

**Minutes of a meeting of the Town Team held at 2.30pm
on Wednesday 18th June 2025 in the Le Capelain Gallery, Town Hall**

Present	Simon Crowcroft (SC) chaired the meeting.
Apologies	Apologies received from Laurie Rault.
Approval of previous minutes	The minutes of the meeting of 15 th May 2025 were hereby approved.
Matters arising	It was noted that the plans for Town are now live, and are available to view in the Library, Customer Services in the Town Hall and in the Government building. SC noted there had not been much progress on parking but confirmed that he will be lodging a proposition in the States for new car parks to be met with open arms. It was agreed that the actions listed in the minutes are covered by the agenda points.
Battle of Flowers window display update (Charlotte Howe -CH)	<p>CH noted that the application process went well, with 25 applications received consisting of strong proposals. It was confirmed that funding was secured for 16 applicants with retailers being informed of the results this afternoon. CH reported that the themes were well spread out across the scheme and confirmed that the approval for funding had been acquired. It was confirmed that the scheme will run from 8th July to 12th September with the centrepieces from the floats to go into displays after the parades. SC expressed that it would be good to run the scheme for different event, suggesting the Jersey Air Display. CH noted that the scheme will create shareable moments, which can be used to measure its success. It was confirmed that a joint press release will go out prior to the event.</p> <p>CB confirmed that the Battle Parades are going ahead on 8th and 9th August, with an afternoon parade at 2pm on 8th and a moonlight parade at 9pm on 9th. It was noted that the route was not confirmed.</p>

<p>Bath Street cycling (Connor Burgher - CB)</p>	<p>It was noted that Ian from Redvers had expressed concerns that someone would be seriously injured by a cyclist on the precinct, calling for a meeting with key parties to discuss the issues. The Police reported that the Summertime patrol plan was in force, with foot patrols on the high street generally between 12 and 2pm. It was confirmed that they will be focusing on anti-social cycling and e-scooters. It was reported that there are some issues with the law as to what applies to what roads at what time of day. However, the police confirmed that they will be stopping people to inform them of the rules and noting on their police record that they have been spoken to and to give a parish hall enquiry next time. It was noted that Centenier Davies had shown an interest in a joint operation to tackle this. The police confirmed they will report back at the next meeting what has been achieved.</p> <p>The St Helier Jersey Order 1996 article 8 was noted that no vehicle shall be driven or ridden on any roads during specified times. It was noted that the article provides places and certain times, noting that cycling is not permitted on Bath Street at all times at the top end, but is permitted at the bottom end (where Redvers is) from 6am and 10am. It was further noted that cycling on King Street/ Queen Street is not permitted at all times, except at New Cut (10am to 7pm restriction). The police confirmed that they will stop absolutely everyone and then refer to rule book, expressing that it is not always about prosecution, and that education is just as important.</p> <p>It was noted that the penalty is a Parish Hall enquiry liable to level 2 on the scale but is up to the Centenier's discretion. SC queried whether offender's bikes could be confiscated, suggesting that people won't listen to words of warning and bigger impact is necessary. The police expressed that this is an unlikely solution, noting any penalty is extremely unlikely to go any further than Parish Hall, with a penalty given within the threshold that the Centenier can give. SC suggested that the order needs to be amended to allow for tougher punishment. The police noted their desire to see a more simplified order, with one law for all streets/ area. It was reported that there is no clear signage to say no cycling. It was reported that it can be a struggle to stop cyclists. It was confirmed that the police will work with Centenier Davies on an educational campaign.</p>
<p>Opera House Events Space (Phil Hogben - PH)</p>	<p>PH confirmed that the Opera House is now open with spaces within the theatre available to hire. PH noted that group tours are now available. PH confirmed that there are various capacity spaces available including the upper bar, dress circle, Bernie Suite, and a rehearsal space for low impact exercise. PH noted that they are keen to support the St Helier community.</p> <p>PH confirmed that a Gala event is being planned before the grand re-opening and that a brand-new website is coming soon.</p>

<p>Central Markets update (SC)</p>	<p>SC reported that Thursday openings are not taking off, suggesting that the message hasn't got round after decades of closing early, further reporting that those who are open are disheartened by those who don't open. SC confirmed that the people behind The Watchmaker are taking over the La Bouche unit, and noted it is good to see investment.</p> <p>SC confirmed that 9-year leases have been signed, giving tenants security. SC reported that there are challenges to overcome, stating that there is only one butcher. SC suggested that this is due to the significant amount of out-of-town meat and fish sales coupled with parking issues. SC expressed that innovation and consistency is needed on Thursdays, suggesting a marketing piece is needed.</p> <p>It was noted that retailers had been struggling with Spring being down on tourists and Sundays being poor but reported that things are starting to pick up. It was expressed that it takes time for people to know shops are open. It was noted that the Central Markets have active social accounts.</p>
<p>Public Realm Update (New Street)</p>	<p>SC confirmed that the New Cut works are due to be finished in July, stating very detailed work and unexpected ground conditions as reasons for the delay. Urszula Olbrych (UO), Public Realm Lead confirmed that the current completion date of mid-July is looking realistic. UO referred to the previous state of the road surface, stating that different levels of patchworked road were not good for visually impaired and confirmed that pedestrians will now have priority over vehicles leading to improved safety. UO confirmed that the central piece had been installed, with new way finder signs, street furniture, and greening to be installed. UO further confirmed that the wider scheme will be presented after the opening in July. UO explained the inspiration for the design as the Le Gros map, the first detailed map of St Helier, which showed the beginning of Town planning, and Le Gros was a St Helier resident.</p> <p>UO confirmed that Government will look at future potential improvements to New Street and Broad Street. UO confirmed that the next phase will run from September until Christmas and will then restart in January for another few months, stating that further consultation will be undertaken. UO confirmed that a plan for deliveries to Broad Street is being worked on, with access from the top and a reversing area by the Blue Note. UO further confirmed that plans will look at slowly coming back to New Street step-by-step working up from New Cut but stated that the priority would now be Broad Street and reviewing the New Street issues. SC expressed that he is keen to see vehicle access into New Cut decrease.</p>

<p>New Openings (CH/CB)</p>	<p>CH confirmed that the last vacancy count showed an improvement with less vacancies than the previous quarter. CH reported that within the vacancy rate, 7 shops were under offer, noting that further improvement should be noted at the next count this month. CH reported that Fig & Willow had opened in Jo Maman, confirmed that it is a local business. CH further reported that Molton Brown would be moving to the Pour Toi unit in July and CB reported that a local hospitality offering is moving into Burger King. It was reported that businesses in the area have seen an increase since the opening of the Government building. It was noted that works have begun on Queensway House, reporting that the hoarding will be there for a while as works are extensive. It was reported that the landlord is in conversations with two retailers for inward investment, which may see this sped up. SC requested that units which were under offer, under construction and genuinely vacant be highlighted in the vacancy count. CB confirmed he would pass on any change of ownership of properties around Broad Street/ New Street to UO to consult with about the works. It was confirmed that Sephora's change of use was approved.</p>
<p>Bristol BID (CH)</p>	<p>CH confirmed the team had good conversations with the Bristol Business Improvement District (BID), of which there are over 400 in the UK. CH explained that any business within the marked BID can vote to set up the BID and then pays into the scheme. CH confirmed the rate is a levy based on rateable value, expressing that there is an assumption that it could cost businesses thousands, which is not the reality. CH confirmed that there is no legislation in place in Jersey, which provides a good opportunity to learn from what's worked best in the UK.</p> <p>CH expressed that there is less funding for government now more than ever, especially in a low tax jurisdiction, stating that the BID provides cherry on top funding that government cannot provide. CH explained that the BID focuses on four pillars: enhancement, promotion, protection and support. CH encouraged everyone to go to the Bristol BID webpage - Home - Bristol City Centre BID - and feedback on anything that would be good for the team to consider. CH noted that the timeframe would be a couple of years as legislation would be needed.</p> <p>SC expressed that it was good to see that things are happening, noting the New Cut works and Battle scheme funding.</p>

<p>Any other business</p>	<p>Olivia Chaplin (OC) reported that Milbrook House planning application had been submitted for a hotel and that another Hotel in town was under discussion. OC expressed that it is a challenge to make Jersey seem an attractive place as a new jurisdiction for hotels to enter, confirming consideration is being made as to how to market suitable vacant sites. OC confirmed that Eagle House had submitted a change of use to form self-catered accommodation. OC reported that there are just over 8,000 beds, compared to 11,500 prior to Covid, suggesting more will leave the market. OC expressed that quality and competitiveness important.</p> <p>CB reported that a part time Town Centre Officer role is currently being advertised within the Parish, which he hopes will improve the dialogue between the Parish and retailers.</p>
<p>Action points</p>	<p>Police to report back on cycling in the precinct.</p>
<p>Next meeting</p>	<p>It was agreed that the meeting scheduled for 14th July be cancelled and that the next meeting be held on Tuesday 16th September at 2.30pm in the Le Capelain Gallery, Town Hall.</p>