

## Summary of CNP Interim Working Group (IWG) Meeting

**Date of meeting:** 08 September 2014

**Venue:** Royal Jersey Agricultural & Horticultural Society HQ, Trinity

**Present:** Jim Hopley (JH), Mike Stentiford (MS), Nick Aubin (NA), Ken Thomson (KT), Bob Tompkins (BT), David Hambrook (DH), Donna Le Marrec (Tourism), Marc Woodhall (MW)

**Apologies:** Andrew Terry (AT), Dan Houseago (Dan), Doug Richardson (DR)

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Meeting minutes from 04 August 2014 were not reviewed at this meeting as they had already been amended and approved by the IWG in advance and circulated to the broader stakeholder group.

Donna Le Marrec (DLM) was welcomed by the IWG. Following the previous meeting JH had approached DLM to attend and provide input from the Tourism perspective.

Action points from the previous meeting held on 4th Aug 2014 were then reviewed (outcomes in red)

### **Follow-up of Actions Points from meeting 04/08/14:**

Dan – Make approaches to UK National Park counterparts and organisations with a view to informing IWG members and the development of the Management Plan and CNP in Jersey. **Dan to circulate a paper with update to the IWG.**

JH – Approach Tourism to nominate a representative to sit on the IWG (possibly Donna Le Marrec). Discuss with new CEO (Kevin Keen) the opportunities the CNP presents to the Tourism offering and also get from Tourism an understanding of what their offer to develop some background work in respect of branding and promotion might actually entail.

**DLM agreed to join group and attend. JH also had the opportunity to discuss the CNP with Kevin Keene (new CEO – Visit Jersey) who is supportive of the initiative and understands the opportunities for tourism. JH confirmed that in meeting DLM and Kevin Keene at Tourism there was some discussion about the extent to which Tourism could commit to developing a logo / assisting with branding (see points on logo & branding below). JH also confirmed that he had a tentative offer from Total Group to assist in the development of a website although some of the creative work around a logo, to support a brand might sit better with another company.**

JH – To look into the options for establishing an Association / Charitable Organisation to be able to inform IWG at next meeting.

**JH outlined discussions he'd had in respect of this. The advice is that a Company Limited by Guarantee (£1) might be the most appropriate structure to establish. Once that is in place it would then be possible to register at the tax office and the JFSC. Such a body would need a Constitution & Articles of Association, plus directors who are effectively trustees. The idea being that it would then be possible to establish charitable status, becoming registered under the new charities legislation. JH happy to help in this regard. Assistance has been offered in respect of this from John Pinel (Jersey Voluntary and**

Community Partnership). There are some costs to this but they are thought to be minimal except for the legal advice. IWG could possibly approach a legal firm to assist with this as support for the CNP? JH has had help in the past from Ogiers but would need to clarify costs with them if requested. JH also confirmed that he has had experience with John Pinel in assisting / advising on a logo and branding and believes costs of approximately £5k would be sufficient to cover it.

DH – To hold an informal conversation with the Comité des Connétables / Secretary to let them know that the IWG is meeting and that the development of the Management Plan for the CNP is ongoing.

DH spoken to Sue De Gruchy (Secretary) and remains happy to act as a conduit into the Comité should the IWG ask for it.

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.

- **Logo** – Engagement with schools in terms of creativity was raised following on from the 1<sup>st</sup> IWG meeting. The difficulties in engaging schools were highlighted and centred on their existing curriculum schedules and plans, possible clashes with other forthcoming events (eg Island Games) and the need to ensure that the final logo design also recognises the brand and the qualities of the CNP. Developing an image for professional use across a variety of media formats was considered essential and something possibly better suited to a design agency. This may in reality preclude using schools. In addition 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, as well as being representative of the stakeholders and their interests. KT proposed a design idea that had no cost. (attached with these minutes). There were some concerns raised around whether private land owners would be happy to see a CNP logo used on their land and what it might mean physically on the ground in terms of impact. This discussion also extended to whether consideration was needed for promoting the CNP on private land in respect of insurance liability for the CNP group. MW expressed a view that existing arrangements in place with stakeholders and landowners should cover this but there was a view from some that this might need to be clarified. **Action:** As Branding. The IWG will use the next meeting to draft up a brief for the brand.
- **Branding** - There was a significant amount of discussion around branding and particularly what the CNP represented. This focussed on what the CNP was all about, what its special qualities were and how the essence of these might be captured. It was felt that before a brand was developed the answers to these questions needed to be encapsulated in a brief, which could then be used to procure professional services. It was certainly felt that developing a logo and branding was achievable but there was also a recognition that it was a complex task with a significant number of considerations. It was felt that branding needed to capture the reasons why locals and visitors chose the Jersey CNP and its' special features, over those elsewhere. MW pointed out that the management plan which represents the views of the broader stakeholder group would go some way to providing the detail to develop a design brief. He also highlighted the fact that during the workshop process a number of stakeholders had offered to help with this work. DLM offered to take a completed and financed brief through procurement. **Action** MW to incorporate the output of workshop 3 of the stakeholder engagement process into the draft management plan

and make it available for the IWG in advance of the next IWG meeting. The IWG would then use the next meeting to draft up a brief.

- **Promotion** – There was discussion about the need to engage the press and highlight the work done to date in relation to the CNP. It was thought that a single voice from the IWG might prove to be more effective. All heads turned to MS ☺. DLM suggested that Tourism had a more appropriate role to play in promotion than brand development and that they may well be able to assist in this area. Tourism have experience and possible funding routes to support this – for example the Tourism Development Fund (TDF). The likelihood is that the TDF would need to see a business case for funding. The TDF is currently open to new applications until mid-October. There was also a discussion around the promotion /events co-ordination in the CNP. Tourism currently promote events when they are made aware of them, across the Island, but there might be a need to be able to differentiate the CNP events from others happening in the Island. DLM did allude to the fact that Tourism / Visit Jersey (as of 1<sup>st</sup> January 2015 and dependent on organisational changes) could produce a simple piece of consumer print in 2015. It could contain a map of the park with a general guide to what you can do within it e.g. walking trails, nature/wildlife centres, flora/fauna, outdoor active sports and activities, heritage sites, tourism attractions, golf courses, events, hotels and restaurants, car parks etc. However, ideally this consumer print would also contain reference to a logo. There were concerns raised that whatever the IWG did shouldn't result in a further layer of bureaucracy but instead the IWG should play a co-ordinating role, as this is clearly where benefits lie (across so many examples). The development of promotional material appeared to rest on the logo and brand being finalised.

**Action** MS to draft something for the press and forward to IWG before release

- **Funding** – There was a view that the CNP was a significant asset to the Island and that the government should be making a financial contribution to this. There remains a feeling that some government funding at the outset is essential to support the development of a brand and logo and the question was asked whether the DoE would support this. In addition the TDF was seen as a possible future funding mechanism. In all cases the IWG felt that a clear organisational structure and plan was going to be essential if they were to convince public and private bodies to invest.

**Action:** MW agreed to ask the questions of the DoE in terms of possible funding and scale.

- **Organisational Structure** – Following on from discussions at the 1<sup>st</sup> meeting and update of actions from JH, there was a discussion about the benefits and possible consequences of creating a more formal structure. A significant benefit seen was in the ability to raise funds. Establishing a group with charitable status would provide a means to deliver more formal funding requests as well as an opportunity for external supporters to provide their financial support. JH did point out that there were ramifications to establishing a more formal identity but the benefits were real. In addition the set-up was relatively straight forward and if the rest of the IWG was supportive it could be pursued. JH thought the cost implications were minimal although the legal work associated with it would be the heaviest without support either from a corporate sponsor or elsewhere. Concerns were raised about whether approval was needed from the DoE / Minister for the IWG to follow a route to an autonomous structure. MW confirmed that he felt this was not the case given the nature of the engagement process that was followed. He suggested that if the IWG were implementing the wishes of the broader stakeholders then they would be fulfilling their role.

**Action:** JH to continue enquiries and seek opportunities to allow the IWG to pursue this route of establishing a formal structure.

MW to clarify with DoE whether there are any issues with the IWG developing an independent organisational structure as discussed.

**Summary of all Action Points from 08/09/14:**

- Dan to report back on approaches to UK National Park counterparts in respect of informing IWG.
- MW to incorporate 3<sup>rd</sup> 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 will also circulate this draft to full stakeholder group for information.
- MW to raise the issue of funding in relation to logo and branding with the DoE.
- MW to receive clarification that the approval of the DoE / Minister isn't required to establish a formal governance structure.
- 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.
- 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.
- MS to draft up some press to inform of progress to date. MS to circulate to IWG in advance.

**Additional Information:**

- MW was approached by Digimap with a view to discussing and developing some form of story map to help bring the CNP alive. This would be able to contribute to the interpretation / promotion of the CNP. The attached is a link to some examples of their work.  
<http://storymaps.arcgis.com/en/gallery/#s=0&n=30&d=1>)
- 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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**Dates were set for the next two meetings to be held at the RJA & HS:**

- **Monday 13<sup>th</sup> October 2014**
- **Monday 10<sup>th</sup> November 2014**

