

What is the key objective of the CNP project

There are two key objectives of the CNP project:

- **the conservation and enhancement of the natural beauty, wildlife and cultural heritage of the National Park**
- **to promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.**

It is also recognised that the CNP embraces a living and working landscape and therefore it is essential to cultivate the economic and social benefits that the Park can offer. Somewhat uniquely this project is being delivered by a broad cross-section of stakeholders including, individuals, community, amenity, business (tourism & agriculture), government and special interest groups.

The tool to deliver real and positive change in respect of these objectives is the Management Plan being developed by the stakeholders themselves through engagement and dialogue.

With reference to its key objectives, the CNP is therefore an important centre for tourism, recreation and education where the main goal is to deliver these themes in a sustainable yet economically beneficial way.

Tourism and recreation within the CNP undoubtedly adds considerable value to the economy of the Island and the well-being of its communities and whilst there is little data readily available to demonstrate this locally, a similar report produced in 2013 for the 10 English National Parks, demonstrates how this is achieved elsewhere. In England alone the National Parks are estimated to deliver an additional £3-4 billion to the economy, attract some 95 million visitors per annum and support and estimated 48,000 FTE jobs. [Attached is a link to the full Report for information]

[Report - Valuing Englands National Parks - published May 2013](#)

Who owns it and who are the group requesting the money

The CNP covers approximately 1,930Ha (excluding the offshore reefs) or 16% of the Island. It is primarily in private ownership, with the government and other key land owners owning some of the larger blocks of land within that.



CNP msp.doc

The group requesting the money are the CNP IWG. This is an Interim Working Group composed of ten volunteers who came forward from the stakeholder engagement discussions, to further the objectives of a broad stakeholder group with respect to the CNP. Attached is a summary update of how the project has been delivered to date.



CNP update
121114.pdf

What status do they have

The IWG have no legal status. However it is important to state that the CNP is designated under Policy – The Jersey Island Plan, a document required under the Planning & Building (Jersey) Law 2002. The Island Plan proposes a 10yr plan that cannot be altered without a comprehensive and independent process of consultation, followed by the approval of the States Assembly. In that respect the CNP, the Management Plan and the “governance group,” be they the Interim Working Group or a long term group have a secure tenure.

In addition, by virtue of the fact that the CNP project is stakeholder led, the Interim Working Group that are currently in place are fulfilling the mandate of a broad coalition of stakeholders and therefore hold the fullest legitimacy.

What will the money actually be spent on, with a break down

The IWG have a set of objectives that they have been tasked with by a broader stakeholder group. These include:

- **Establishing 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, (possibly through Terms of Reference) in consultation with the broader stakeholder group
- Ensure a smooth transition between the Interim Working Group and a long term CNP Group

Establishing a CNP brand image is seen as a critical first step in the delivery of these objectives, taking the CNP from concept to launch. It is proposed that the money will be spent as follows*:

- Create a logo - £2500
- Create and set up a website - £5000
- Create brand identity - £5000
- Launch a website and organisation - £2500
 - To include an initial brochure for distribution with a tourism orientation - £2500
- Contingency - £2500

*[The figures below are based on an actual project recently delivered in conjunction with a professional agency]

What happens after the branding project has been completed

As above, the branding project is the 1st in a series of objectives for the IWG that also includes:

- 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 a long term CNP Group (functions of which have been discussed already at stakeholder level).
- Continue to secure resources

Where will the branding appear

Branding will appear on all promotional material that highlights the special qualities of the CNP. This work will also provide the opportunity to partner others; Tourism / Visit Jersey; local producers (Jersey Royal , Jersey Diary); Locate Jersey; Business across multiple sectors, in raising awareness and promoting the message of the positive economic benefits that the CNP can offer.

The brand will also be used to launch the CNP both locally, Nationally and Internationally. To that end preliminary discussions are being held with representatives of the English and UK National Parks and Associations, to benefit from their experience and capitalise on the level of exposure they can give both the CNP and Jersey. [Attached are links to their websites for information]

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

<http://www.nationalparksengland.org.uk/>