

Dear Public Accounts Committee,

Please find below the answers to your questions in your letter received 6th Aug relating to the Genuine Jersey Products Association (GJPA).

1. The GJPA is a non-profit unincorporated association for local producers which owns its own trademarks in Jersey, UK, Europe, China and the USA.
 - The Genuine Jersey (GJ) trademark is the guarantee of local provenance and is recognised as a byword for the best the Island has to offer.
 - To carry the trademark, goods have to be reared, caught or grown in Jersey or created by accredited producers or local businesses who qualify to be members of the GJPA.
 - Members pay an annual fee based on the number of people employed in the production of the approved goods.
 - The honorary Management Committee is made up of an independent chairman and vice-chairman, three GoJ representatives, three Member representatives, a rep from the arts and craft sector, a rep from the Jersey Farmers' Union and is managed day to day by John Garton CEO of Jersey Product Promotion 2017 Ltd.

The Association...

- encourages residents and visitors to purchase goods that carry the GJ trademark through local advertising campaigns and its popular social media channels,
- manages a directory style website listing Members www.GenuineJersey.je ,
- highlights Member 'stories' through its social media channels – including weekly Meet the Member videos broadcasts,
- organises artisan markets in St Aubin and in the Seaside Café at Greve de Lecq where Members can sell direct to residents and visitors,
- organises the award winning Simply Christmas Markets in the Royal Square each year – again a great opportunity for Members to sell their goods,
- encourages local restaurants to use local ingredients from Members on their menu,
- encourages local retailers to stock and sell goods from Members,
- provides access to a local insurance policy specifically for small on-island producers.
- organises the GJ Jersey Royal Growing Competition each year for all primary school, occupation VIPs, Constables – raising the profile of this iconic island crop,
- And in July 2024 was at the centre of the Royal Expo put on to welcome and showcase the island to Their Majesties King Charles III and Queen Camilla.

The Association was formed by GoJ as a Public Private Partnership in 2001 and has received public funding each year since.

The Association's main point of contact within Government is the Economy Department however it also has representatives on its Management Committee from the Future Economy Department.

	total income from GoJ /£	%	total income from Private Sector /£	%
2020	32,249	43.9%	41,231	56.1%
2021	40,000	30.2%	92,310	69.8%
2022	43,000	34.4%	81,973	65.6%
2023	42,000	33.8%	82,325	66.2%
2024	42,000	30.0%	98,047	70.0%

2. The GJPA is managed by CEO John Garton who is also CEO of Jersey Product Promotion 2017 Limited (JPPL) - JPPL has a Grant Agreement in place with the GoJ Economy Department - this Grant Agreement stipulates how the grant is to be used and details the controls.
 - The honorary GJPA Management Committee is made up of ten individuals, three of whom are appointed by GoJ Economic Development.
 - The GJPA Management Committee meets quarterly to receive reports from the CEO on the previous quarters activity and to hear what is planned for the next quarter. A detailed written report is circulated to all committee members along with minutes of the previous meeting, a financial report and an agenda for the coming meeting five days in advance of the meeting.
 - Bookkeeping for the GJPA is done by CEO John Garton and financial reports are circulated prior to and discussed at each quarterly Management Committee meeting.
 - At the year end local accountants PFK BBA produce a full set of Financial Statements which are then Assurance Reviewed by an external qualified accountant before being presented to Members at an AGM which is also attended by the Management Committee (2024 financial statements attached).
 - A full written annual report is also produced each year and once approved by the Management Committee it is circulated to Members and presented at the AGM (attached).

CEO John Garton is in very regular contact (often daily, always weekly) with John Vautier the Rural and Marine Sector Lead in the Economy Department. He is also in regular weekly e-mail contact with Kathryn Flemming Rural and Marine Sector Officer in the Economy Department. Kathryn Flemming sits on the GJPA Management Committee and also attends JPPL Board Meetings and hence receives all reports including financial reports.

Formal minuted meeting take place with John Garton, John Vautier and Kathryn Flemming each quarter as required in the JPPL Grant Agreement.

The honorary Chairman, Jim Hopley MBE and the Management Committee do believe that the current oversight arrangements provide a clear and proportionate balance between operational independence and accountability for public funds.

3. The GJPA submit the following documents, through JPPL, when applying for renewed funding:
 - A Governance Checklist which is made up of just over 100 questions covering; Safeguarding Requirements, Internal Controls, Managing Risk, An Effective Board, Business Plan, Customer Feedback, Financial Controls –

Expenditure & Income, Reserves, Staff, Accounting & Annual Reporting and Previous Year Ongoing Checks.

- Signed Audited Financial Statements for JPPL for the prior year along with Auditor's Representation Letter and Board's Management Letter (relating to the Financial Statements).
- Signed Financial Statements for the GJPA.
- A signed Grant Assurance Statement.
- The Risk & Issues log.
- The Conflicts of Interest log.
- The Fixed Asset log.
- A marketing activity plan showing each activity (income & expenditure) broken down by month with the annual budget.

The GJPA reports against an agreed set of criteria including; number of Member applications, number of Members in the Collective Insurance Scheme, number of direct to consumers selling opportunities, number of meetings with retail buyers each year, number of meetings with restaurateurs and/or wholesalers each year, number of visits etc. to the Associations web site, media coverage for the Association and its Members in both resident and visitor publications.

The GJPA supports and contributes to GoJ's Future Jersey (2017-2037) long-term vision for our Island... "an Island loved for its beautiful coast and countryside, rich heritage, diverse wildlife and clean air, land and water... an Island that offers everyone the opportunity to contribute to, and share in, the success of a strong, sustainable economy" by creating opportunities for local producers to contribute to and share in sustainable economic growth.

The Island Outcome Indicators embedded within the long-term vision show how Jersey is progressing towards its Sustainable Wellbeing goals and are divided into 3 themes:

• community wellbeing • economic wellbeing • environmental wellbeing. The GJPA is involved in and supports all these areas and the quarterly reports detail activity relevant to these areas although not specifically under these headings.

Each of the above outcomes has a set of indicators to help us measure our progress.

- learn and grow. Islanders are encouraged to learn and grow at all stages of their life
 - The Association enables its Members to grow and develop their businesses within a cost effective and friendly environment.
- health and wellbeing. Islanders enjoy long, healthy and active lives
 - The Association's oldest trading Member is approaching her 90th year next year and its youngest Members are still in education (there is no fee for Members under 25 in full time education).
- safety and security. Islanders feel safe and protected at home, work and in public
 - The Association ensures that all its events are professionally managed and safe for Members and the public.
- vibrant and inclusive community. Islanders enjoy living in a vibrant and inclusive community
 - The GJPA Management Committee sincerely believes that its activities and Members are a key part of the Island's vibrant and inclusive community.

- The Association has Members from all walk of life, from countries all around the world, young and old. The criteria for Membership does not include nationality, ethnicity, religion or age.
- Numerous Members simply want to be 'part of the club'... group of local producers to support their wellbeing and mental health.
- affordable living. Islanders are able to afford a decent standard of living
 - Many Members of the Association have full time professions and use their Membership to earn money from their passion (producing goods) supporting their living costs and wellbeing.
- business environment. Jersey is an attractive place to do business
 - The Association makes it easy for local producers to get their products to market. We help local producers through the start up phases of producing and create selling opportunities to enable them to get their product in front of consumers at a very affordable price. Sole trader Membership costs £156 per annum and a pitch at one of our summer markets cost just £12.50.
- natural environment. Jersey's unique natural environment is protected for future generations
 - 50% of the Association's Members are involved in growing, rearing, catching and/or producing food for the island's residents and visitors.
 - The majority of the island's food producers are Members and hence the majority of the food carries the Genuine Jersey trademark making it relatively easy for consumers to find local good.
- sustainable resources. Jersey's natural resources are managed and used responsibly
 - Key criteria of producing a Genuine Jersey product is the use of local ingredients and/or manufacturing from raw materials – both supporting the local economy.

The honorary Chairman, Jim Hopley MBE and the Management Committee do consider that the current application, monitoring, audit, and reporting requirements to be proportionate to the level of funding they receive.

4. The honorary Chairman, Jim Hopley MBE and the Management Committee believe that the Association delivers excellent value for money in the use of Government funds:
 - the GJPA is a non-profit Association with an honorary Management Committee.
 - by developing a brand that represents the best that Jersey has to offer, this engenders a feeling of pride amongst residents, and helps to give Jersey its sense of place.
 - For every £1 the Association received in 2024 from GoJ it received £2.33 from the private sector (Members, Sponsors and a Patron).
 - In 2024 the three 4-day award winning Christmas markets involved 70 local producers and over 150 local musicians/bands cost £57,000 to put – £15,000 of this cost is funded by GoJ.
 - This year there will be FOUR 4-day Christmas Markets costing close to £70,000 and involving over 70 local producers and hopefully over 200 local musicians/bands – GoJ funding still £15,000.

- Witout this GoJ funding the stand costs would increase and hence the number of local producers and mucisians would definitely be negatively impacted.

The GJPA Management Committee meets quarterly to receive reports from the CEO on the previous quarters activity and progress and to hear what is planned for the next quarter. A detailed written report is circulated to all committee members, including the GoJ representatives, along with minutes of the previous meeting, a financial report and an agenda for the coming meeting.

5. It is the Chairman's and CEO's view that the Association does not duplicate or overlap the activities of any Government departmet or other ALB.
 - The Association works closely with Visit Jersey to highlight its artisan markets which we know from their research are of interest to visitors – Visit Jersey doesn't organise markets.
 - We also know from research that there is a good understanding of what the Genuine Jersey trademark stands for smongst visitors.
 - The Association works colselly with Jersey Business and points Members in their direction for specialist business advice and available Government grants when required.

The Association has not been specifically asked by GoJ to avoid duplication although we don't feel this would be necessary – there is enough to do without duplicating or 'competing' with other ALBs.

The GJPA is happy with the close working relationship it has with GoJ.

Kind regards

John