

**Minutes of a meeting of the Town Team held at 2.30pm
on Thursday 15th May 2025 in the Le Capelain Gallery, Town Hall**

Present	<p>Connor Burgher (CB) – Town Centre Manager Simon Crowcroft (SC) – Chair Lorie Rault (LR) – Jersey Business Amanda Lamy (AL) - Sports Direct Liesl Chesworth (LC) – Visit Jersey Verity Langston (VL) – Harriet and Rose Nigel Holliday (NH) – Chamber of Commerce Celio Abreu (CA) – States of Jersey Police Ian McCallum (IM)– States of Jersey Police Simon Youden (SY) – De Gruchy Hamish Hargreaves (HH) - Government of Jersey, Strategic Policy, Planning and Performance Olivia Chaplin (OC) – Government of Jersey, Department for Economy Erin Garraghan (EG) - Government of Jersey, Department for Economy Laura Morel (LM) – Orchard PR Charlotte Howe (CH) - Government of Jersey, Department for Economy Christian May (CM) – Government of Jersey, Office of the Chief Executive</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.
Anti-Social Behaviour Update	<p>SC asked for an update on Anti-Social Behaviour to be integrated into this Town Team meeting. IM informed the group that Beach Safe is starting soon which will focus a lot of community policing resource. There are no current hotspots which is a positive move.</p> <p>CA reported on positive relationship building with retailers and a continued officer presence on the high street. Retailers present informed the group of a general decrease in noticeable anti-social behaviour in their shops.</p>
Battle of Flowers	CH discussed the 2025 Battle of Flowers, which will take place in the town centre, and a funding proposal for retailer involvement. Introduced the idea of a shop partnering with a Battle float to create vibrant, engaging and sustainable shop frontages before, during, and after the summer parade.

	<p>CM informed the group that the Pride event has moved to 21st June 2025 to coincide with International Pride Month.</p>
Better Business Support Package	<p>LR explained the Better Business Support Package grants that are being distributed by Jersey Business. The match-funded grants take the form of:</p> <ul style="list-style-type: none"> • Productivity grants – mainly a ‘thing’ to increase the productivity of the business e.g. machinery, software • Skills grants – anything to upskill e.g. a course with an accredited provider • Apprenticeship grants • Visitor Economy Development grants – separate fund for those businesses that are a part of the Visitor Economy <p>Eligible businesses can create a company profile and apply for grants via https://jbportal.powerappsportals.com/ with a free business advisory meeting if they wish to inspire ideas or help with the application.</p>
Independent PR for Town	<p>LM introduced the team to Orchard PR and the idea of creating an independent PR campaign for town, in partnership with the Government of Jersey but ran by the Town Team. Initiatives would include reconnecting community with the high street, encouraging sustainability, highlighting the heritage and history of St Helier.</p> <p>LM noted the Town team will be asked their views to be fed into a PR strategy.</p>
Plan for Town	<p>HH demonstrated the interactive spatial mapping document which illustrates all ongoing and upcoming projects in town, including public realm improvement, capital projects, policy work and soft initiatives.</p> <p>The projects are categorized according to the three key themes in the Bridging Island Plan (vibrant, sustainable and growing). The document is intended to be updated every six months.</p>
GST Refund Scheme	<p>OC provided an update on the GST refund scheme for visitors, that is being digitised for new launch in July.</p> <p>The paper-based system will be replaced for ease of use by customers and businesses alike, as well as the minimum threshold for a refund being reduced from £300 to £100. This means if visitors spend £100 in one transaction in a participating retailer, they are eligible to claim their GST back.</p> <p>More information regarding onboarding will be available in due course.</p>
Highlands Retail Launch Event	<p>CH noted that Highlands are hosting a launch event for the Retail Apprenticeship Scheme on 3rd July.</p> <p>In addition to celebrating the launch, other information will be presented at the event which will be of interest to retailers.</p>

<p>Recap of Actions from Previous Meeting</p>	<p>The Town Team charter and minutes are due for publication on the Government website.</p> <p>The retailers WhatsApp group is active.</p> <p>SC noted there are ongoing internal discussions regarding parking availability signage. The group discussed alternative incentives they can implement faster such as handing out vouchers at certain car parks or retailers giving pay-cards out for people’s custom.</p> <p>LC informed the group of the soft launch of the new Visitor Information Centre in Jersey Museum and raised the need for improved wayfinding for visitors.</p>
<p>Actions</p>	<ul style="list-style-type: none"> • All to consider the retail proposal options for Battle of Flowers • SC, CB and CH to meet to discuss Battle of Flowers • Businesses to apply for Better Business Support Package grants and inform other businesses of their availability • CH to circulate Orchard PR deck • All to consider appointing a PR agency for Town • All to attend Highlands Retail Apprenticeship Launch event and inform others • LC and CB to meet to discuss locations for wayfinding. • Agenda item for next meeting – ‘Building Safer Communities’ safe places initiative
<p>Next Meeting</p>	<p>The next meeting will be held on Thursday 18th June 2025 at 2:30pm in the Le Capelain Gallery, Town Hall.</p>