



Jersey Coastal National Park Management Plan

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1 Shared vision for the Jersey Coastal National Park

This management plan reflects the work of the Stakeholder Group in the Coastal National Park 'Making a Difference' process in 2014. The group included people from different types of organisations (representing communities, business, the third sector, and government) and a cross section of interests (representing the natural environment, heritage, recreation, informal education and interpretation, business, tourism and farming).

As a result this Plan neither reads, nor is presented like plans created in a top down way.

1.1 Vision for the CNP

Jersey Coastal National Park is a beautiful and varied landscape where there is a vibrant and harmonious relationship between people and nature, where nature itself thrives with swathes of wildflowers and the myriad call of birds. Historic buildings and archaeological landscapes are conserved and there is engaging interpretation and up to date technology that helps visitors and islanders appreciate and understand the Park's special qualities. Within the Park people of all ages and abilities are able to enjoy outdoor activities and quiet tranquillity. Local business and farmers thrive and any new development is sympathetic in scale and style.

For Jersey the Park will enhance the quality of life for all, draw inward investment and support prosperity and long term sustainability.

In realising this Vision the management plan will be achieving the two key purposes for which the Jersey Coastal National Park was designated:

1. The conservation and enhancement of the natural beauty, wildlife and cultural heritage of the National Park;
2. To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

The management plan will also have recognised the need to cultivate the economic and social well-being of local communities to reflect the fact that the CNP embraces both a living and working landscape.

1.2 Working together for the CNP

To help us look after the CNP over the long term the Management Plan will be inspirational. It will incorporate and integrate different views, be adaptive to change and new thinking and be action orientated. It will link and work through other relevant policies, plans and strategies and be reviewed with stakeholders including those who helped create it. Working together and appreciating each other's views and interests is breaking down barriers, creating a sense of shared purpose and helping with joined up thinking, leading to a better management plan. It will result in coordination of action and create a greater ability to harness respective strengths, knowledge and resources for positive change. In summary working together means the 'whole is greater than the sum of the parts' and far greater outcomes will be achieved.

1.2.1 For the CNP management

The special qualities and purposes of the CNP have helped to shape our views on the means of delivering the Management Plan. The approach we have adopted is that the plan is developed by stakeholders and partners for the benefit of everyone and everything and that this engagement will support a set of guiding principles in delivery of the plan.

The Management Plan will provide a better way of working together; a more co-operative and co-ordinated management approach, joined up thinking and increased partnership engagement.

Developing appreciation and understanding of the CNP will be integral to the stakeholders and partners. We believe this will result in a lasting legacy and create international recognition for the CNP.

A sustainable approach to the environment, issues of sensitive development, opportunities for economic growth and recreation will help support social and cultural development. This in turn will inevitably lead to a positive contribution to the same issues faced Island wide, issues that are inextricably linked.

Review and monitoring of both the delivery and the impacts of delivery on the special qualities of the CNP is integral to success. We have put in place how we propose to ensure that this happens.

2 An outstanding landscape

2.1 Special Qualities

Special Qualities define what is distinctive and significant about the CNP compared to other parts of the Island. Identifying and understanding these special qualities helps us to plan effectively, manage the CNP and protect the very essence of what makes the CNP special.

Special Qualities of the Coastal National Park include:

- Beautiful and varied landscapes
- Interface between the land, coast and sea
- Sense of wildness, peacefulness and remoteness
- Dark night skies
- Clean/fresh air, earth and water
- Geological and geomorphological features
- Richness of biodiversity, with a unique mix of habitats and species including:
 - Fresh and saltwater wetland (St.Ouens Bay)
 - Sand dune habitats (Quennavais Dunes, La Commune de Gouray)
 - Cliffs and heathland (North Coast)
 - Offshore reefs and islets
 - Exceptional birdlife and wildlife
- Thousands of years of human influence which can be traced through the landscape including:
 - Palaeolithic/Neolithic landscapes
 - Roman remains
 - Medieval common land
 - Coastal fortifications and other historic buildings
 - Settlements
- Distinctive character of hamlets and farmsteads.
- Landscape features including woodlands, hedgerows, stone walls, banques, fosses etc
- Cultural heritage including local stories, language, cultural events and activities, traditions and skills
- Wide range of recreational and access opportunities on land, coast and sea
- Opportunities to improve physical and emotional well-being
- Vibrancy and sense of community
- Environmentally friendly methods of farming and working the land/sea
- Craft and cottage industries and traditional skills.

2.2 What we value

We firmly believe that the CNP and its Management Plan is owned by everyone so it's imperative that each of us understand not only what's important to us but also (and maybe more critically) what's important to others. What we value now is very much what we hope future generations will also be able to experience and this understanding lies at the heart of the development of the Management Themes within the Plan (Sect.4).

It might be a healthy, clean, well-functioning and beautiful environment or a place for outdoor activities, to learn or be inspired. It could be a place we turn to be refreshed or rejuvenated or where we feel a sense of place. It could also be a place that we secure a food, water and minerals and where the economic benefits sustain livelihoods and communities.

Whatever the reasons, what we value is often a personal experience where satisfaction can have potentially far reaching effects and we must all consider this as we aim to fulfil the Vision for the CNP.

3 National Parks – Purpose & Function

3.1 Providing the context

3.1.1 National & International Context

National Parks worldwide are special places. They protect vital landscapes, wildlife habitats and cultural heritage. They provide a focus for recreation and tourism and are important places where people live and work. Designation aside National Parks worldwide vary in size and structure with impacts of designation governance and funding being varied and diverse.

3.1.2 Local Context

The Jersey Coastal National Park is the first designated National Park in the Channel Islands. Parts of its coast and countryside are recognised as being of local, national and international importance and Jersey is a signatory to a number of multi-national environmental agreements that recognise key features that are present within the Park. The CNP itself was designated in 2011 following the adoption of the 2011 Island Plan¹ by the States Assembly.

The CNP covers over 1,900Ha of Jersey's main island, as well as offshore islands and reefs above MHW (Mean High Water) that lie within its territorial waters. On island the CNP includes the South West coast headlands, St.Ouen's Bay in the West, large parts of the North Coast and St Catherine's Bay and part of Grouville Bay in the East. Offshore, the CNP covers the reefs and islets of Les Écréhous (including the Paternosters and Dirouilles) and Le Plateau des Minquiers down to MHW. The CNP is home to communities of both a permanent and temporary nature, with the balance of the Island's population living close by in larger settlements and villages and town.

3.2 The Jersey Coastal National Park Management Plan

3.2.1 The Purpose of a Management Plan

This is a plan for everyone and everyone can play their part in delivering it. Inevitably some partners will be able to do more than others and certain statutory functions are required to be delivered.

Within the Action Plan we have identified the organisations, both lead and associated, who are critical in the delivery of the themes of the Management Plan. These commitments have been made by partners through the engagement process and consequently are realistic in terms of delivery.

¹ The Island Plan is the key land use planning document that supports the Planning legislation and reflects States of Jersey long term Strategic Planning.

We also recognise that others not involved to date, will be able to assist in delivery and we hope that in setting out the plan in a series of Management Themes and linking these to the Action plan that these partners will understand who they are and who they need to approach to help.

Whilst everyone has a role to play in meeting the objectives of the CNP not all want to be actively involved in delivering the Management Plan. For those, the onus is on us to increase their understanding of the CNP and the role they play in meeting the CNP objectives.

The key roles of the Management Plan are:

- to bring together the concept of the CNP with a mechanism for developing and implementing ideas.
- to act as the overarching strategic document for the CNP
- enhances Jersey at both a community and visitor level

3.2.2 Relationship to other plans

This Plan has been developed following the designation of the CNP in the 2011 Island Plan. The Island Plan designation followed a lengthy review process that recognises existing policy and strategy, provides for a significant consultation process and independent scrutiny as well as the debate and amendment of the full States Assembly.

Given the management themes that we have brought forward there is inevitably cross over between existing Strategy, Policy and plans being delivered by stakeholders. The aim of this Plan isn't to replace these work areas but instead provide support and take them forward where they are relevant to the National Park purposes. Strategies, policies and plans included in the development of this management plan include:

List of other relevant plans

Jersey Island Plan (Revised) 2011
 Rural Economy Strategy 2011-2015
 Rural Economy Strategy 2015-2020 (draft)
 Countryside Character Appraisal
 Jersey Biodiversity Strategy
 Jersey Biodiversity Action Plans
 Protection of Ecological Sensitive Areas
 Jersey Protected Areas Policy (draft)
 SSI Management Plans
 Phase 1 survey 2011
 Marine Resources Strategy (draft)
 Integrated Coastal Zone Management Strategy
 Marine Spatial Planning Strategy (draft)
 Ramsar Management Plans
 Cultural Strategy
 Countryside Access Strategy (draft)
 Sustainable Transport Strategy & Active Travel Strategy
 Jersey Tourism Business Plan
 The States of Jersey – A Report on the Condition of Jersey's Environment 2005-2010
 States of Jersey Strategic Plan 2009-2014
 States of Jersey Strategic Priorities (draft) 2015-2018
 States of Jersey Long term plan 2035
 Landscape (Management) Strategy (proposed)
 Sport Strategy – Fit for All
 Skills Strategy
 ESC Business Plan
 Birds on the Edge Management Plan
 Economic Growth Strategy
 Energy Policy
 The States of Jersey – Preparing for our Future
 Turning Point – The Eco-Active guide to the science and impacts of climate change in Jersey

3.3 Issues for the Management Plan

3.3.1 Trends and changes

- Development – there is a need to establish a baseline for assessment of changes and shifts in trend. Development within the CNP is a highly emotive subject and we feel there is a need to base plan objectives on evidence based understanding. Changes to residential units both in terms of scale, vernacular and use need to be assessed as these bear specific relevance to the long term sustainability of the CNP.
- Biodiversity – evidence suggests a mixed picture in terms of the rise or decline of certain key species and taxon groups and this picture is further complicated by distribution patterns across both the CNP and surrounding areas. There is not a clear picture currently available in respect of the biodiversity within the CNP as opposed to other key areas external to the Park, but there are a number of ongoing initiatives that could clarify the picture.
- Land use and land management – changes in the use of land over time have shaped the CNP that we see today. The imperative now is to understand what trends and changes are currently occurring, or may occur, what the drivers for these are and how they sit within the requirement for sustainable development and the challenges posed by climate change.
- Recreation – Recreation in all its forms can be seen as a consequence of cultural and social development and change. Significant trends and changes in recreation have taken place over the last 40 years, driven by a number of factors. Understanding the impact and direction for change is key to ensuring that recreation is sustainable with regard to the special qualities of the CNP. There is significant amount of work needed to develop a baseline understanding of this complex management theme.
- Water – Ensuring sustainable improvements in water quality is a key obligation and responsibility of the Government in association with other key partner organisations. The link between the freshwater and coastal marine environment is clear and the benefits are fairly well understood. Current work streams to actively define, quantify and monitor the trends and changes is ongoing.
- Climate Change –Monitoring and modelling of climate change and scenarios for impacts are being explored at a National and International scale. At a local level, however, there is little evidenced assessment in relation to the effects and options for adaptive change that might be required within the CNP going forward. This is a key area for management themes across the plan and as such it's seen as a cross cutting theme.

3.3.2 Challenges

There are a number of important challenges, to be faced over the coming years if the purposes of the CNP and objectives of wider associated strategic planning are to be met. These include:

- ensuring that government policy continues to support the unique range of benefits provided by the Coastal National Park;
- protecting the Coastal National Park from both development and disturbance from unsustainable actions. These might be driven by sharply rising or falling resident and visitor populations and their associated activities;
- maintaining the viability of farming and grazing systems to enable farming to continue its vital role in managing landscapes within the CNP;
- increasing the resilience of the Coastal National Park's landscapes, habitats and water environment to the effects of climate change, through linking and managing habitats;
- ensuring that all major management decisions take account of the interdependence of different aspects of the environment and their contribution to public understanding and enjoyment.
- increase awareness and understanding of the value of the CNP across stakeholder and partner organisations.
- Developing innovative and resilient funding and resourcing mechanisms to support the delivery of the management plan and associated initiatives.
- Reversing the decline in species population numbers notably seabirds and farmland birds.

3.4 Cross cutting themes

3.4.1 Community Wellbeing

Community wellbeing including social inclusion and representation lies at the heart of a happy and healthy Society. We are strongly committed to making understanding and enjoyment of the countryside accessible to all: the young and old, people with disabilities, people from minority groups, and those from across the community's socio-economic spectrum.

Strengthening the understanding of community identity, cultural heritage and pride, is applicable beyond the boundary of the CNP and we recognise that there will be opportunities to use different approaches to reach target audiences. We want to see this emphasis actively promoted within the CNP and embedded in partner organisations and associated work streams.

3.4.2 Sustainability

The principles of sustainability - sustainable development - will lie at the heart of all decisions affecting the Coastal National Park; ensuring that all activities maximise the range of benefits provided.

Sustainable development is taken to mean "meeting the needs of the present without compromising the ability of future generations to meet their own needs".

For us this means that the environment needs to be given due weight in consideration of cultural, political and economic well-being.

Sustainable development sits in accordance with the Island Government's Long Term Strategic Plan which focuses on the 3 corner stones of the environment, social and economic wellbeing.

3.4.3 Climate change

Climate change will have a fundamental influence over the future of the CNP. The resulting effects of climatic trends and changes needs to be better understood and appropriate mitigation and adaptive measures put in place, if we are to respond over the coming years. Awareness also needs to be raised of how for example personal lifestyle choices can reduce damaging CO2 emissions.

There is currently little available evidence to predict the impact of climate change on the CNP although there are a number of organisations and documents that feed in to mitigation work that currently happens – for example sea defence monitoring and maintenance.

3.5 How the management plan was developed

3.5.1 Stakeholder and engagement process to agree the concept of a National Park

In 2008 as part of the review of the 2002 Island Plan a proposition emerged in the Green Paper to examine the desire and options for a National Park in Jersey. This was tested through a targeted public consultation in 2009 and the subsequent consultation and scrutiny of the draft Island Plan, before adoption by the States Assembly in 2011.

The 2009 consultation around the question of whether there should be a National Park on Jersey, produced the following key findings:

- There was significant support for a National Park - 84% of respondents supported
- Most organisations and individuals who contributed to the consultation saw benefits to themselves and/or to the Island.
- There was consistency about what special qualities should be considered within a National Park.
- There was no clear consensus around the boundary of the National Park.
- There was a need to better define what the purposes a National Park for Jersey would be and to address uncertainty, conflicted areas and the reservations of the undecided.
- There was likely to be a need for more information to be gathered to address the above.

The States Assembly designated the Coastal National Park area, in 2011.

That designation also committed the Minister for Planning & Environment [now known as the Department of the Environment] to develop a Coastal National Park Management Plan through discussion and engagement with stakeholders. The aim of the Management Plan being to deliver the key objectives of the Coastal National Park:

1. The conservation and enhancement of the natural beauty, wildlife and cultural heritage of the National Park
2. To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

3.5.2 Engagement process to develop management plan

Development of the Management Plan through stakeholder engagement was a key component of Proposal 5 of the 2011 Island Plan.

Working with an independent facilitator key stakeholders from Government, third sector, recreation, business (including tourism and agriculture), community, environment and coastal zone interests came together during a series of workshops to help develop the plan. This shared engagement offered the opportunity to ensure the completed management plan is well informed, supported and capable of being delivered by all. It focused on;

- Developing a shared vision,
- Considering current trends and goals,
- Examining areas of change and opportunities for addition,
- Prioritising measures, actions and resources in the form of an Action Plan,
- Allowing the stakeholders to comment on the plan documents as the dialogue went on.

3.6 Governance

To fit with the ethos that the CNP is a shared endeavour and to ensure that the management plan is delivered in accordance with the wishes of the stakeholders a new “CNP Group” must be formed (see 3.6.3). The practicalities of establishing this group and the need to progress a number of initial objectives resulted in the formation of an Interim Working Group (IWG) on completion of the stakeholder engagement process. It is possible that the IWG will form the basis for the long term “CNP Group” when it becomes established. The stakeholder engagement process did begin to examine the make-up of this long-term “CNP Group” but further work will be required.

At the outset the IWG was composed of 10 members drawn from stakeholder volunteers, to take forward responsibilities identified during the dialogue process between the broader stakeholder groups (Sect 3.6.2).

The format, documenting and regularity of meetings to enable this is decided by the IWG.

The transition to the CNP Group should aim to incorporate those key functions identified by the broader stakeholder Group (Sect 3.6.2). In addition developing a mechanism to ensure these objectives are met and dialogue retained between the CNP Group and broader stakeholders will be key.

3.6.1 Initial responsibilities of the Interim Working Group

In the first six to twelve months the Interim Working Group will need to carry out a number of tasks to establish the CNP:

- Establish a CNP brand image
- Awareness raising

- Finalisation of the Management Plan and Action Plan
- Launch of the CNP and plans
- Establish the CNP Group and development of the governance document, into Terms of Reference in consultation with the stakeholders
- Ensure a smooth transition between the Interim Working Group and the CNP Group (it seems likely that many of the members will stay the same – (see section 4.1 Ongoing Roles & Responsibilities of the CNP Group)
- Secure resources

Maintain stakeholder involvement and widen this over time

3.6.2 Function of the CNP Group

The Group will:

- Foster integration and sustainable balance between environment, recreation and business interests
- Follow the principles and ethos set out in the (draft) Management Plan
- Develop and maintain a consensus approach
- Keep stakeholders involved and informed
- As a group maintain a balanced perspective
- Provide an identity and face of the CNP
- Champion and promote the CNP
- Oversee and guide implementation of the agreed Management Plan Actions
- Work to the visions set out in the (draft) Management Plan for:
 - the CNP,
 - stakeholders working together in an equitable way
 - each theme in the plan
- Co-ordinate between organisations and interests to :
 - Encourage efficiencies and avoid duplication
 - Share data
- Review progress including monitoring:
 - implementation of the Action Plan
 - the condition of the CNP
 - hold progress review meetings with stakeholders every xxx months
- Liaise with Gov't, business , community and NGO
- Communicate with the wider community including new and established immigrant communities
- Provide Advice
- Commission research and reports as necessary
- Establish and coordinate resources including finances and in-kind contributions
- Resolve CNP management issues

3.6.3 Ongoing and active Stakeholder Influence and Involvement

It is recognised that the IWG or subsequent CNP Group will not be composed of stakeholders with expertise across all interest areas and skills. To that end it is likely that the IWG or “CNP Group” will appoint action specific / topic specific working groups to focus on the delivery of certain issues, reporting back as required.

The concept behind the development and implementation of the management plan was one that was stakeholder led. Whilst the broad stakeholder group involved in developing the content of this plan have passed the ongoing delivery of key responsibilities to the CNP IWG (Sect.3.6.2) they remain an integral part in the development and delivery of the plan. In order that the stakeholders remain actively involved and that this remains a “shared endeavour” a number of mechanisms need to be in place:

- Establish communication between stakeholders and IWG
- Possibility of holding an annual review meeting

The recognition of the broadest cross section of stakeholders at this stage will be key to unlocking the potential for efficient and integrated delivery and discussion.

To that end the possibilities of establishing a “Friends of the National Park” have been discussed. It might be considered that a “Friends” group would offer opportunities for public engagement and participation beyond the broader stakeholder group. This idea might be explored further as part of the remit of the IWG and subsequent CNP Group as well as the need to ensure extended stakeholder engagement.

3.7 Resources for delivery

3.7.1 Resource Directory

To support the delivery of the action plan including the work of the IWG and broader stakeholder group a resource directory is attached to the management plan as appendix 1. This should not be seen as a definitive document but one that is live and can be used and added to support delivery of the action plan.

It is hoped that this directory can be accompanied by a developing organisational and skills directory to act as a source of information and provide first points of contact for all stakeholders.

4 Management Themes

4.1 Natural Environment (Landscape, biodiversity and water)

4.1.1 Vision

Visions for 2035

- A coastline of intrinsic beauty and character that is clearly seen to support a vibrant and harmonious relationship between man and biodiversity
- A rich and diverse landscape teeming with wildlife and being used productively by its community
- Amazedly beautiful scenic quality of landscape abundant with wildlife and a sense of tranquillity
- A landscape of heritage significance – with vernacular relevance to the locality
- A landscape that arouses feelings – sight – sound – stimulation
- Re-establishment of various rare species and underrepresented habitats
- Protection for the native species in the park
- Healthy populations of birds on farmland
- A diverse and healthy ecosystem which is being supported by “good” water quality (as defined by WFD)

Working with our partners, our objective is to;

Protect and enhance the special landscapes and biodiversity of the Coastal National Park by:

- Embedding the purposes of the CNP in associated Strategies, Policies and Plans, through enhanced stakeholder co-ordination and comprehensive planning.
- Raising the understanding of the CNP, its location, purposes and in particular the reasons for which it’s designation was given, through engagement between stakeholders and the community.
- Encourage integrated land management activity to enhance the landscape character, habitats and cultural features of the CNP
- Exploring opportunities for increased community engagement in protection and enhancement of biodiversity within the CNP.
- Reviewing the resourcing mechanisms available for integrated land management activities within the CNP.
- Developing baseline monitoring data and an extended review program for key features forming part of the designation criteria for the CNP.
- Ensure that development proposals both within and close to the CNP consider the landscape, habitat and species associated with it.

4.1.2 Brief description

- **Landscape**

The Coastal National Park encompasses those parts of the Island which are regarded as highly sensitive and of valuable landscape quality as defined in the Countryside Character Appraisal. [see CCA -1999 for detail definitions]. The topography is varied and is typified by the geology that underlies the inland soils, forms the rocky headlands of the South West, the dramatic cliffs of the North coast, deep sided valleys and streams, gentler wooded edge, valleys, creeks to the North East, broad sandy bays, and offshore reefs and islands. In many cases these features are of local and international significance. The climatic conditions affecting and influencing soils of the CNP have contributed to the diversity of plants and associated wildlife giving the landscape it’s visual hallmarks.

All of these factors have helped shape the cultural landscape in the CNP, the settlement patterns and divergence of farming practice that includes the marginal cliff top areas, steep cotils and exposed headlands. Woodland areas also form key components of the landscape and are supported by the network of hedgerows, banks and low stone walls synonymous with the Island community and in particular, parts of the CNP.

The CNP's importance in landscape terms is reflected by inclusion of a significant number of geological, archaeological Sites of Special Interest.

There are no significant settlements within the CNP although there are indications of how human interaction with the land has evolved in the buildings and defensive fortifications that now exist within the CNP.

- **Biodiversity**

Jersey's varied landscape supports a myriad of wildlife and a unique mix of habitats and species. The Island's geographical position and favourable climate allow many species normally restricted to either Britain or the European continent to extend their range. Much of this very special wildlife is located along the coast in the CNP.

The CNP's importance for biodiversity is recognised through international and national designations, including:

- Three Ramsar sites; these cover the offshore reefs and islands of Les Écréhous & Les Dirouilles, Les Minquiers and Les Pierres de Lecq (the Paternosters);
- Six ecologically sensitive areas (ESAs) defined to represent the main areas of the Island's key habitats: Les Landes, North Coast, Rozel, Grouville, South West Coast; and St. Ouen's Bay²; and
- 18 Sites of Special Interest (SSI) designated to protect botanical or zoological interest at a habitat and species level. These include Les Landes, Les Blanches Banques; and La Lande du Ouest amongst others. A number of proposed SSI are also located in the Park.

In addition rich veins of biodiversity are supported in the hedgerows, banques and walls that criss-cross the landscape and within parts of the farmland that exist within the CNP. The opportunities to enhance links for biodiversity within the CNP and beyond are spatially and technically described in the PESAP (Protecting ESA's Project) report. Habitat and species action plans brought forward by the Jersey Biodiversity Strategy are already in place and will benefit from the support of the management plan.

- **Water**

Freshwater in the form of ponds (permanent and seasonal), streams, coastal springs and pools and to a lesser extent reservoirs and aquifers are an essential part of the water environment within the CNP.

Although the CNP boundary only extends down to Mean High Water (MHW) the marine and coastal waters form an essential backdrop to the CNP and play a key role in developing the management themes of the plan. There is a clear interaction between the freshwater and coastal waters in and around the CNP and both provide opportunities for the special wildlife, landscape and recreation. The quality of freshwater environment and its' impact on coastal waters is controlled through existing legislation such as the Water Pollution (Jersey) Law 2000 and implemented through a number of strategic and policy initiatives highlighted in Section 3.2.2. A forthcoming Water Strategy will develop these themes further contributing positively to the objectives of the CNP

- **Tranquillity and remoteness**

The wildness, peace and open vistas of Jersey's natural coastline make the Coastal National Park stand apart as a place of inspiration and spirituality on the Island. These are increasingly rare qualities cherished by local communities and visitors alike. Unchecked these fragile resources are easily diminished by the effects of modern day living and poor management practices both within and beyond the CNP.

The Coastal National Park is arguably the most tranquil area of the Island and, in parts, can instil a sense of remoteness. It is also the area most likely to enjoy dark night skies unaffected by light pollution. The areas most associated with tranquillity, wildness and remoteness include the North Coast headlands, the St. Ouen's Bay coastal plain and Les Blanches Banques sand dunes. The North and North East Coast valleys also benefit from a degree of seclusion and peacefulness. The offshore reefs and islets have a special sense of remoteness and wildness.

4.1.3 Summary of action

- Landscape Conservation – promote better knowledge and understanding of the landscape of the CNP and how the impact of cultural changes has helped shape the key components of this "special place".

² PAA (2010) Protection of Ecologically Sensitive Areas Project

- Safeguard and promote positive land management practice for recognised habitat types within the CNP; agricultural, marginal, semi-natural and protected land, creating opportunities for increased connectivity.
- Improve conservation measures for species across the CNP.
- Build skills and knowledge base in practical management techniques research and monitoring.
- Align policies and implement projects that support species and habitat protection and enhancement. This includes opportunities to work across the marine and terrestrial environment as well as across organisations and other jurisdictions.

4.1.5 Outcomes

- Increase in the quality and connectivity of recognised habitats.
- Increased number of species records across the CNP.
- Increased recognition of the presence of important habitat and species within the CNP.
- Increased species and habitat protection.
- Co-ordinated implementation of activities across stakeholders.

See Section 6.1 for Indicators of success

4.2 Historic Environment (archaeology, history and historic landscape)

4.2.1 Vision

The distinctive character of the Coastal National Park is evidenced by the wealth of historic environment features. Buildings that represent the farming tradition, fortifications, harbours as well as a wealth of archaeological sites demonstrate the long human settlement of the coastal areas and centuries of human intervention in the landscape. Protecting these key assets for the benefits of future generations contributes to our understanding of both the past and present.

All of the Island's heritage assets were resurveyed in 2011 – 2012 and following a review protected buildings or sites will become either a Listed Building or Place (un bâties et endraits historiques) or will be removed from the list.

4.2.2 Brief Description

- **Historic landscape, heritage & buildings**

The National Park has a range of historic buildings and structures that are specific to the way the land has been farmed and settled since the early medieval period. The high cliffs also provide small numbers of safe harbours.

Before the Normans colonised the Islands evidence of aisled halls indicates continued human occupation of the Island. In 911 the Channel Islands came under the control of the Duke of Normandy. The establishment of priories and defensive castles date from this time. Settlements around the harbours and landing places in St Helier date from the 11th Century. The Coastal National Park would have had small settlements around other landing places or natural harbours from this time. In 1204 the Islands gave elegance to England's Crown and as such coastal defences became imperative as the enemy (France) was close at hand. Mont Orgueil dates from this time, other defensive Forts and Towers responded to ongoing threats. Grosnez Castle dates from 14th century. The distinctive Conway and Martello Towers on the coast at Grouville and St Ouen's Bay date from the 18th to 19th centuries as do the ancillary military structures such as guard houses and

magazines. Georgian fortifications of Fort Henry and Fort William on Grouville Bay were a response to a time Britain was at war with France.

More recent fortifications date from the German occupation during the Second World War and formed part of Hitler's 'Atlantic Wall'. St. Ouen's Bay was considered as the most likely beach for an Allied landing and the Occupying Forces constructed a large number of defensive structures throughout the area. These include lines of defence along the coastal edge and the higher ground at the base of the escarpment. Features visible today include the anti-tank sea wall, canals extending North and South from St. Ouen's Pond and the heavy machine-gun turret at Val de Mar. At Les Landes and Noirmont the defences are very evident in the landscape.

The coastal plain of St. Ouen is one of the few areas on the Island where the traditional pattern strip field systems. In addition early 17th to 18th farm buildings and Jersey farmhouses are in a scattered pattern facing south and linked by a net-work of small lanes. These buildings are traditionally constructed from local granite with steep pitched roofs, originally thatched but now with pantile or slate roofs.

Harbours formed safe landing spots under the cliffs of the North Coast. They also provided safe havens to ply trade in Oysters and fishing from the 18th century onwards. The outer reefs responded to the growing fishing industry and on Les Ecréhous small 18th and 19th century fishing huts give a distinctive setting to the dry higher islets. These sites were seen as in need of military fortification and improvement. Gréve de Lecq had barracks built by the Board of Ordinance of the British Government in the 19th century. In the case of St. Catherine's a plan to create a new deep water harbour for the English fleet, whilst doomed to fail, did leave the northern breakwater giving great character and protection to the bay. There are a number of picturesque harbours and settlements such as Rozel and Bouley Bay with granite pier heads constructed in the 19th century.

Gorey village was also a harbour at the base of an impressive Castle. A fishing village, one associated with the 19th oyster industry, it still has a distinctive and compact character which is accentuated by the steep gradients and imposing Castle behind. The small scale fishing cottages date from the 19th century and are a good example of this simple single storey granite building style.

An important part of the medieval economy and Seigneurs in Jersey was the Mills. Whilst mainly outside the National Park because of the way streams flow in Jersey the exception is Gréve de Lecq. Its water mill dates back to at least 1700, and as common with mills, which suffered fire damage more than most buildings, possibly earlier.

Jersey's road system grew from the demands of a small scale farming community within a medieval fief system. Lanes and byways had to be routed around land and fields and as such an intricate network has been created. These were formalised by banques of medieval origin. Supplemented by walls and fosses these give a distinctive character to parts of the National Park.

The physical survivals of our past are to be valued and protected for their own sake, as a central part of our cultural heritage and the identity of the National Park. They are irreplaceable records which contribute, through formal education and in many other ways, to our understanding of both the present and the past. Their presence adds to the quality of our lives, by enhancing the familiar and cherished local scene and sustaining the sense of local distinctiveness which is so important an aspect of the character and appearance of the National Park.

Our archaeological remains vary enormously in their state of preservation and in the extent of their appeal to the public. Upstanding remains are familiar enough; represented by dolmens and coastal forts and castles, but less obvious archaeological remains are also to be found. There remain many gaps in our knowledge about the archaeology of Jersey. Questions such as where the Neolithic people lived and who was in Jersey during the Gallo-Roman period and the Dark Ages remain unanswered. That the Island was occupied

throughout these times can hardly be doubted, and it is the archaeological resource that holds the answers to these questions.

Archaeological remains should be seen as a finite and non-renewable resource, in many cases highly fragile and vulnerable to damage and destruction. Appropriate protection and management is therefore essential to ensure that they survive in good condition. In particular, care must be taken to ensure that archaeological remains are not needlessly or thoughtlessly destroyed. They can contain irreplaceable information about our past and the potential for an increase in future knowledge. They are part of our sense of identity and are valuable both for their own sake and for their role in education, leisure and tourism.

The aim of managing change to the Historic Environment is to ensure buildings and sites are maintained and kept in viable uses. The principles of sustainable development - of not sacrificing what future generations will value for the sake of short-term and often illusory gains. This commitment has particular relevance to the preservation of the historic environment, which by its nature is irreplaceable. As such we ensure that the valuable parts of our historic environment is defined its capacity for change identified. When proposals for new development come forward, to assess their impact on the historic environment and give it full weight, alongside other considerations.

- **Archaeology**

The archaeology of the Island is very special, providing evidence of human occupation extending back for some 200,000 years. The National Park has a number of archaeological sites that are of international significance. The north and south west cliffs and headlands have evidence of Palaeolithic sites at La Cotte de La Chèvre, La Belle Hougue Caves and La Cotte de St. Brelade, which is of international importance, preserving some of the earliest evidence of Neanderthals. Beau Port Dolmen and La Hougue de Vinde, a circular tumulus. Close similarities with the cist-in-circle series 2850-2250BC evidence Neolithic occupation some 6,000 years ago. The Neolithic settlement is further evidenced around the Les Quennevais dunes and St Ouen's Bay where there are a number of granite standing stones (menhirs). Promontory Forts such as Le Câtél, evidence occupation of the Islands defensive sites from the Iron Age. Burial chambers like the Ossuary date to 2850BC showing early Bronze Age settlement. The Channel Islands were included as part of the shipping supply routes on the edge of the Roman Empire but Jersey has little evidence of Roman settlement. Given the coastal character of the National Park boat landing is challenging so the Roman settlement of the Island was probably in the south east. However there is evidence of Roman building remains at The Pinnacle. Medieval settlement and the strip field system is still in evidence in St Ouen. The naturally more open nature of the cliffs and headlands has, historically, been maintained by grazing. It can be speculated that this could date back to the introduction farming by Neolithic settlers some 6,000 years ago.

The way in which the cliffs and headlands of Jersey have been perceived has subtly altered over the centuries. To Neolithic colonists the cliffs and headlands were the back drop to long rolling planes (long since inundated by the rising sea). These were the areas in which they buried their dead and used megaliths for as yet undefined purpose. As the sea levels rose more of the interior woodland was cleared and settlement advanced into the heart of the Island, the cliffs and headlands became less important. By Medieval times, the cliffs and headlands became the "common" land of the feudal system. While regarded as "wastes" by the landowning class, they were valued by the peasant class who used them to run stock on and collected gorse and bracken for fuel and bedding. Remnant stone walls and earth banks mark the early field and settlement patterns, some of which have been over lain by military supply roads in the nineteenth century. However parts of the Park still exhibit the intricate network of lanes and roads.

4.2.3 Summary action

- Establish the Historic Environment Record as the key reference tool for protecting this feature of the CNP.
- Employ a range of protection measures to secure the long term future of the historic environment.
- Promote the significance of the historic environment and create opportunities for its integration in to the very fabric of the CNP.
- Build skills and knowledge base in practical conservation techniques research and monitoring.
- Explore opportunities for secure funding mechanisms for the preservation of the historic environment. This includes opportunities to work across the marine and terrestrial environment as well as across organisations and other jurisdictions.

4.2.4 Outcomes

- Long-term protection for the historic environment.
- Increased understanding of the value of the historic environment in the CNP and its importance to the cultural identity of the Island.
- Co-ordinated implementation of activities across stakeholders.
- Increased protection for important landscape features to include protected trees.

See Section 6.1 for Indicators of success

4.3 Recreation and Access

4.3.1 Vision

One of the two primary purposes for the designation of the Coastal National Park is to promote opportunities for the understanding and enjoyment of its special qualities by the public.

Recreation and access provide a number of important benefits:

- They have the potential, if appropriately managed, to increase respect for the special qualities of the CNP and, in so doing, to raise environmental awareness more generally;
- They can help meet broader agendas for healthy living, improved quality of life and greater enjoyment of the countryside by all;
- As one aspect of tourism, they have the potential to make a major contribution to the local economy, which, if carefully managed, can contribute to the conservation and enhancement of the special qualities of the Park.

In seeking to maximise the benefits of recreation and access there are undoubtedly important challenges that need to be tackled. They include:

- improving understanding and appreciation of the Coastal National Park by as wide a range of people as possible;
- identifying the barriers that are preventing people from enjoying and visiting the Coastal National Park and seeking to remove these barriers;
- taking an integrated approach to the management of recreation and tourism, ensuring that over space and time they do not damage the special qualities of the Park;
- reducing traffic associated with recreational and tourism visits;
- managing heavily used sites to minimise impacts on the wider environment;
- promoting sustainable tourism so that it contributes to the local economy and to the conservation and enhancement of the special qualities of the Park.

4.3.2 Brief description

There has been a marked increase in the range and type of recreational activity now taking place across the CNP. The more traditional pursuits such as walking or horse-riding are now supplemented by an extensive variety of marine, coastal and terrestrial recreational activity, either based, or in part facilitated, by the special features of the CNP and its associated infrastructure. In many cases this infrastructure has been established under periods of less intense or a less conflicting requirement for use and subsequently may now not be the most appropriate in terms of locality of provision.

Access in the CNP is predominantly through a network of footpaths and bridleways on publicly accessible and / or private land (through licence). There are also now a number of off road cycle tracks, predominantly on private land and used by agreement, as well as opportunities for on road cycling along smaller less frequented routes. There are numerous stakeholders involved in the provision and maintenance of these routes although the vast majority are currently maintained and resourced by the government either directly or through licence agreement with landowners. This access network is a legacy of a time when recreation and the needs of users was less complex. With increasing demand for facilities and / or locations for recreational pursuits there will be a need to find a solution that better addresses demand in the context of the qualities for which the Park is enjoyed.

Within and bordering the Park the diversity of recreational activity has grown immensely over the last 25 years. There is currently no firm understanding on the full extent of activities, numbers of users involved, or indeed a comprehensive guide as to where these occur. It is clear from the increasing numbers of both locals and visitors in the park that there is a demand for space, location and possibly pressure on the features of the Park.

Jersey's coast is highly valued for the recreational and tourism opportunities it now offers. Much can be done through interpretation, information, education and communication relevant to all ages and backgrounds to enhance understanding and enjoyment of the special qualities of the Coastal National Park.

The majority of users, both resident and visitor continue to arrive in the Park by car, leading to increasing pressure on car parks and a reduction in the tranquillity that some are looking to enjoy. Land use planning is seeking to place the emphasis firmly on a more sustainable pattern of transport in the CNP. This could see the provision of alternatives to the private car, such as improving public transport, themed provision of shuttle buses and subsidised moves to more sustainable solutions. Alternative transport options need to continue, expand and be integrated with the needs of the local community and users. [This very much links in with Jersey's Sustainable Transport Policy].

The Park also includes significant infrastructure that supports access and recreation on beaches (the formal CNP boundary lies on the HWM so beaches are not technically within the Park). These include roads, tracks, car parking, toilet and shower facilities, public transport infrastructure: the beaches at St Ouens, Plémont, Gréve de Lecq, Bouley Bay, St Catherine's, Grouville, Belcroute, Portelet and Ouaisne;

There is increasing all year round use and participation in active recreation around the CNP, with people leaving their cars to walk, cycle or participate in other recreational activities, such as coasteering, paragliding and fishing. In addition many of the inshore recreational activities place such as surfing, water skiing, kite surfing, sailing, canoeing, are linked directly to the CNP both in terms of access, storage and facilities.

The provision of facilities for disabled access is limited and has historically been the consequence of a lack of understanding, resourcing, and difficulties in terms of terrain. Overcoming these barriers and working with stakeholders is key to developing opportunities in this area.

4.3.3 Summary of action

- Identify all user groups and promote a co-ordinated activity program within the CNP.
- Establish Codes of Conduct through stakeholder engagement and ongoing discussion.
- Ensure access throughout the CNP is appropriate, funded and well promoted.
- Develop and implement the findings of an Islandwide recreational strategy in the CNP.
- Align policies and implement projects that support sustainable recreational activities within the CNP. This includes opportunities to work across the marine and terrestrial environment as well as across organisations and other jurisdictions.

4.3.4 Outcomes

- Increased understanding of the opportunities and threats that recreation activity provides.
- Co-ordinated, sustainable approach to the “use” of the CNP for recreation.
- Increase in resources for the provision of recreation and access facilities.
- Increase in promotion of recreation events that support the objectives of the CNP.
- Raise awareness of the CNP.

See Section 6.1 for Indicators of success

4.4 Fostering understanding: interpretation, information and education

4.4.1 Vision

Interpretation, information and communication lie at the heart of delivering the purposes of the Coastal National Park and reaching out to a diverse audience. Increasing understanding certainly contributes to the economic and social wellbeing of local communities and to achieving sustainable development. Its’ also important in helping to raise awareness of the role that the National Park can play in meeting environmental, social and cultural needs, and responding to agendas for inclusion, health and resource management. The development and delivery of good information forms a common thread through this Management Plan.

4.4.2 Brief description

- **Interpretation and information**

Good quality interpretation and information, and clear communication is essential in raising public awareness and appreciation of the Coastal National Park and its special qualities. They can explain the work done by those organisations and individuals who help to look after the parks features. The conservation and enhancement of the Coastal National Park and its sustainable development will be dependent upon sharing values, exciting interest, raising understanding of the wider environmental and rural issues, and influencing attitudes.

Much is already being achieved in raising awareness of the importance and special qualities of Jersey’s coast. The features of the CNP do not exist in isolation and are undoubtedly intimately linked. Demonstrating this is both an opportunity and a challenge faced by the Park. Existing and new threads of work need to continue and develop through the use of a wide range of materials, methods and media suited to all members of society.

ECO-ACTIVE is a good example of how a suite of tailored programmes and outreach work can be effective across many sectors including schools, business and community. It provides information and guidance in a format that encourages long-term sustainable improvements. The Coastal National Park will help with positive messaging to enhance this kind of outreach and educational work.

The “Information Network” within the Coastal National Park currently includes a series of visitor attractions and information points, which at this time are predominantly focussed on individual interests, be they Natural Environment, Historic Environment, Tourism, Business, or Recreation. There is undoubtedly an opportunity for permanent structures to offer an amount of focus on the CNP. In addition there may be an opportunity to dedicate a specific focal point for the CNP in terms of a visitor centre. Manned permanent structures are one option in the delivery of information but there are many alternatives that are commonly found elsewhere. These include pop-up, unmanned points with information linked and delivered through technological solutions. Such alternatives will provide a flexible element to this Information Network and will help play an important role in helping visitors with orientation, information and improving understanding and enjoyment of the area. IT solutions should certainly be supported by a wide range of materials and delivery mechanisms provided by all stakeholders including NGOs, the heritage providers, business, tourism & marketing organisations, government, publishers and local communities. It may well be that developing the Information Network to include the whole of Jersey will bring benefits within and beyond the National Park boundary.

Of growing importance is the use of virtual information via the internet. This information can be easily updateable and could be developed to include, for example, virtual tours of the Park. It is clear that the role of electronic information will continue to grow and diversify. There will be opportunities to respond to new media as they emerge and to increase accessibility to groups which have been traditionally hard to reach.

However, the personal touch will always have a vital role to play in interpretation and communication. This will include businesses and other organisations welcoming the visiting public, engaging volunteers and voluntary organisations, delivery through government and Education Services. It will provide the human face of the Park, catering for different audiences – including the local population as well as visitors. Guided walks, focused activity days and special events will enable interpretation through active participation.

- **Education**

Learning and education form an important complement to communication. There is great potential in using places and technological innovation other than the classroom for teaching and learning. These often offer the most memorable learning experiences, helping us to make sense of the world around us, understand our emotional responses and contributing to our learning.

The Coastal National Park will provide unrivalled opportunities for such learning experiences for all ages - a diverse, rich, inspirational and stimulating resource accessible to all communities on Jersey. It will particularly help increase understanding amongst school children of the natural environment, of the relationship between town and country, and of the landscape and its relationship with those who manage and use it. This will link into the ECO-ACTIVE Schools Framework which aims to build coherence among the broad range of initiatives and school practices within the bigger picture of sustainable development. This helps promote sustainable resource use, climate change mitigation and adaptation, healthy living and thinking long term. The Park could also provide a focus for walks and talks undertaken by schools, which appear to have declined in recent years.

The Coastal National Park will also provide learning opportunities for higher education and life-long learning students, youth organisations and other community groups, increasing understanding of the national park purposes and raising awareness of how individual life styles and behaviour may foster environmental sustainability.

4.4.3 Summary of action

- Raise awareness of the CNP and implement a program of ongoing promotion.
- Develop an “Information Network” utilising a range of media and locations to portray the CNP.
- Stakeholders working together, across themes to showcase the CNP, capturing the very essence of what the CNP means.
- Develop strong educational programs to help inform visitors and locals about the CNP.

4.4.4 Outcomes

- Have a clear, recognised and up to date CNP brand and logo.
- Increasing knowledge of the existence of the CNP, where it is and what its objectives are.
- Have an “Information Network” that stakeholders can access and contribute to:-to include interpretive information, education and research material for information and development.
- Incorporate the CNP in ECO-Active programs at school and business levels.
- Increased use of technology to showcase the CNP.
- Developed communications program for the CNP

See Section 6.1 for Indicators of success

4.5 Business and tourism

4.5.1 Vision

An assessment of the contribution of England’s ten national parks to economic prosperity and well-being (Valuing England’s National Parks - May 2013) is clear that the benefits of National Park designation are more than just a wonderful view; becoming a National Park attracts business, fosters employment, up-skills the labour market and encourages entrepreneurship.

An analysis at county level of turnover, employment and productivity suggest that England’s ten national parks generated between £4.5 - £6 billion of GVA in 2012, the equivalent of a small English city such as Plymouth or the entire UK aerospace sector.

The report also highlighted that more than 50% of businesses surveyed thought they were either directly or indirectly dependent on a high quality landscape and environment and that the designation of a national park had affected them positively – this figure was higher for tourism-related businesses.

The communities and businesses in and around the Coastal National Park certainly provide and help develop the skills and economic growth needed to maintain and enhance many aspects of what makes Jersey’s coastline special. The challenge for business is to be able to meet their own needs, whilst maintaining community vitality and cohesion in harmony with the area’s designation as a National Park. If they can do this then, as demonstrated by the position in England, that there are significant opportunities for business.

Economic Growth plays a key part in the Strategic Planning for the Government of Jersey and the policies supporting the Economic Growth Strategy need also to be applicable to the businesses, current and emerging that reference or exist within the CNP. These opportunities will reflect that the Coastal National Park is a living and working environment where many of their characteristic qualities are as much a result of human activity as of natural forces.

There is undoubtedly a strong and historic relationship between the CNP and Jerseys Tourism Industry. Tourism has undergone major changes over the last 10-15 years in terms of its offering and visitor profiles. To meet these challenges Jersey Tourism, the existing Gov't funded body is transforming in 2015 to an organisation known as Visit Jersey. Its role will be to define and support the future direction for those directly involved in the industry and the promotion of the Island's key assets. The special qualities of the Coastal National Park have a key role to play in this and the delivery Management Plan should be seen as an opportunity for the industry to play its' part in delivering the Park's objectives. The CNP will also provide an opportunity to contribute to "Brand Jersey".

Undoubtedly there will be some key challenges for businesses in and around the Coastal National Park if they are to maximise the potential of such a designation. These include:

- finding new ways of maintaining the viability of farming both through the development of new economic opportunities and through new support mechanisms linked to sustainable land management and the delivery of wider public benefits;
- increasing the economic performance of activities that keep money in the local economy and help conserve and manage the Park's special qualities, for example, through sustainable tourism initiatives, development of local food chains and support for the skills base in traditional crafts;
- meeting the needs of local communities, maintaining community vitality, increasing local pride, and encouraging more sustainable living, while conserving the sense of place of individual settlements;
- conserving the special qualities of the Park by strictly limiting new development, whilst also providing some limited flexibility for sustainable development which makes a positive contribution to people, businesses and the environment of the Park.
- reducing carbon emissions and the general environmental 'footprint' of the Park to meet and exceed Government target.
- Sustainable approach to increasing Inward Investment and high value residency.

- **Branding and marketing**

With the development of the brand comes opportunities to promote and further the key themes of the National Park and the features that make it special. In addition to the development of marketing opportunities the Park brand will enable a clear interpretation strategy to be developed.

There are considerable benefits to developing a brand for the CNP:

- It would provide the CNP with a unique identity linked to its special qualities and what it stands for (its values).
- It would allow a clear understanding to develop of where the CNP exists, both physically on the ground, as well as in policy.
- It would raise awareness of the CNP amongst residents, visitors, businesses, NGO's and government bodies as well as nationally and internationally.
- It would raise the profile of the CNP amongst those who are living and working in or for the Park in order to engage them.
- It could be used to promote products and services from businesses located in and working with or for the CNP.

- **Business development**

The CNP provides an opportunity for business to associate itself more clearly with a key asset that already exists. Employment and business are already essential parts of life in the Coastal National Park. The more traditional business activities such as farming, that support its special environmental qualities, and tourism, that caters for the visitors who come to enjoy the Park are well known. However there is an increasing trend in developing diverse small business opportunities and a drive by the SOJ to enhance Jersey's reputation as a

digital innovator. These two areas may grow the economic output from the CNP or demonstrate, in the case of business and individuals moving to the Island, the continued attraction provided in part by the CNP.

Economic growth is dependent on many factors and not necessarily constrained by the designations imposed by government policy. One of the key drivers of growth is the role that successful and targeted training can provide businesses. It will be important that training providers are aware of the needs of the workforce, and focus on the skills needed to raise the quality and distinctiveness of the goods and services produced in the National Park.

Small and medium-sized businesses benefit from support including market intelligence, mentoring advice, and the opportunity to visit other similar businesses who exemplify good practice. Such support, via Jersey Business and other agencies, will be of particular value, especially where encouragement is given to achieving more sustainable business practices and supporting the National Park purposes through business activities.

The Coastal National Park is a key tourism asset for Jersey, even if at present the National Park itself does not have a profile. Jersey attracted 689,700 visitors in 2011, with a significant proportion likely to have visited one or more parts of the National Park. However the underlying reality is that staying visitor numbers have dropped 43% with total Visitor number down by 30% between 1997 and 2012 [Preliminary Report of the Tourism Shadow Board]. Visitor surveys from 2008 suggests that the most popular activities include scenic walks (33.8% of all visiting parties) and the vast majority of visitors strongly agreed that Jersey has beautiful scenery, good beaches, an interesting history and heritage, and a natural unspoilt environment, and that the Island is a relaxing place to get away from it all and a good place for walking – all these attributes can be associated with the Coastal National Park.

Growing tourism can bring benefits for the local economy and community through visitor spend, job creation and support for much-needed community services that might otherwise not be viable. In terms of recreation, tourism opportunities need to develop in ways that sustain and enhance the natural and cultural environment and the life of local communities. Sustainable tourism is about meeting the needs of visitors, the tourism industry and local communities, whilst safeguarding and enhancing the special qualities of the Coastal National Park.

Jersey Tourism is the main tourism marketing body for the Island. It undertakes promotional and marketing activities including a comprehensive website and guides for visitors covering destinations and features of interest within the National Park. Promoting the Park in tourist information presents a real opportunity to tell tourists about the Park, its special qualities and how they can contribute to it as well as enjoy it. With the transfer of function to Visit Jersey it's currently unclear how this promotional work could be adopted at present.

In addition to its natural and cultural wealth, a number of key visitor attractions are found within the Coastal National Park, all of which attract large numbers of visitors.

A range of visitor accommodation exists within the Coastal National Park and its immediate vicinity. This offering is diverse although with developing technology there could now be alternatives for those wishing to experience the CNP from an alternative perspective. IT led guided tours.

Building close economic links between business and local consumers ensures that money is retained in the local economy, local services are supported, and the economy has the opportunity to become more self-reliant.

4.5.2 Summary of action

- Promote a strong, positive and recognisable brand for the CNP.
- Identify the economic value of the CNP.
- Encourage business development, innovation, entrepreneurship and diversity in respect of the CNP and its features in a sustainable manner.
- Work across jurisdictions to increase the economic benefit the CNP brings to the Island.

4.5.3 Outcomes

- Have a clear, recognised and up to date CNP brand and logo.
- Business to have a better understanding of the value of the CNP to their success.
- Increasing knowledge of the existence of the CNP, where it is and what its objectives are.
- Innovation in promoting the CNP
- Increasing visitor numbers local and tourist
- Increased publicity for the CNP and Jersey nationally & internationally

See Section 6.1 for Indicators of success

4.6 Farming

4.6.1 Vision

It's recognised that the landscapes and cultural identity of the CNP is the product of centuries of agricultural activity. Changing agricultural activities and priorities have ultimately been driven by the market place but the resourcefulness and adaptability of agriculturalists has seen the development of what we recognise as the CNP today. Farmers have been dubbed the "guardians of the countryside" and it's true that they have helped to shape what we see today. Ensuring that farming and farm businesses are able to be sustainable, profitable and ultimately adaptable is key to the meeting the objectives of the CNP designation. Promoting excellence both in respect of brand and management practice continues to be important both locally and internationally.

4.6.2 Brief description

The agricultural and horticultural industry has seen many changes over time in its primary areas of focus. In the 17th century wool and knitting dominated the rural market. The 18th century saw the emergence of significant apple and cider production to a point where a large amount of land was given over to planted apple trees. Through the 19th and in to the 20th century cattle breeding and export expanded rapidly although to some extent. At about the same time production of early potatoes, tomatoes and flowers began to emerge. Today the dominant crop grown is the Jersey Royal. The Jersey Cow and the Jersey Royal remain recognisable brands nationally and internationally. The changing face of agriculture in Jersey has done much to shape cultural identity as well as the more tangible elements such as field patterns, boundaries and the built environment. Much of this is well represented in the CNP and recognised as special qualities.

The designation of the agricultural land bank and its permitted use is enshrined in legislation and provides support to the broader land-use policies within the Island Plan. These policies also guide the use of agricultural buildings and support for the industry through forms of recognised development.

More recently strategic development for the industry has been through a stakeholder led process culminating in the Rural Economy Strategy. Previously spanning a 5 year period it outlines the policy initiatives designed to offer support and recognition for the direction of agriculture over the forthcoming

period. The current RES is currently being reviewed with a view to be providing direction for the industry from 2016 onward.

4.6.3 Summary of action

- Build understanding and recognition of the role of farming within the CNP, demonstrating its value to the Island's cultural past and present.
- Build skills and knowledge base in practical land management for the benefit of farming, conservation and landscape. This will include establishing a strong research and monitoring capability.
- Promote opportunities for diversification within the farming community to support financially viable businesses that meet the objectives of the CNP.
- Ensure the objectives of the CNP remain aligned with those of the Rural Economic Strategy
- Encourage sustainable local food production

4.6.4 Outcomes

- Increased understanding of the role farming plays in the community.
- Enhancing land management practices for the benefit of farm businesses and the features of the CNP.
- Ensure the CNP is recognised as an important part of the Rural Economy Strategy
- Improve the economic viability of rural business

See Section 6.1 for Indicators of success

4.7 Community Well Being and Cultural Distinctiveness

4.7.1 Vision

The people and culture of Jersey are an integral part of what makes the Island unique. Jersey's communities have, throughout history, developed distinctive customs and traditions in response to their local environment, related to both the exploitation and enjoyment of the area. There is a potent link between people and the cultural fabric of the landscape. Much of this is driven by the Parish system within Jersey whose support remains critical.

The Coastal National Park will recognise and celebrate cultural distinctiveness of those parts of the Island within the boundaries of the Park but also offer opportunities for the CNP to host such a celebration should it be clearly associated with the Park's key purposes.

The work of the heritage organisations and increasing self-led co-ordination of the roles they play will be critical in optimising delivery of this theme.

There is a recognition of the physical and psychological health benefits that the CNP provides to all visitors, local and tourist. Ensuring these are retained and that visitors are provided with opportunities to experience these benefits is responds to the stated objectives for designation of the CNP.

4.7.2 Brief description

The interest in the cultural heritage of the Island, including the area covered by the Park, is reflected in the numbers involved with heritage groups and organisations (members, visitors and volunteers) and the range of museums/sites that celebrate the area.

There is a real challenge to provide opportunities to empower people at a community level to develop more socially and environmentally sustainable ways of living. The role of the Parishes in the development of communities and social wellbeing within the CNP is considered to be very important to the successful delivery of the management plan. The Coastal National Park is a highly attractive and rewarding place to live and should be increasingly recognised through community engagement as something to value highly.

The National Park's attractiveness will inevitably lead to demand for housing and there will be a need to ensure that the distinguishing features of a community and its culture are maintained as those initiatives are explored more fully.

The relative remoteness of some settlements within the CNP and the need for people to travel to places of work or for shopping, means that there are high levels of car ownership in the National Park. Travel on buses only accounts for a small proportion of peak hour transport and, due to lower usage, bus services are less frequent. People living in the Park who do not have their own car can find themselves very isolated. The Island Plan 2011 and the Sustainable Transport Policy recognise the need to promote greater provision and use of public transport.

Aside, from improving public transport, this will involve encouraging communities and individuals to help themselves. For example, it could mean finding innovative means of retaining community services, perhaps relying to a greater degree on voluntary activity, and the use of shared and mobile facilities.

The growing interest in local foods creates an opportunity to rediscover and celebrate food and drink once traditional or associated with the area..... If markets can be developed such products can provide new economic avenues linked to the land.

4.7.3 Summary of action

- Taking steps to increase community engagement and local sense of place.
- Ensuring all sections of the community can benefit from the CNP.
- Demonstrate the health benefits that the CNP offers both locals and visitors.

4.7.4 Outcomes

- Increasing knowledge of the existence of the CNP, where it is, what its objectives are and how it can benefit the community.

4.8 Sensitive Development

4.8.1 Vision

Parts of the Coastal National Park are recognised as being of national and international importance. In many areas the CNP embraces highly sensitive and valuable landscapes that are vulnerable to change and damage and therefore warrant the highest level of protection against development. The detail of these landscapes and their capacity to accept change is defined in the Countryside Character appraisal (which helped define a development control framework for the CNP). In all cases the aim of the planning policy for the CNP (Policy NE6 of the Island Plan) is to ensure that the primary purposes of designation are supported (see Section 1.1).

4.8.2 Brief description

- **All Development Types**

The development of planning and land-use policy has evolved over the last 50 years to meet the rapidly changing situation on the Island. Changes in population, economic growth and diversity and public expectations have seen an evolution of land-use documents each aimed at responding to the need for change and meeting future demands. The current format for defining the Island's land-use policy is the production of the Island Plan. In 2011 following extensive public consultation and independent scrutiny the Coastal National Park was designated in the most recent version of the Island Plan. There was recognition for the qualities of the areas the Park covers and the provision of a mechanism for defining appropriate development, to protect these special areas.

Since the original designation in 2011 the Island Plan Policy specifically relating to the CNP has been revised to ensure that it continues to meet the purposes of the designation. The revised policy details can be viewed at;

[Island Plan Policy NE6 - Coastal National Park](#)

The revised policy aims to define more clearly the extent of possible development and how these definitions relate to other areas of the Island Plan, some of which also exist as themes within the management plan. Whilst the application of policy remains the responsibility of the Planning & Building Division (in conjunction with its consultees) there exists an important place for the management plan in providing some context to the interpretation of policy text and the real impacts development applications may have on the ground.

The value of the management plan is that it provides some context to the Island Plan Policy allowing a better understanding of the impacts that proposals may have on the Park's special qualities. Hopefully it will support the resolution of some of the difficulties encountered in applying policy consistently and within the legally judged framework.

4.8.3 Summary of action

- Monitor the effectiveness of planning policies in meeting the objectives of the CNP designation.
- Identify innovation in the development control process to enable better assessment of the impacts on the CNP
- Promote sustainable development within the CNP.
- Seek to protect the CNP within the Island's overall land-use policy.

4.8.4 Outcomes

- Ensure that the designated objectives of the CNP are protected through application of planning policy and legislation

5 Making it happen

5.1 The action plan

The management plan provides the context for the designation of the CNP. It sets out some of the broader long-term objectives for the themes identified within the plan linking them to other local plans, strategies and policies.

The action plan is the primary document for stakeholders and organisations to identify and prioritise projects and partnerships for the delivery of the management plan. The projects within the action plan are those that have been put forward by stakeholders during the engagement process. The shared responsibility for delivery is dependent on maintaining and building working relationships between all stakeholders.

Section 2 details the projects behind the themes of the management plan. Section 3 focuses on the establishment of a governance structure and options for ongoing stakeholder engagement and securing resources. A number of these areas are to be developed in the short term and are likely to fall out or be incorporated into the body of the management plan on review. They also provide some ideas for the early stages of the CNP plan.

It had been hoped that timeframes for the delivery of projects within the action plan could be put forward but this has not been possible. Having said that it is reasonable to assume that a significant proportion of the projects in the action plan will be achieved within the life of the plan. (At this stage set at 5yrs)

Undoubtedly the States of Jersey as the public body, has a statutory duty to deliver a number of services that fall within the CNP. It will continue to discharge these services but utilising the action plan the onus rests with the government as a stakeholder, to recognise where there are opportunities for better more effective delivery of services with other stakeholders who share an interest in joint working.

Outside of the Government's statutory role, the idea that stakeholders can come together and move forward issues in a co-ordinated manner, for the benefit of the CNP's objectives is both exciting and to some extent untested.

6 Monitoring and review

6.1 Monitoring

There are two facets to the successful delivery of the management plan: completion of projects and identifying whether the completion of these projects has delivered +ve benefits for the CNP. Across themes actions are highlighted individually as well as in summary and the exercise of monitoring whether projects in the action plan have been completed is relatively straight forward. Having said that it remains the role of the ongoing management group to formalise the terms under which they propose to complete this; timeframes, how they will collect the information, who will do it, and how they will enable ongoing communication with the broader stakeholder group of the CNP. (Section 3.6.2 & 3.6.3)

In terms of monitoring the impacts of project delivery on the CNP there will need to be a review of the Plan at the end of a 5 year period to assess its effectiveness. This review will need to incorporate not only project completion numbers but also make an assessment of whether key indicators for success are being reached. Whilst this will need to be done at the end of the plan cycle it is likely that a number of these can be monitored on an annual basis. This provides snapshots and the ability to trigger other projects either not started or not identified in advance of the end of the project cycle. Once again it remains the role of the ongoing management group to formalise the terms under which they propose to complete this; timeframes,

how they will collect the information, who will do it, and how they will enable ongoing communication with the broader stakeholder group of the CNP. (Section 3.6.2 & 3.6.3)

The States of Jersey as part of its statutory role, reports on a significant number of features identified in the CNP through other policies and strategies. In the majority of cases these will accord with the implementation of the action within the management plan for the CNP and allow transferrable results to apply.

6.1.1 Headline Indicators

The workshops identified a number of specific indicators that could demonstrate success against the themes identified in the Plan. In addition a number of the projects identified in the action plan provide additional possible indicators for monitoring.

Key indicators for describing progress in community engagement and sensitive development were not discussed during the stakeholder discussions and so not feature in table 1.

Table 1. Headline Indicators by Theme

Theme	Indicator	Measures
Natural Environment	Species recording	↑no. of all species records received
	Report against a list of indicator species	+ve trends
	Habitat quality	↑in habitat condition against pre-defined criteria
	Halt fragmentation of habitat	↑in recognised habitat areas connectivity
	Increasing best practice management and skills base	Measure the number of opportunities for learning
Historic Environment	Protection of Listed buildings & Historic Landscapes	+ve Public attitudes survey
		↑ promotion and recognition of the significance to the CNP
	Tree Preservation Orders	↑no of trees identified worthy of protection
Recreation & Access	Event monitoring	Establish baseline of events
	Events	Create calendar of events ↓potential conflicts in events
	Recreational codes of conduct	Produced & available
	Recreational Strategy	Approved
	Access	↑ no, length and type of access routes within the CNP
Interpretation, Information & Education	Awareness	No. of visits to CNP website
	Users engage with information from (i) centres incl Tourism & (ii)website	↑awareness of CNP incl brand recognition – +ve Public & Business attitudes survey
	Media coverage	↑media coverage - no of references
	Information Network	In existence
	CNP website	In existence - monitor number of hits
	Publicly accessible virtual	↑no of apps. referencing CNP

Theme	Indicator	Measures
	applications	features
	Links with off-island organisations and networks	↑redirected traffic from other websites
Business & Tourism	Funding levels	↑in resources
	Brand development	Complete
		↑no of businesses wanting to be associated with brand
	Valuing economic benefit of the CNP	Produce report
	Growing tourism	↑in visitor numbers to or as a result of CNP
	Increasing business diversity in CNP	Measure the number of business networking events targeting the CNP
	Visitor infrastructure	No of improvement projects assessed
	Work transnationally	↑no of links with external stakeholders of protected landscapes
Farming	Maintain farmed land	No loss of farmed land
	Valuing economic benefit of farming to the CNP	Make available as part of overall economic report
	Wildlife enhancements in the farmed landscape	↑in no of schemes
	Increase understanding of farming in CNP	No. of events and businesses promoting their activities
	Point and diffuse pollution	↓no of pollution incidents in the CNP
	Locally produced food	↑in the amount of produce produced and consumed locally
	Rural Economic Strategy	Meet the targets for the CNP
Community Well Being and Cultural Distinctiveness	Increase awareness of the CNP within local communities	No. of events and activities celebrating community and CNP
		↑ in the type of events to reach broader population
	Link with the Health and Wellbeing provision	↑in no. of participants and health and recreational related schemes benefiting from the special qualities of the CNP
	Promote community at the heart of CNP	Maintain levels of voluntary engagement.
		Draw up a comprehensive voluntary sector register for activities related to Plan
Development / Built Environment	CNP Management Plan supports decision making of development control applications	3yr review of planning decisions made in CNP to assess value of Plan to NE6 Policy.

6.2 Full review

Full review of the plan is scheduled to be 5 years although ongoing review and monitoring may identify the need for this first management plan to be reviewed earlier. The ongoing management group of the CNP will be required to identify the terms of this review, who will do it and communicate for the broader stakeholders input to ensure the management plan for the CNP remains a shared endeavour.

Appendix 1

Resource Directory

Offer	Who	Definite commitment	In principle	Please ask (we will try and help)
1.1 People: Volunteers, Networks, Staff Time				
Volunteers				
In principle provide volunteers	Durrell		YES	
Offering to volunteer	Bob Thompkins	YES		
Volunteers	David		YES	
Small environmental groups will probably be only too pleased to be involved in arranging events re CNP	Mike	YES		
WI could be involved	Mike			
Voluntary labour, back to work, volunteers (Environmental projects)-	(Jon Parkes / Tim Liddiard) National Trust / Department of Environment		YES	
Volunteers Jersey conservation volunteers	Jersey biodiversity partnership		YES	
Cycling – volunteers	C.C.C & similar		YES	
Community service/Back to Work (Suggestions)			YES	
Networks				
Know how skills & networks	David			
Engage & mobilise young people - Networking with teachers	Mike			
Staff Time				
People	JFU		YES	
Wardening/policing				
Policing from Honorary system for area in St Peter	St Peters		YES	
1.2 Funds: Funds, Corporate Funds, Fund Raising				
Fundraising				
Support fund raising	Durrell Simon Sand & Gravel		YES YES	

Offer	Who	Definite commitment	In principle	Please ask (we will try and help)
	Bob Thompkins DoE		YES YES	
Jersey motorcycle & light car club (fund raising)	Ken Thomson		YES	
Proceeds of crime ☺!				YES
Possible Tourism Development Fund?? may feel that it does not fit their criteria				
Trust/Trust fund				
Supply skills base to set up CNP trust fund	Simon Sand & Gravel	YES		
Charitable trusts – eg new High Net Worth residents	(ask Kevin Lemasney)			
1.3 Interpretation: Places, IT, Education				
Places				
Francis Le Sueur Centre as an interpretation centre	DoE		YES	
Buildings/spaces in lieu of funds Eg. Francis Le Sueur Centre	DoE –		YES	
Francis Le Sueur centre for interpretation	DoE		YES	
Francis Le Sueur Centre	Natural Environment Team – SOJ	YES		YES
Guard house at Plemont as an interpretation centre	DoE		YES	
Grève de Lecq barracks as an interpretation centre	National Trust		YES	
Use of Sorrel motorcycle course	Ken Thomson		YES	
Interpretation displays				
Doing interpretation etc. about the CNP at Durrell's park	Durrell		YES	
Interpretation board in Parish hall (St Peter)	St Peters		YES	
Website creation				
Website design (corporate sponsorship)	Jim Hopley		YES	
Input to website development	Jeff	Yes		
Interpretation App				
Island wide app – whole island- not just CNP Tourism – being worked on as project @ the moment			YES	
Education and awareness in schools				
Delivery of Education on CNP - Schools etc.	Jersey One World Group John Le Maistre		YES	
Interpretation CNP into school programme	Bob Thompkins	YES		
Guided walks and education events – Secondary schools	(DoE)		YES	
Guided walks/events				
Can do guided walks	Mike (as an individual)	YES		
Show and tell event (assembly rooms in down)	(Jim Hopley)		YES	

Offer	Who	Definite commitment	In principle	Please ask (we will try and help)
Offer to lead guided walks etc. which already take place through NT etc	Bob Thompkins	YES		
1.4 Data, information and knowhow: Data sharing, Skills				
Biodiversity data				
Provide data already collected	Durrell Simon Sand DoE	YES YES YES		
A lot already happening through biodiversity centre	(Nick Aubin)	YES		
Refocus existing monitoring efforts – (Use of monitoring data)	Durrell			
Biological data	(DoE)		YES	
Species, protected species, valuable species	Nick Aubin - (Biodiversity officer)	Yes		
Background info on specialist species areas of species & habitats, species groups. Also knowledge of effect of action on habitats/species	Nick - Happy to co-ordinate		Yes	
DATA – Biological data	Natural Environment Team - SoJ	YES		
Geographic Information System about Designated sites				
GIS– SSI's, ESA's etc.	Natural Environment Team - SoJ	YES		
Contact information				
Electoral information	Individual parishes		YES	
Landownership database for existing footpath access	(DoE)		YES	
Parish data on roads, ownership access in St Peter	St Peter		YES	
Meteorological data				
Meteorological data- attached to website etc.	(DoE)		YES	
Archaeological data				
Archaeology info	Nick - Societe			YES
1.5 Promotion				
Promote through all avenues				
Promoting/guidance/visitor centre- Island product	Tourism	YES		
Develop branding				
Branding – do the design brief	Tourism (EDD)	YES		
Help with branding and promotion	Martyn (as individual) Jeff(as individual & Parish)	YES		
Advice on Branding -/ development	John Garton – JPPL	YES		
Promote in own magazines and website				
Promotion on web, social media of CNP	Durrell	YES		

Offer	Who	Definite commitment	In principle	Please ask (we will try and help)
	DoE Simon Sand & Gravel	YES YES		
IT – web – inclusive of CNP (Birds on the Edge) – evolve it use as a communications tool	Durrell		YES	
In principle put info about CNP on website	National Trust		YES	
Magazine and website	National Trust		YES	
Parish Magazine (St Peter)	St Peter		YES	
Promote the CNP articles in JEP, & Parish mags	Mike (as an individual)	YES		
Trees for life? (suggestions)				
Promotion through producers				
Promote through producers in CNP	John Garton- JPPL	YES		
1.6 Management of access, land and heritage				
Habitat/land Management				
SOJ rangers ongoing management	States of Jersey work		YES	
Countryside enhancement scheme (CES) (by application)	(DoE)		YES	
CES – Prioritising applications in the CNP?	DoE		YES	
Management of footpaths and access				
Commitment to footpaths etc.	National Trust Land	YES		
Access / footpaths	Natural Environment Team – SOJ			
Commitment to footpaths, bridleways and access network within CNP -	DoE	YES	YES	
Advice on access & paths	Cycling CCC / CIMBA		YES	
Countryside Enhancement targeted access agreements			YES	
Carparks	Natural Environment Team – SOJ	YES		
1.7 Support, partnership, active involvement				
Active involvement and support				
2 Know-how, skills, networks and volunteers	David	YES		
Support of process	Durrell	YES		
As stakeholders - Offering continued input into the process of developing the CNP	Durrell Bob Thompkins - as stakeholder Simon Sand & Gravel DoE	YES YES YES YES		
	Department of the Environment			YES
	National Trust			YES
	Parish of St Peter			YES

Offer	Who	Definite commitment	In principle	Please ask (we will try and help)
	Chamber of Commerce			YES
	Jersey Sports Council			YES
Space for meetings and provisions				
Meeting rooms etc (National Trust)	National Trust		YES	
Dinner & Gum! 😊	Simon Sand	YES		
Advice				
Advisory support	Natural Environment Team – SOJ	YES		
Advisory support - Knowledge within organisation of NP issues	Cycling CCC/CIMBA		YES	
Provision of relevant advice	Durrell Simon Sand & Gravel Bob Thompkins	YES YES YES		