working together with Mr. Derek De La Haye of Sport and Leisure. This is in response to and reflects the importance attached by clubs and organizations in developing opportunities for sporting clubs and associations to access facilities in both the Island and France.

### **Objectives achieved:**

#### Athletics:

- Planned and arranged meetings between Jersey athletes and their French counterparts. Mr. Andrew Winnie, Athletics Development Officer, visited Caen between 7th and 9th of March. He was accompanied by three members of the Athletic Club, and together they met with Caen Athletic Club and Mondeville Athletic Club, as well as representatives of clubs and leagues from throughout Normandy and further afield.
- Assisted Jersey athletes during their visit to Caen, to meet Caen Athletic Club and Mondeville Athletic Club, from 29th to 31st January, and 6th to 7th December.
- Assisted with the arrangements which enabled Jersey athletes to represent the Island at a regional championship meeting.
- Supported the athletes and their coaches at the meeting, Mondeville, 6th and 7th December.

#### Football:

- On 7th and 8th May, First Tower United (under 14) participated in a football tournament in Mondeville.
- The Executive Officer assisted in the organisation of this trip in conjunction with Simon Lester (F.T.F.C.). The Jersey boys were guests of honour, which resulted in a number of articles in the local and regional press. Simon Lester said that the young players enjoyed their trip immensely and that First Tower Football Club would again play in the tournament in 2003.
- Supported the football team during their stay in Mondeville.
- Engaged in negotiations with French Football Association on behalf of Jersey Football Association.
- Jersey's Under 18 football squad visited Caen in November. The Constable of St. Mary, Mr. Ke Le Brun accompanied the footballers. The Jersey sportsmen were most impressed by the facilities in Caen and the reception they were given.

#### Swimming: The Tigers:

- Assisted the Tigers in Caen for their training in the swimming pool of Caen, 25th to 31st July. A

strong relationship now exists between the Caen swimming-club and Jersey Tigers.

- The Tigers Swimming Club again used Caen as their training camp in preparation for the National Age Group Championship, Sheffield August 5th–12th. The Jersey athletes stayed at the University and swam at the Municipal pool in Caen, which has a 50 metre pool and allows the Tigers to train in competition-like conditions. On their rest days, La Maison de Jersey arranged activity-oriented outings in the Orne valley.

## Tourism

Visits to La Maison de Jersey and Tourism related enquiries have increased by 104% during 2002. La Maison de Jersey was present at Tourism's launch in Paris of the Hugo bicentenary celebrations and the Chargé de Mission made a number of very useful contacts who have proved of assistance to the Maison de Jersey.

### Objectives achieved:

- Informed potential visitors of Jersey's many attractions.
- Provided a comprehensive range of constantly updated tourist brochures.
- Developed the tourist information available on our website:  
<http://perso.wanadoo.fr/jersey.maisondejersey>  
New address as of April: [www.Maisondejersey.com](http://www.Maisondejersey.com)
- Represented Jersey Tourism at Port Bail Festival on 14th July.
- Assisted the twinned towns in France in promoting Jersey as a holiday destination –
  - ♦ Coutances Christmas Fair from 8th December to 15th December. La Maison de Jersey organized a conference on Hugo's exile on the Island and his passion for photography, the artistic innovation of that period. An enthusiastic public received the "Victor Hugo à Jersey" booklets and other publicity materials.
- Supplied tourist offices and French travel agencies with brochures and publicity materials –
  - ♦ Met the directors of tourist offices in Caen, Bayeux, Coutances, Avranches, Port Bail, and Carteret and sought their assistance in promoting Jersey.
  - ♦ Summer shop window promoting "Jersey" from July to September 2002, Caen Centre, "Galeries Lafayette".
  - ♦ Shop window promoting "Jersey" from September to October 2002, Falaise travel agency, "Drakkar Evasion".
  - ♦ "Jersey Section" in the Tourist Office of Caen.
  - ♦ Furnished materials to the municipal tourist offices of Caen, Bayeux, Courseulles, Falaise, Ouistreham, Granville, Port Bail, Coutances, Avranches.
- Promoted Jersey through newspapers articles –
  - ♦ 20 Press articles published during the year (Ouest-France, La Manche Libre, Liberté, La Presse de la Manche, Les Echos).

- Gave presentations to following groups –
- ◆ French Association of Commercial Managers, 16th December 2002.
- ◆ Numismatic Group, 5th February 2003.
- ◆ Conference of Victor Hugo, 28th September, Coutances.

<b>Trade</b>
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La Maison de Jersey had several meetings with French customs to clarify procedures and regulations governing the importation and exportation of goods and foodstuffs between France and Jersey. The information obtained at these meetings was then communicated to National Trust for Jersey, Jersey Oyster Company, Bluechip, J.F.T.U and Aubert Labansat (Restoration of historic buildings) who had requested the help of La Maison de Jersey in this matter.

WORMS Maritime Service: Pierre-Yves Laplume

At the request of a number of Jersey businessmen, the Chargé de Mission met the Director of a freight shipping company in Cherbourg. Mr. Laplume outlined the extensive services that his company could provide. This information was passed on to the interested parties including the Chamber of Commerce.

**Objectives achieved:**

- Assisted the J.E.C. in their dealings with French political and administrative bodies.
- Provided assistance to effect the signing of a permit to operate the Interconnexion between Jersey and France (Concession d'endiguage J.E.C. Fibre Optic Cables).
- Supported Jersey businessmen on their business visits to France: Blue Chip, J.F.T.U., Luce Farm, Purple Tree Ltd.
- Bluechip ( Building Contractors, Jersey).  
The Executive Officer accompanied James Gales, Managing Director of Bluechip, to a number of business meetings in La Manche ( SARL Aubert Labansat, Périers and SARL Thorré ,Glatigny).
- Jersey Oyster Company Limited  
La Maison de Jersey met the directors of Jersey Oyster Company Limited and helped them to identify outlets for their products in France. We introduced the directors to potential French business partners, ( SARL Habert Pierrette, Mondeville) 20th – 21st March.
- Jersey Oyster Company Limited (mussels, oysters)  
La Maison de Jersey was delighted to learn that this Jersey company, with whom we have been working during the year signed a major contract with the Casino supermarket chain.
- Purple Tree Ltd.  
Supported the Managing Director during meetings with potential business partners in France (SARL. Gringore Transport: Caen airport director M. Thiew).
- Jersey Farmers Trading Union  
The Executive Officer introduced the Manager of the JFTU to a business consultant Mr. J. Goddard. Mr. Goddard was engaged by the JFTU to represent them in France, 10th of May.

- Represented Jersey at meetings with the Conseil Général regarding the development of maritime links between Jersey and Normandy.
- Developed a working relationship with the company Twin Jets, the airline which provides air links between Jersey and Cherbourg.
- Supported Normandie Hélicoptères in developing a service between Granville and Jersey.
- Supplied information concerning these links to interested parties including States Members, civil servants, the Chamber of Commerce, and BBC Radio Jersey.
- Established a connection with Jersey Customs, providing information and advice regarding the preparation of a meeting with their counterparts in St. Malo. Evoked problems encountered by Jersey residents at the port in St. Malo.
- Developed a working relationship with French customs officials in St. Malo and in Caen.
- Advised Jersey business men of French Customs regulations.
- Gave presentations to economic and commercial associations –
  - ◆ Association des Dirigeants Commerciaux de France, 16th December; Caen Chamber of Commerce, Cebanor.
- Assisted the Chambre Régionale des Métiers of Caen to explore Jersey market for artisans, with a view to participating next year at the Jersey craft workers market, 29th and 30th November.
- Supported a French company, Ateliers Aubert Labansat, to find Jersey clients.
- Participated at a conference of the Regional Network of the Chambers of Commerce of Basse-Normandie, 29th October.

## **Conclusion**

The Commission Amicale would like to extend its particular thanks to those Committees and organisations which offered financial support during 2002, this having enhanced the operation of the Commission Amicale through its office in Caen to promote even greater liaisons between Jersey, Normandy and Brittany.

The Jersey delegation continues to see value not only in its rôle as facilitator of forging links between Jersey and its near neighbours, for mutual benefit, but also in maintaining and building upon those liaisons already achieved.

Enormous benefit has been derived from such links and in particular from there being an officer based in France with assistant support. The Jersey delegation believes that the good work of its staff at La Maison de Jersey is being increasingly recognised by Committees of the States and hopes that this will develop to an even greater extent. There is an abundance of excellent work already started and it will be the focus of the Commission Amicale to encourage and facilitate the deepening of such links for the benefit of our communities.

The Commission Amicale has produced a Business Plan for 2003 which is available from the States Greffe Bookshop.