



# PARISH OF ST HELIER

## Minutes of a meeting of the Town Team held at 2.30pm on Tuesday 16<sup>th</sup> September 2025 in the Le Capelain Gallery, Town Hall

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| <b>Present</b>                      | Simon Crowcroft (SC) – Constable of St Helier (chairman)<br>Connor Burgher (CB) - Head of Engagement and Town Centre Manager<br>PC Alex Guelpa (AG)<br>PC Chloe Jones (CJ)<br>PC David Bowler (DB)<br>Inspector David Turnbull (DT)<br>Cirsty De Gruchy (CDG) - BASC<br>Olivia Chaplin (OC) – Department for Economy<br>Erin Gallagher (EG) – Department for Economy<br>Charlotte Howe (CH) – Department for Economy<br>Laurie Rault (LR) – Jersey Business<br>Angie - Monsoon<br>Amanda - Sports Direct<br>Chantal - Rococo<br>Harriet - Harriet & Rose<br>Simon - De Gruchy  |
| <b>Apologies</b>                    | Apologies were noted from Nigel Holiday.   |
| <b>Approval of previous minutes</b> | The minutes of the meeting of 18th June 2025 were hereby approved.   |
| <b>Matters arising</b>              | <p>Chantal from Rococo's was introduced as a first-time attendee of the group, noting 15 years of trading.</p> <p>SC noted his thanks to the Economy Department (ED) for the Town Takeover. Harriet reported an increase in takings in July, expressing that a real difference was noticed, noting an extremely positive response online. It was agreed that retailers are keen to see the parades stay in Town. It was suggested that a larger parade route through Town would be ideal to include more businesses.</p> <p>It was confirmed that a survey was circulated post-Battle. OC encouraged businesses to speak about this year's success, emphasising that the organisers/ ministers need to know about it. It was confirmed that 1400 people have responded to the JEP survey, with 90% of respondents wanting the event to remain in Town. CH expressed that there is a conversation to be had between what the taxpayer wants and what the float builders want. SC expressed his desire to provide a Town Carnival if the Battle reverts to the Avenue, suggesting that a parade would be ideal as part of the Fete de St Helier weekend. CB confirmed that the 2026 events programme is underway, confirming that he will circulate dates for 2026 as soon as possible. Angie expressed that there had not been enough time for Monsoon to pull together a proposal for the Town Takeover, requesting more notice in the future.</p> |

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| <p><b>Update on infrastructure matters, etc.</b></p> | <p>SC confirmed that work on New Cut has finished and work on Broad Street has started, expressing that people either love it or hate it. SC confirmed that alfresco areas are being arranged for Cafes Too Tasty and RFresh, with Cafe Republic increasing its outdoor seating area. SC confirmed that traffic will not return, however noting that bicycles are still an issue. It was reported that Colmar are negotiating with planning over their alfresco set up, with it being confirmed that the issue is too far down the line for ED input.</p> <p>SC expressed that there are roads being dug up all over the place by the utility companies.</p> <p>SC explained that Charles Square, which had been created by Andium, is currently unloved and not owned by anyone. It was noted that The Stoodio have been trying to make some use of the area, however CJ reported that the police had been called to a resident complaining of noise, noting that the complaint was unjustified. It was noted that CB would investigate possible uses for the Square, starting with the Arts Centre, and would provide a report at the next meeting. It was expressed that placemaking takes time.</p> <p>SC expressed that the Markets are going in a positive direction, confirming late night weekend and Thursday afternoon openings. It was reported that it is still quiet on a Thursday with sporadic footfall. It was further reported that lighting in the winter is an issue, with temporary lighting being suggested. It was expressed that there has been an increase in food and retail in the market which appeals to younger people. It was expressed that more vibrancy and effort for Christmas festivities was greatly needed. It was reported that the Market social media channels have made a positive impact. SC confirmed that lottery ticket sales will be moving into the market. It was expressed that a Post Office would be welcomed in the Market. SC confirmed that he would investigate.</p> |
| <p><b>Update on POSH Christmas plans</b></p>         | <p>CB confirmed that there will be a 3-day switch-on event, confirming the details as follows:</p> <ul style="list-style-type: none"> <li>• Thursday 13 November will kickstart getting people into Town with a ‘tiny-tots-switch on’ for young children who find the main parade too late.</li> <li>• Friday 14 November will feature a sensory-friendly switch-on at dusk working with Autism Jersey, followed by the main parade and switch-on on which will start at West’s Centre and head to Parade Gardens.</li> <li>• Saturday 15 November will be a Battle of Flowers Christmas Parade around the event space.</li> </ul> <p>CB further reported that the Genuine Jersey Simply Christmas Markets will return to the Royal Square from 20 November and will be in place for an additional week until 14 December. The Ice Rink will return to the Weighbridge from 25 October until 11 January. CB noted that there will be various choirs and pop-ups over the Christmas period to add to the atmosphere. CB expressed that the 10 days leading up to Christmas are a time for retailers to shine, without events pulling people out of stores. It was suggested to start the Christmas Light Parade in Charles Square. CH noted that Government changed its pay day to the end of December, which has an impact on spending power.</p>  |

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| <p><b>Footfall overview</b></p>              | <p>CB reported that there has been a direct correlation with the lack of French day trippers and footfall figures, with it being reported that French tourists are being actively directed to Guernsey instead. It was reported that footfall for August was down compared to August last year. It was further reported that figures for Sundays are growing, noting 3-4k people. CH expressed that De Gruchy's August incentives were fabulous: free ice cream, a live caricaturist who painted the outside of the store, and floral cupcakes. It was confirmed that footfall figures will be made public and updated weekly.</p> <p>OC confirmed that the June YTD figures are the latest available tourist figures, which report that French sea visitors are down. It was reported that retailer spend is slightly up, but footfall is down. It was questioned as to whether any data shows that the drop in footfall is not due to a lack of tourism, but due to the economic climate. OC noted that tourism is down in a range of jurisdictions, which is part of the economic climate, stating that Visit Jersey does the data analysis. It was noted that there is no data from individual retailers; instead, noting that data comes from exit surveys at the ports. It was reported that holiday and leisure visitors are down 24%, sea visitors are down 25% and air visitors are down 12%.</p> <p>Harriet reported that her average spend amount had halved, but the number of transactions was up 2-3 times. It was noted that tax-free is now an option available to retailers at no cost. Simon reported that De Gruchy has been pleasantly surprised, noting all tax refunds have been for Mulberry handbags. It was reported that overall footfall has decreased but has not equated to less money through the tills.</p> <p>It was noted that the only surveys on consumer spending will be through Statistics Jersey. It was queried as to whether businesses can sign up to receive the Visit Jersey statistics dashboard. It was agreed to invite Statistics Jersey or a data analyst from Visit Jersey to attend the next meeting to present some figures.</p> |
| <p><b>States of Jersey Police update</b></p> | <p>It was confirmed that photos could be shared within the Town WhatsApp group, but that the police cannot be involved with the group. It was emphasised that anything shared within the group can be passed on to the police.</p> <p>AG provided an update on cycling in the precinct, reporting that it has historically been very difficult to prosecute based on a lack of signage and awareness. AG reported that a trawl of the Town area had been conducted, and a map was provided to I&amp;E, requesting new signage. It was reported that the new signs are waiting on funding to be agreed between the Parish and I&amp;E, and that the Police will run a social campaign alongside the new signage. It was noted that this will help to secure Parish Hall enquiries. It was reported that mobility scooters are exempt from everything. DT reported that frustration comes from the number of different rules throughout Town, making it difficult for officers, expressing that he would like to see the law simplified. It was raised that cycling through the Markets is not enforceable by police as it is not a road. AG confirmed that he will investigate the issue and report back. It was noted that the Market manager used to have inspector responsibilities, which is no longer the case.</p> <p>DB reported that the police aim to detect as many crimes as possible and have been targeting the theft of vapes, alcohol, and cigarettes. It was reported that quality assurance around the quality of statements was needed, i.e. receipts, CCTV, amount of compensation required. DB confirmed that the police have created guidance</p>  |

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|   | <p>around exactly what is required for reports of shoplifting, such as the CCTV they will be looking for, what digital formats work throughout the court process, statement templates, etc. It was confirmed that a specific website page that retailers can access has been created to detail the process - <a href="http://www.jersey.police.je/s/shopsafe/">www.jersey.police.je/s/shopsafe/</a>. DB encouraged retailers to provide feedback if the process isn't user-friendly, noting that it aims to save time for both retailers and officers, expressing that it is a trial. It was emphasised to please still call the police on 999 if any information is time sensitive, i.e., immediate assault, you know where the perpetrator is going. DB confirmed that CCTV is pretty much a given to be able to get a conviction.</p> <p>Simon expressed that there has been notable success in the decrease of incidents, expressing that London is like the wild west. It was reported that the car park behind New Look is an issue, with reports of people smoking drugs and heavy graffiti. CJ confirmed that the police are aware but have not managed to catch anyone yet, as the CCTV doesn't capture enough of that area. It was reported that larceny shop offences are down and that there are good relationships between the police and retailers. It was confirmed that the police can provide the do's and don'ts of approaching shoplifters for anyone who requires information. It was reported that shoplifting continues to drop, with a targeted campaign due pre-Christmas.</p> |
| <p><b>Government ED Department update</b></p> | <p>It was reported that EG has been promoted to sector officer. OC reported that there has been a joint approach from planning, stating that ED is now approached for comments on applications. It was noted that the review of alcohol licensing laws is underway and will come to the states by the end of the year. It was further noted that any changes will take a year to come into effect. It was confirmed that anyone who has been resident in the UK or EU for the past 5 years can hold a licence, confirming that it is not tied to housing status. It was reported that there will be a change to the restriction on only being able to hold one licence. It was noted that Sunday licensing is also due to be relaxed and that tourism laws are being looked at, specifically in relation to the requirements for tourist accommodation.</p>  |
| <p><b>Any other business</b></p>              | <p>It was confirmed that there will be a Pumpkin trail during the October half term for retailers to get involved with.</p> <p>CDG confirmed that BASC has been working with the hospitality association to bring over Mike Adams, an accessibility leader, to hold an accessibility master class to look at how businesses can be more accommodating and inclusive. CDG confirmed that she will share the details with the mailing list.</p> <p>It was confirmed that Arrov has opened in the former Burger King premises. An update on new openings was tabled for the next meeting.</p>   |

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| <b>Action points</b> | <ul style="list-style-type: none"> <li>• CB to circulate 2026 events calendar</li> <li>• CB to report back to the meeting about uses for Charles Square</li> <li>• SC to investigate a post office in the market</li> <li>• Visit Jersey or Statistics Jersey to be invited to the next meeting to present figures</li> <li>• Police to report back on cycling through the market</li> <li>• CDG to provide details of the accessibility and inclusion masterclass</li> <li>• CH and CB to provide an update on new openings at the next meeting</li> </ul> |
| <b>Next meeting</b>  | <p>It was agreed that the next meeting will be held at 1pm on Monday 10<sup>th</sup> November, and will include sandwiches.</p> <p>EG noted that a date for the Town Team workshop to develop strategic outcomes for the group needed to be agreed. It was agreed to pencil in for January.</p>   |