

Town Team Charter

This charter was agreed upon during a meeting of the Town Team on Tuesday 11th March 2025.

Purpose

The Town Team concept is a strategic and holistic approach to address the deterioration of the well-being of Town Centres, which has been successfully adopted across the United Kingdom. The Government of Jersey and the Parish of St Helier have recognised the need for interventions to support our town centre revitalisation and development.

The Town Team's mission is to improve the vibrancy and vitality of St Helier and the High Street, with particular focus on:

- A) Activity: Opening hours, footfall, shopping hours, evening economy.
- B) Access: Parking, disability parking, walking, cycling and bus routes (and promotion of).
- C) Security: Cooperation with GoJ and Police forces, coordination for safety.
- D) Retail Offer: Retail offer and retailer representation.
- E) Innovation: Opportunities to experiment, retail innovation.
- F) Experience: Image, visitor satisfaction, service quality, customer experience, familiarity, atmosphere.
- G) Appearance: Visual appearance, cleanliness, ground-floor frontages.
- H) Place Marketing: Centre marketing, marketing, orientation/flow.
- I) Markets: Traditional markets, street trading.
- J) Recreational Space: Recreational areas, public space, open space, play.

This mission can be achieved by re-imagining our High Street as a community hub and understanding that retail is about more than shopping.

Guiding Principles

The Team's vision of St Helier will align with

- a) the mission of the [Retail Roadmap](#), which is *"to nurture a strong retail economy, fit for the future: fostering prosperity through vibrancy, productivity and a customer-led approach."*
- b) The vision of the [Visitor Economy Strategy](#), which is *"to be a globally recognised, sustainable and enriching destination that Islanders are proud to share."*
- c) The aim of the [Parish of St Helier Strategic Plan 2020-2025](#), which is *"to improve and enhance the lives of those living and working in St Helier so that St Helier is a vibrant, safe, engaging and attractive Parish where people choose to live, work and visit."*

To those ends, an effective Town Team for St Helier will:

- Drive micro-adjustments that will make a world of difference to the vibrancy we see and feel
- Deliver fast and noticeable changes to build a greater overall High Street experience for all
- Evolve past the business-as-usual approach in favour of more proactive and future-forward thinking
- Champion small interventions by agreeing clear, realistic and achievable actions that are costed and prioritised and funded
- Lead and facilitate positive change
- Strive to provide visionary, strategic and strong operational management
- Bridge the gaps between Government, local businesses, residents and places
- Continue to be community-led and supported by Government and the Parish
- Create confidence and positivity within the Team and for all living in Jersey, whilst challenging negative perceptions

The Town Team will also support in delivering the actions of the Retail Roadmap and Visitor Economy Strategy, most notably:

Retail Roadmap Action	Related Town Team Action
8.	Consider a business case to lead on promotion of St Helier and all initiative and activation, working alongside Visit Jersey
4.	Consider a BID-like structure and governance for the longer-term sustainability of the work
14.	Inform the action for the Parish of St Helier on empty shop window, hoarding, and scaffolding standards
17.	Inform the Parish of St Helier and Government of Jersey action on a bi-annual “branchage” style tidy-up and scope awards
23.	Collaborate on the plan to extend local spend, availability and visibility
Visitor Economy Strategy Action	Related Town Team Action
15.	Collaborate on delivering animation and physical improvements to the High Street and Central Markets as part of the ongoing regeneration and public realm improvements
24.	Engage with sector specific packages of support, guidance and training

Membership

Participation is voluntary. The Town Team is open and inclusive to all business owners, or anyone who has other positive interest in the town. Membership will ideally but not necessarily include representative from the Government of Jersey, the Parish of St Helier, Digital Jersey, Jersey Business, key landlords and town anchors.

The Town Team is a positive space for those with a growth-mindset, looking to make real improvements to our Town. Becoming a Member of the Town Team does not entail any fixed time commitment; however, meetings are held monthly for approximately one hour.

Conflicts of interests, including financial interests, should be declared immediately or as soon as they arise.

Some information discussed in meetings may be personal or not accessible to the public. We expect members to not disclose or discuss this information outside of the Town Team and maintain confidentiality. This includes the sharing of data without written consent from the Department of the Economy or the Parish of St Helier.

Meetings, Record Keeping and Reporting

Key focuses of the Town Team meetings will be:

- To allocate tasks within the Team to ensure actions can be progressed
- To progress actions
- To review actions

Town Team meetings will be forums which may influence Government policy or expenditure. These meetings will be required to be transparent and ensure appropriate corporate governance to allow future Government decisions to be explained. Minutes will be recorded and published once agreed.

To that end, meetings will be chaired and have an agenda. Agendas for each Town Team meeting will be circulated one week in advance.

In collaboration with