

Summary of CNP Interim Working Group (IWG) Meeting

Date of meeting: 13 October 2014

Venue: Royal Jersey Agricultural & Horticultural Society HQ, Trinity

Present: Andrew Terry (AT), Jim Hopley (JH), Mike Stentiford (MS), Ken Thomson (KT), Bob Tompkins (BT), David Hambrook (DH), Donna Le Marrec (Tourism), Marc Woodhall (MW)

Apologies: Nick Aubin (NA), Dan Houseago (Dan), Doug Richardson (DR)

Meeting minutes from 8th September 2014 were approved by the IWG and circulated to the broader stakeholder group on 17th September 2014.

Action points from the previous meeting held on 8th September 2014 were then reviewed (outcomes in red).

Follow-up of all Action Points from 08/09/14:

- Dan to report back on approaches to UK National Park counterparts in respect of informing IWG. **Dan to circulate a paper / report back at next IWG meeting.**
- MW to incorporate 3rd workshop outputs in to CNP draft management plan and forward to IWG who would use this at the next IWG meeting to draft a brief for the development of logo and brand. **MW confirmed that time constraints meant that this had not been possible but that he would endeavour to complete this by the next meeting to be held on 10th November. MW also confirmed that he believed there was already sufficient content within the draft management plan currently available for a brief to be drawn up for the development of a brand and logo.**
- MW will also circulate this draft to full stakeholder group for information. **As above**
- MW to raise the issue of funding in relation to logo and branding with the DoE. **MW confirmed that he had discussed this and the likelihood was that approximately £5k could be put toward this from the DoE.**
- MW to receive clarification that the approval of the DoE / Minister isn't required to establish a formal governance structure. **MW confirmed that he had spoken to Dan and that he understood the Minister to be supportive of the stakeholder engagement process and the establishment of an Interim Working Group to help develop and produce the management plan for the CNP. In terms of clarifying whether the Minister would prevent certain governance structures from being developed, MW suggested that the key criteria was not the governance structure in place but that whatever Group was in place continued to reference the final management plan and didn't seek to move away from a broad stakeholder led plan, to one that they decided to develop and create themselves, without the backing of the wider group.**
- MW establishing an interim web page on the gov.je website to post meeting minutes and reports. MW to forward this link to all stakeholders as soon as it's live. **MW confirmed this is almost live and will probably incorporate the minutes of all subsequent going forward.**
- JH to continue looking at the establishment of a limited liability company and then the formal establishment of a constitution and establishment of charitable status in line with the new charities legislation. Will report back on progress at next meeting.

JH happy to push this forward if the remainder of the IWG wish. See discussion detail re governance in body of minutes.

- MS to draft up some press to inform of progress to date. MS to circulate to IWG in advance. MS has drafted a press release and circulated to IWG members. Has been waiting on feedback, however with impending elections it was felt that any release should wait until after they were over.

The nature of the discussions at the meeting did mean that although the conversation switched regularly, a number of clear topic headlines did emerge. What is represented here is the general content of these discussions under each of the headings. There was some concern expressed at the beginning of the meeting that as a group the IWG weren't making significant strides forward but with some positive actions agreed through the course of the meeting this concern was mitigated to some extent.

- **Branding** - There was a lengthy discussion around branding and logo focusing on what the CNP represented and how best to develop a brand that captured what the park stands for, whilst also representing its stakeholders. It was agreed that there was probably sufficient detail in the management plan to date, to draw up a brief for branding development. To support this MS proposed the idea of a quick "Things you should know about Jersey' Coastal National Park" (see attached for early ideas). The point was re-iterated that a brief should be developed for professional services in this area, given the fact that this is a potentially complex task with a significant number of considerations that the members of the IWG should not be undertaking themselves. This led on to the issue of funding and the need for working capital to initiate this kind of work. In light of confirmation from MW that the Department of the Environment would support this work to the sum of £5k it was then proposed that a bid be made to the Tourism Development Fund (TDF) for a total of £15k. This would support the idea of brand and logo development and in addition provide some seed capital for initiatives such as raising awareness. For example developing MS's idea for "things you should know about the CNP work".

AT suggested that it might be possible to find a student to collate this information for use not only in brand development but also to support a more concerted effort to raise the profile of the CNP in the media. Funding from the TDF might help to fund this work.

Given that applications to the TDF close Friday 17th October DLM offered to make the application on behalf of the IWG. It was also recognised that this would probably be the forerunner to a much more detailed and larger application to the TDF in the spring of 2015.

JH re-iterated the points he made at the previous meeting in relation to web design about possible offers of support from external providers.

Action:

DLM to make application to TDF on behalf of the IWG for funds to cover brand development and working capital.

AT to investigate the possibility of a student from Durrell being able to support some work around the CNP facts and figures.

- **Logo** – The point was made that stakeholder groups need to be able to embrace whatever logo is created and visitors need to be able to understand how it represents the brand and special qualities of the CNP. Members did suggest that the logo was likely to be developed as a consequence of better understanding of the CNP and brand development. By way of making the point that this was a relatively complex issue AT highlighted how Durrell operates in this area, ensuring their logo designs and colours

were constantly evolving to represent the way they wished to portray various aspects of their portfolio of operations. There was general agreement to this, however KT reiterated his belief that the development of a logo didn't need to be complex or costly and that it could be put together relatively simply.

Action: As Branding.

- **Promotion** – The issue of a media release was brought up. MS confirmed that he had drafted a brief press release but that he was waiting on feedback from the IWG. With the media currently occupied with the local elections it was felt that any press release should be delayed for an open news period. There was a general agreement that the CNP was still unknown across the majority of the island population and that it was vital to raise awareness. The question was also asked about whether MS could use his JEP weekly page on a regular basis to build growing awareness of the CNP. MS did confirm that he had discussed the CNP previously with the features editor. At that time he had suggested they hold fire but there was certainly potential for exploring this again and also asking the green features writer to engage. MW pointed out that all stakeholders had a role to play in the raising of awareness. This should extend to highlighting it (where relevant) in all aspects of their organisations work or referencing it in media communications they put out. By way of example MW pointed out that after being asked he had issued two articles in recent months one to the Chamber of Commerce and one to the Island magazine. Awareness raising could be supported by making the CNP relevant to the public and this was the benefit of incorporating a facts based approach to the CNP that would reach a broad range of interests and stakeholder activities. AT's offer to explore the possibility of a Durrell student to expand this list, proposed by MS, for use in awareness raising was a very welcome addition to supporting this objective.

KT raised the issue of creating a calendar of events in the CNP, that had been discussed at the previous meeting. DLM confirmed that Tourism currently provided something like this for Island wide events. It was suggested that there might be a way of extracting those events that were specific to the CNP but that there would need to be a way of ensuring that this was done regularly and in a way that made it current for stakeholders and participants. Conceivably there could be a page created on the Jersey.com website specific to the CNP. The transition of Tourism to Visit Jersey (due 1st January 2015) does leave a number of unanswered questions in terms of organisational structure, resources to continue existing functions and future objectives. That said that the current transition director Kevin Keen has suggested that he sees the benefit of the CNP to Jersey's tourism offering and hopefully that will be the case for the new CEO once in post.

Action MS to discuss the opportunities for media coverage with JEP editors and writers.

AT to investigate the possibility of a student from Durrell being able to support some work around the CNP facts and figures

- **Funding** – The view remains that the CNP is a significant asset to the Island and especially its tourism offering. In order to attract funding which the IWG feel should be forthcoming from a variety of sectors there is still a view that a clear organisational structure and plan is going to be essential if they are to convince public and private bodies to invest.

With the TDF funding bid already discussed there were a few questions raised about how, if awarded, TDF funds could be received without a formal structure. This mirrors previous discussion about the need for a formal structure to help the CNP attract funding from a variety of sources. Whilst there was no firm answers about how the immediate issue of TDF funds might be managed, there was discussion about the variety of organisational structures that may be established. In summary the link is

broadly accepted by the IWG, of the need to create a structure that allows funding to be accessed if the CNP is to be successful long term.

Action: DLM to make application to TDF on behalf of the IWG for funds to cover brand development and working capital.

- **Organisational Structure** – Following on from discussions at the first two meetings MW confirmed that he had received a number of documents from Diana Pound at Dialogue Matters (the consultancy who had supported the stakeholder engagement process) discussing options for structural organisation based on a stakeholder led approach to delivery. All the material has been forwarded to IWG members for information although there doesn't appear to be a particularly clear and definitive path to follow. There was a discussion about how the IWG were going to inform a decision about the best structure to establish but there does seem to be at least three routes to explore further:

- 1) JH is able to provide input and his experience to setting up a charitable structure following the establishment of a company limited by guarantee. Having already followed and completed this route for the Jersey Voluntary and Community Partnership. JH suggested that he would be happy to put his experience forward in this area should the IWG choose to go down that route and that he knew key people that may well be in a position to support the IWG.
- 2) Given that there are National Parks operating in the UK the IWG have expressed a desire for some feedback of the situation in the UK, that might inform their choice of structure here. Dan has experience of the UK's National Park set-up and the IWG have asked that he provide them with some information to support their decisions.
- 3) AT suggested that there are many examples of protected area organisational structures around the world, possibly some that may suit the style of the stakeholder led delivery hoped for in Jersey and that he would be prepared to provide some information in relation to this.

Action: JH to remain in a position to inform the IWG of pursuing an organisational structure along the lines of those he has previously outlined.

Dan to provide some input from a UK perspective on organisational structures associated with National Parks and how best they may be applied in Jersey.

AT to provide information relating to organisational structures used in protected areas in other parts of the world that may be applicable to Jersey.

- **Draft Management Plan** – Further to MW confirming that he had not yet finalised the content of the draft Management Plan from the stakeholder workshops, there was some discussion about how the IWG were going to finalise the Plan, an objective given to them by the broader stakeholder group. Some members suggested that there were some specifics in the draft plan to date that were maybe not representative of the stakeholders and that there may be significant issues with the amount of detail in the Plan and how they might as a Group be expected to verify everything.

There was a feeling expressed by some at this stage that the IWG might need to go back to the broader stakeholder group once the draft was finalised to ensure that any specific issues could be discussed.

It is expected that this will become an issue for further discussion once the input of the stakeholders from the 3rd workshop is incorporated into the draft plan and given to the IWG.

Action: MW aim to complete draft by next IWG meeting 10t November

Additional Information:

- “Things you should know about Jersey’ Coastal National Park” – This is the start of a list suggested by MS to help reach and inform a broad spectrum of public and stakeholders regarding the CNP. I have transferred it to a word.doc so that people can add ideas.



CNP Facts and
Figures MS.docx

- It may also be helpful for members of the IWG to look at how UK National Park websites promote their special qualities and features. I have attached a link to the National Park “Breathing Spaces” website where you can click on any of the parks marked in green on the UK map and go straight to their website to see the diversity of interests at play. These websites allow you to sign up for notifications of events and you are e-mailed direct.

<http://www.nationalparks.gov.uk/>

- Role of CNP Group & Interim Working Group



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Date set for the next meeting to be held at Les Noyers, Durrell:

- **Monday 10th November 2014**