

**Minutes of a meeting of the Town Team held at 2.30pm
on Tuesday 3rd February 2025 in the Le Capelain Gallery, Town Hall**

Present	<p>Connor Burgher (CBu) – Town Centre Manager Simon Crowcroft (SC) - Chair Sergeant David Bowler (SDB) - States of Jersey Police PC Walsh (PC W) - States of Jersey Police Erin Garraghan (EG) - Government of Jersey, Department for Economy Charlotte Howe (CH) - Government of Jersey, Department for Economy Claire Boscq (CB) - Jersey CX Alliance Joanne Vandemere (JV) - Jersey CX Alliance Harriet Rouse (HR) - Harriet and Rose Andrea Hart (AH) - Monsoon Amanda Lamy (AL) - Sports Direct Hamish Hargreaves (HH) - Government of Jersey, Strategic Policy, Planning and Performance Colin Gaskell (CG) - Romerils</p>
Apologies	
Approval of previous minutes	The minutes of the previous meeting were hereby approved.
Matters Arising	Introductions and welcome to the first Town Team meeting of 2025.
Town Team Charter	CH and EG gave out copies of the charter for the group to read ahead of the next meeting and feedback on any items to include or exclude. Key focus on purpose, actions, alignment to strategy and membership.
Parking	<p>The Team agreed that there is not necessarily an issue with the number of parking spaces in town, but the suitability and accessibility of the spaces can be problematic.</p> <p>The following discussion mentioned the potential for business-led parking incentives, how the availability of spaces could be made clearer, and</p>

	<p>that better communication is needed regarding the suitability and accessibility of spaces.</p> <p>CH emphasised that we should also encourage local spend with parking offers but we must remember that transport is our number 1 source of carbon footprint for the island, so we need to balance this with incentives that promote more car-sharing etc.</p>
New Openings	<p>MM shared that Sunday openings have been successful for them, and that footfall seemed to be up.</p> <p>CH and CBU shared new openings in St Helier, which included:</p> <ul style="list-style-type: none"> • Happy Buns • Hettich Rolex and Patek Philip studio • New Barbers on Queen Street • LOL nails opening in March • Fat Face in old Body Shop Unit • Anna Trig move into town • Unur • Iris Galerie <p>SC highlighted that public realm improvements do contribute, like with Halkett.</p> <p>CH also noted that active inward investment retailers are looking for suitable units.</p> <p>The Team agreed that good things are happening in town, and it helps to positively promote them.</p>
Scaffolding and Graffiti	<p>SC raised the increase in graffiti sightings and noted the Parish of St Helier used to have a graffiti team for removals and will look at re-instating this.</p> <p>SDB also mentioned the ripple effect that graffiti areas then attract more rubbish, smashed windows, anti-social behaviour etc. Often in hidden areas so it is hard to catch the crime as it is being committed.</p>

	<p>Team agreed that there should be definitions of standards for hoarding, scaffolding and empty windows.</p> <p>SC and CBU agreed that flowers should also be an easy win for all shops and add all-round attractiveness to the High Street.</p>
AOB	<p>Security HR raised Security has become more of an issue recently and for smaller stores, with all female staff. We have talked about walkie-talkies and can we look to a solution.</p> <p>CG raised there are two needs: one is for retailers to be connected, and the other is for the town team to have a community.</p> <p>CG described the old 'Shop Watch' system and how well it worked to have pictured of recurrent offenders that could be put up in the back of house. Discussion on whether this was possible to re-introduce in some way, even if it needs adjustment?</p> <p>SDB did some myth busting around reporting shoplifting, even if a retailer is not sure or does not confront the person, it is still worth reporting so that the police have a body of evidence that they can use to target their resources. If they only have anecdote, it is much harder to allocate resource to tackle these things.</p> <p>Plan for Town HH introduced a document which will map major investments across St Helier as well as demonstrate soft initiatives. This will be published in due course.</p>
Action Points	<ul style="list-style-type: none"> • All to provide any feedback on the Town Team charter for the next meeting. • SC to ask officers in Infrastructure how the Town Team can help with the parking strategy and investigate big signage with

	<p>parking availability displayed on the main routes into town.</p> <ul style="list-style-type: none"> • CH and EG to draft parking advice for Team to build upon. • CBU to share comparable footfall data. • SC and CBU to look at re-instating the Parish graffiti team. • CBU to look at areas that could do with flower extension and the ease of putting flowers on shopfronts. • CBU to investigate feasibility of a Whatsapp community. • SDB to look at re-instating 'Shop Watch' system and how this would operate with new data considerations. • All to book JCX training for teams and spread the word. • HH to present the Plan for Town in the next Town Team meeting. • CH and EG to draft a 'more-of, less-of' style catalogue of standards for hoarding, scaffolding and empty windows.
Next Meeting	<p>The next meeting will be held on Tuesday 11th March 2025 at 2:30pm in the Le Capelain Gallery, Town Hall.</p>