

A Heritage Strategy for Jersey

MAY 2022



Government of
JERSEY

Contents

Foreword	4-5
Contents of the strategy	6-7
Summary table	9-11
PART A - Longer term strategy	
Context	14-17
Partners	18-21
Inputs	22-25
Strategic activities	26-27
Outputs, Outcomes and Indicators	28-35
PART B - First steps	
Heritage Programmes 2022 - 2025	38-65
PART C	
Appendices	68-91



Vision

To inspire a virtuous circle of understanding, valuing, care and enjoyment of Jersey’s heritage, contributing to the Island’s unique identity and international relationships, beautiful environment, vibrant healthy community, and sustainable economy, creating a better place to live for everyone, now and in the future.

Foreword

“All our past proclaims our future”, wrote Swinburne, when considering the importance of heritage to the English nation. It is no less true for our island and us, the people who live here. Indeed, given the large number of new residents to Jersey over the last thirty years, an understanding of our island’s heritage has become even more important as it helps us learn all that it means to be an islander, how best to organise ourselves and helps us appreciate the physical place in which we live.

In my mind, there is no doubt that our heritage is fundamentally important to life in our Island. The concept of ‘heritage’ is broad. It includes the natural, cultural and commercial spheres of life, and encompasses our landscape, historic places, sites and built environments, as well as biodiversity, archival collections, cultural practices, knowledge, lived and living experiences, and more.

Heritage records the long processes of historic development, forming the essence of our diverse Island identity and directly informs our modern life. It is a dynamic reference point and positive instrument for growth and change. Our Island’s particular heritage and collective memory are irreplaceable and an important foundation for development, both now and into the future.

This understanding of heritage was echoed by Nelson Mandela, speaking about the development of modern South Africa, “Our rich and varied cultural heritage has a profound power to help build our nation”.

And so, it is for Jersey.

The heritage sector is a key part of our economy, most obviously as a driver for people to visit the Island but also through its influence on the construction sector and the marine and rural economies. Indeed, it has a positive effect across all sectors by providing a beautiful environment in which people can live and work.

The sector engages thousands of people as employees, volunteers, members, supporters and audiences. It reaches our children and young people by engaging them with the wonderful history and environment of the Island.

As well as our own identity, Heritage plays a major part in our external influence, most particularly with our neighbours in Brittany and Normandy. Importantly, during and after the pandemic, our heritage sites have continued to support community and mental health wellbeing through the provision of open access and by providing islanders with places to transport them away from the rigours of everyday life.

I’m proud that this Heritage Strategy brings together the work of government with the Island’s key heritage organisations, Jersey Heritage, La Société Jersiaise, the National Trust for Jersey and a wide range of organisations and enthusiasts. So much of the work of our heritage sector is undertaken by volunteers whose passion for and knowledge of Jersey’s history is humbling to experience.

I would like to take this opportunity to thank everyone who gives their time to further our understanding of Jersey’s heritage and I hope this strategy meets their expectations as a framework for furthering our knowledge of the Island and for placing heritage at the heart of government’s work.

This Heritage Strategy lays a roadmap for the allocation of funding to strengthen our knowledge of Jersey’s history and to encourage even more islanders to engage with our cultural, natural and built environments.

A key aim of this new strategy has already been achieved by bringing together the main heritage organisations within a heritage advisory partnership, which, under my chairmanship has been meeting over the past year to shape the programmes contained within the strategy.

I am proud to present this, Jersey’s first Heritage Strategy, and would like to thank everyone who has contributed to its development. I look to a new Government to take this work forward and to continue investing in our Island’s heritage because it understands the enormous importance that our history plays in bringing our Island’s varied communities together in pursuit of a prosperous and sustainable future.

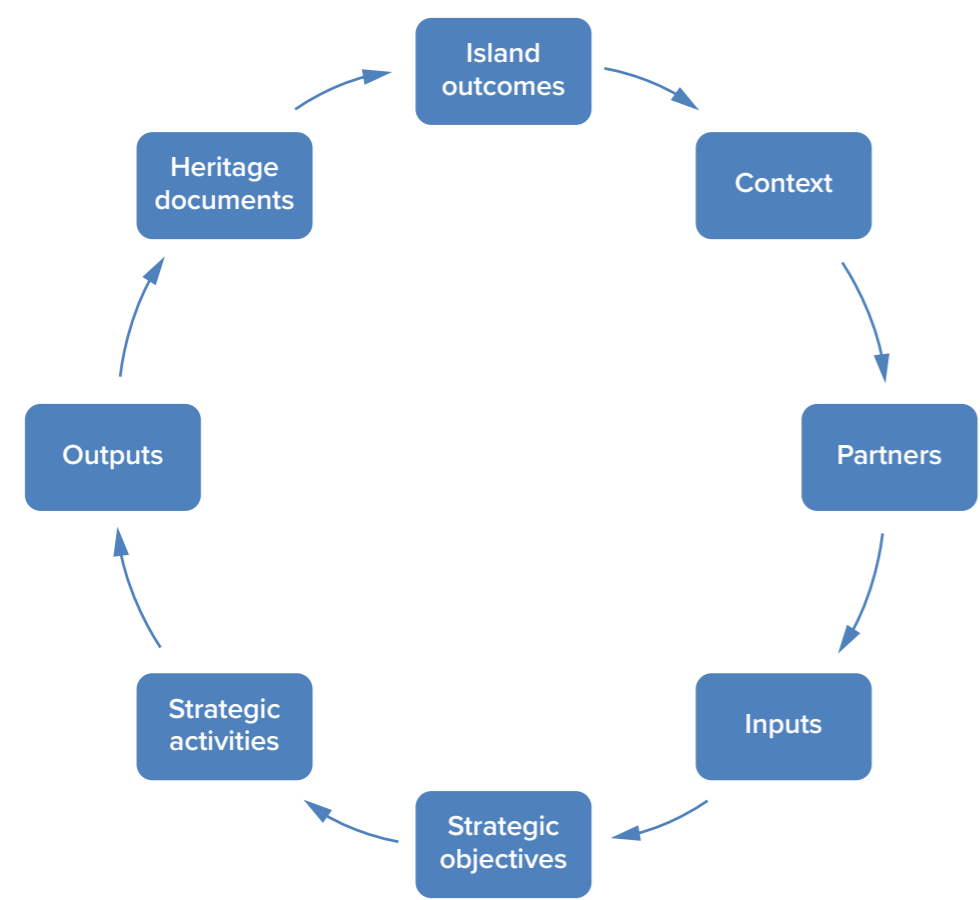


Deputy Kirsten Morel

Assistant Minister for Economic Development, Tourism, Sport and Culture

Contents of the strategy

This paper sets out ambitions for the delivery of a heritage strategy for Jersey. Heritage is a broad term and a note on its use in a Jersey context is set out at **Appendix A**. The contents of the strategy are set out in this way:



The purpose of any strategy is to match aspiration and capability. But neither aspiration nor capability is static, so a strategy needs to be both planned and emergent: a balance between setting a clear direction of travel and establishing systems to respond to changing circumstances.

Accordingly, this strategy is in three parts. Part A is a set of longer-term goals consistent with the 20 year horizon of the Future Jersey vision. Part B is a number of programmes comprising specific actions that lead in the right direction and establish systems to take capacity into account. Part C includes background material for reference on the current heritage context.

This first part of the strategy begins with an assessment of the current context in which heritage is managed in Jersey. This includes the international heritage conventions to which the Government is party, the economic significance of heritage especially for tourism and construction, the high but demographically uneven social engagement with heritage, the opportunities offered by new technology, risks to the heritage environment, the complex ecology of heritage organisations and opportunities to strengthen the partnership between government and the third sector.

Local partnerships are key to success because while the government plays a vital role in law, policy and funding, most heritage activity is provided by the third sector and by the many private owners

of heritage assets. International partnerships with multilateral agencies, universities and research organisations are also vital as capacity is always going to be limited in a small island.

The contribution heritage can make to Island life depends in the first place on the strength of the inputs into the system of heritage management. The proposed increase in public investment in the cultural sector will enable much more to be achieved but needs to be set alongside developments in the role of government not only as funder but in recognising and championing heritage, leadership, consultation and co-ordination of effort of all those involved in the delivery of heritage services. Further clarification of the role of Jersey Heritage as the Government’s strategic partner in the delivery of many Government heritage priorities may be required.

In this strategy, the heritage services enabled by financial and political inputs are organised in a four-part virtuous cycle of understanding, valuing, caring and enjoying. It is argued that the more immediate benefits of public enjoyment in the heritage environment and at heritage sites depend in the first place on longer term investment in projects to research, protect and conserve heritage assets, activities which have been less resourced in the past than more commercial, visitor-focused services.

To help measure progress and to show how heritage makes a contribution to the wider work of Government, indicators are proposed which link heritage activities to the outputs and outcomes set out in the Jersey Performance Framework. Those in turn draw on the public consultation in the Future Jersey project in which Islanders set out aspirations for Jersey’s historic environment to be valued, to enjoy living in a vibrant and inclusive community, our unique natural environment to be protected and to benefit from rewarding jobs as part of a sustainable economy.

Having linked inputs, outputs and outcomes to ensure resources are targeted at delivering against priorities, the second part of the strategy sets out in twelve programmes a series of actions deliverable in the next Government Plan period. Much further work will be required in consultation and partnership to shape the best way to deliver these actions which depend also on the outcome of Government decisions on funding. But it is hoped they set a direction of travel in a way that can take account of evolving circumstances within the stable framework of the goals of the strategy.



Heritage strategy summary table

A synopsis of the information in Part A of the document:

Context	<p>What are the most significant opportunities and risks currently facing heritage in Jersey?</p> <ul style="list-style-type: none">- Much Island heritage activity is undertaken outside Government but the Government has legal and policy obligations under international conventions to the international community- Economic uncertainties arise from the pandemic but new funding opportunities recognise positive impacts of heritage- The level of popular support for heritage in Jersey is high but uneven across socio-economic groups- Accelerated by the pandemic digital technology has changed the way Islanders and international audiences engage with heritage- Jersey’s environment holds world class heritage assets with high cultural, social and economic potential but at risk from neglect and dynamic factors including climate- The rich ecology of heritage organisations, which includes Government, offers diversity and balance but also opportunities for improved synergy- Government is customer to a wide range of heritage services on behalf of the public but as a small island jurisdiction outside UK and European policy and funding frameworks heritage administration is inevitably less developed than elsewhere in the British Isles
Partners	<p>What organisations can help respond to those opportunities and risks?</p> <ul style="list-style-type: none">- Government of Jersey- Jersey Heritage- Jersey heritage sector- International heritage community- Jersey community
Inputs	<p>What kinds of resources are necessary to support organisations delivering those responses?</p> <ul style="list-style-type: none">- Government revenue funding- Government capital funding- Sector funding- Government staffing- Sector staffing- Sector internal capacity (expertise)- Sector external capacity local- Government and sector external capacity, international- Political capacity

Strategic objectives	<p>What areas does the strategy need to focus on to achieve success in those responses?</p> <ul style="list-style-type: none">– Continuous discovery of Island history to know ever more about who we are– Protection and management of heritage assets to pass them on to future generations in better condition– Every Islander has the opportunity to do their bit to pass on their cherished cultural inheritance– A wide and diverse audience can experience and understand the relevance of Jersey’s heritage
Strategic activities	<p>What sorts of work need to be undertaken in those areas?</p> <ul style="list-style-type: none">– Developing programmes of research into Island heritage– Monitoring, foresight and reporting to promote public understanding of the value of heritage– Acquiring, conserving and managing heritage assets and growing expertise to inform the care and development of heritage– Collecting tangible and intangible heritage, collaborating with international expertise where appropriate– Maintaining publicly accessible records of heritage assets and providing advice to those wishing to study and carry out research on heritage– Advice on retention and preservation of public records and archival material– Enhancing the public value of heritage by building capacity in local communities and investing in cultural partnerships and collaborations– Developing innovative techniques and tools to share our knowledge and expertise and promote heritage access to a wide audience– Investing in preservation and conservation of heritage assets where our expertise and resources make the most difference– Actively addressing the climate crisis by implementing measures across the heritage sector which reduce carbon footprint and mitigate against the future impacts of global warming– Making heritage widely accessible through enabling physical access, digital availability, inclusive content and connecting with global networks to develop reputation and profile
Outputs	<p>What are the immediate results of those activities?</p> <ul style="list-style-type: none">– Knowledge creation in necessary areas– A workforce equipped with skills and resources to share knowledge– Easier access to our records, images and research– Partnerships and collaborations that engage international institutions in our mission– Evidence-based advice and advocacy– Inspirational education programmes– Networking programmes with international heritage organisations– Heritage assets that have been protected and utilised for optimum public benefit– Partnerships and collaborations that engage cultural organisations in our mission– Increased knowledge, expertise and opportunity amongst people who want to participate in heritage conservation– Content, events and projects that illustrate the benefits of inclusion and show the relevance of heritage to people’s lives– New mechanisms and formats for sharing our passion for heritage

Heritage outcomes	<p>What positive changes for heritage are achieved by those results?</p> <ul style="list-style-type: none">– Decisions on change result from a full appreciation of the value of heritage– International expertise, funding and partnerships enhance our capacity and capability to manage our internationally significant heritage– Island heritage is made more resilient and sustainable, risk is better managed– Heritage is of significant educational value to all children in Jersey– The significance and status of Jersey’s world class heritage is recognised by the residents, visitors and the international heritage community enhancing destination attraction and brand– People care more about what happens to heritage both locally and internationally– Jersey’s heritage supports a sense of place and distinctive local identity– Organisations better equipped to look after and make the most of heritage and maximise its benefit to society– Heritage services are available to and equally used by all sections of Jersey’s population– Jersey’s heritage stories are discoverable digitally by international audiences supporting Jersey’s reputation, identity and profile
Island outcomes	<p>What public ambitions for Jersey’s future will benefit from those changes?</p> <ul style="list-style-type: none">– Jersey’s built and historic environment is valued and enjoyed– Islanders enjoy living in a vibrant and inclusive community– Jersey’s unique natural environment is protected and conserved for future generations– Islanders benefit from a strong, sustainable economy and rewarding job opportunities

PART A



Context

An assessment of the current context in which heritage is managed in Jersey:

	Context	Evidence	Risk and potential consequence
Political	Much Island heritage activity is undertaken outside Government, but the Government has legal and policy obligations under international conventions to the international community	There are a number of international Conventions, charters and recommendations of the Council of Europe, UNESCO, ICOMOS and the UN concerning heritage, which form accepted international best practice in heritage management. Appendix C includes a review of the Island's compliance with undertakings under these conventions.	Failure to engage political support for legal, policy and strategic development of heritage in Jersey towards international best practice enabling international partnerships leading to breach of compliance with international conventions and consequent reputational damage and loss of international cooperation noting that the Framework for developing the international identity of Jersey agreed on 11 January 2006 by the Chief Minister of Jersey and the UK Secretary of State for Constitutional Affairs recognises the principle that 'international identity is developed effectively through meeting international standards and obligations'.
Economic	Economic uncertainties arise from the pandemic, but new funding opportunities recognise positive impacts of heritage	Heritage investment can support Jersey's economy. Using economic modelling adopted in other jurisdictions it has been estimated that heritage contributes at least £61m GVA p.a. to Jersey's economy in addition to the many social, educational and identity benefits that heritage can bring. A more detailed analysis of value is set out at Appendix I .	Failure to realise economic potential of heritage, especially in tourism development leading to sub-optimal tourism growth further impacting resources for heritage development in support of the economy
Social	The level of popular support for heritage in Jersey is high but uneven across socio-economic groups	Quantitative and qualitative evidence of public opinion and value of heritage is presented at Appendix H , which shows that a wide range of landscape, tangible, intangible cultural and natural heritage is valued by Islanders	<div>Failure to make heritage relevant to all sections of the community leading to limitations on community engagement with heritage heading to loss of identity and dwindling financial support</div> <div>Failure within charging model to balance access and income generation leading to heritage engagement lacking inclusion and diversity with negative impacts on cohesion and citizenship</div>
Technological	Accelerated by the pandemic digital technology has changed the way Islanders and international audiences engage with heritage	Digital engagement with heritage increased by over 25% in 2020	Failure to meet fast pace of changing user demands leading to loss of audience engagement, locally and internationally

	Opportunity and potential outcome	Strategic programme of change
Political	<div>International engagement through expertise, funding and partnerships to enhance our capacity and capability to manage our internationally significant heritage</div> <div>Island heritage is made more resilient and sustainable, risk is better managed</div>	<div>P2 Extend international partnerships</div> <div>P3 Improve protection</div>
Economic	The significance and status Jersey's heritage is recognised by residents, visitors and the international heritage community enhancing destination attraction and brand	P10 - Develop cultural facilities at heritage visitor sites
Social	<div>Heritage is of significant educational value to all children in Jersey</div> <div>Heritage services are available to and equally used by all sections of Jersey's population</div>	<div>P5 Grow educational impact</div> <div>P11 Ensure heritage is for everyone</div>
Technological	Jersey's heritage stories are discoverable digitally by international audiences supporting Jersey's reputation, identity and profile	P12 Improve digital access

	Context	Evidence	Risk and potential consequence
Environmental	Jersey’s environment holds world class heritage assets with high cultural, social and economic potential but at risk from neglect and dynamic factors including climate	Jersey’s world class heritage merits world class care. A brief overview of some of our more significant heritage assets and responsibilities is given at Appendix B .	Failure to understand threats to heritage assets from climate and neglect leading to loss of key heritage infrastructure, noting that the 2017 Visit Jersey Product audit concluded that ‘dimensions that ultimately are critical to the amount and nature of tourism in an area include effectiveness of conservation of heritage, attractive public realm, and pristine natural environment’.
Competitive	The rich ecology of heritage organisations, which includes Government, offers diversity and balance but also opportunities for improved synergy	A brief description of key players in the Jersey heritage sector is given in Section 4	Failure to realise potential of collaborative synergies across heritage sector leading to unnecessarily competitive behaviour within sector damaging overall heritage development
Customer	Government is customer to a wide range of heritage services on behalf of the public, however as a small island jurisdiction outside UK and European policy and funding frameworks, heritage administration is inevitably less developed than elsewhere in the British Isles	British national quality standards for heritage to which the Island aspires are at Appendix D . Jersey legislation (and Government agreements) relevant to heritage protection matters are summarised at Appendix E . Accountability lines for significant heritage activities at Ministerial and Director levels summarised in Appendix F . A summary of the evolution of policies and strategies relevant to heritage in Jersey is given at Appendix G .	Failure of leadership in Government to ensure appropriately informed advice on obligations, risks and opportunities leading to sub-optimal value to Government and consequently public value

	Opportunity and potential outcome	Strategic programme of change
Environmental	Decisions on management of change result from a full appreciation of the value of heritage The significance and status Jersey’s world class heritage is recognised by residents, visitors and the international heritage community enhancing destination attraction and brand People care more about what happens to heritage both locally and internationally Jersey’s heritage supports a sense of place and distinctive local identity Heritage contributes to Draft Carbon Neutral Roadmap	P1 Grow and share knowledge P4 Realise the value of intangible heritage P6 Maintain and enhance landscape and seascape designations, including potential for new designations P7 Conservation of key heritage assets P9 – Achieve Carbon Neutrality by 2030
Competitive	Organisations better equipped to look after and make the most of heritage and maximise its benefit to society	P8 Grow local collaboration
Customer	The opportunity to better connect heritage to Government planning for cultural, social, environmental and economic outcomes was highlighted in the 2018 Government of Jersey review of the sector and included: <ul style="list-style-type: none">– Leadership of heritage in Government– Heritage advice to Government– Measures of heritage outcomes in support of Government priorities– Co-ordination of organisations providing heritage services– Long term planning for capital investment in heritage assets and infrastructure– Funding challenges	Manage inputs

Partners

The success of the strategy depends on strong partnerships. Specific areas of potential collaboration development are proposed in the table in section 7. This section describes the existing roles of partners in the heritage ecosystem as they are relevant to strategic development.

Government of Jersey

Department for the Economy – Arts, Culture, Heritage and Sport

The Department for the Economy, through the Arts, Culture, Heritage and Sport Division (‘ACHS’), is responsible for cultural-related policy. It is the main government channel with the heritage sector and specifically relationship manager/grant-funder with Jersey Heritage, including Jersey Archive in the delivery of government services. These services include engagement with both residents and visitors, via access to heritage sites; promotion of heritage to attract visitors at both visitor sites and unique accommodation; caring for historic properties through management and maintenance; and promoting heritage to students and engagement with other voluntary organisations to increase inclusion.

Strategic Policy, Planning and Performance – Place and Spatial Planning

SPPP are responsible for the development and maintenance of the legal and planning policy framework that enables the designation and protection of heritage assets. This is given effect through the Planning and Building (Jersey) Law 2002, and associated orders; and the Island Plan, and associated supplementary planning guidance. It also provides expert historic environment and planning policy advice, in relation to the management of change affecting heritage assets, as a consultee to the planning process operated by IHE (Regulation).

SPPP manages the relationship between Jersey Heritage and government for the provision of expert advice about the value of potential heritage assets, including listed buildings and places and areas of archaeological potential; the maintenance and development of the historic environment record; and the development of programmes for research and raising awareness of the historic environment.

Infrastructure, Housing and Environment - Regulation

This department is legally responsible for both the designation of listed buildings and places; and the regulation of change that might affect their special interest.

Infrastructure, Housing and Environment - Jersey Property Holdings

There are various relationships with heritage organisations relating to property. With Jersey Heritage, there is a perpetual usufruct for the two castles (owned by the Public of the Island), long-term leases for both the Jersey Archive and various Forts and Towers (21 in total) around the Island. There is also a management agreement for the Fort Regent Signal Station.

There is an agreement with the National Trust for Jersey, for four sections of St Peter’s Valley cycle path and six coastal footpaths. And there are agreements for seven occupation structures (on five sites) with the Channel Islands Occupation Society.

Office of the Chief Executive - External Relations

The Government of Jersey, through the Department for External Relations (‘ER’), is party to those international heritage conventions that have been extended to the Island and must comply with any international obligations arising from those conventions. There may also be obligations and responsibilities from associated legislation that ensures Jersey can comply with its international obligations.

ER are not responsible for managing the obligations that arise from heritage-related treaties though, as for all treaties, have an interest in treaty obligations being met. ER manages Jersey’s foreign relationships with other countries and regional organisations, including constitutional, cultural and heritage links. The aim is to raise Jersey’s positive international identity and its external influence in partner jurisdictions by developing broad-based Memorandum of Understandings (‘MOUs’) with priority markets across a range of sectors, including heritage and culture. ER’s MOUs specifically provide a framework within which to further knowledge-sharing and international cooperation. ER will continue to work with Jersey Heritage to identify opportunities for cultural heritage participation in the Government of Jersey’s international (MOUs).

Children, Young People, Education and Skills

The partnership between Children, Young People, Education and Skills (‘CYPES’) and Jersey Heritage, functions across different levels. Front-facing work with schools, supports meaningful and engaging visits to local heritage sites, developing knowledge and skills for both pupils and staff. Support is also offered to teachers to enhance their delivery of the history and wider Jersey Curriculum in classrooms.

On a departmental level, Jersey Heritage has worked with CYPES to develop focused, creative cultural projects in collaboration with other arms-length organisations. These have enhanced teacher training, facilitated exhibitions with relevant resources, provided facilities for a Head teacher conference, and currently support is being offered to develop and revise the local history curriculum in liaison with the Société Jersiaise and Jersey Curriculum Council. The National Trust for Jersey also work with schools to support learning.

Children, Young People, Education and Skills - Jèrriais

L’Office du Jèrriais, the Jèrriais Teaching Service (‘JTS’) at CYPES, works closely with the Jèrriais Promotion Officer at Jersey Heritage. Two projects that have seen close collaboration are the development of the Jèrriais Language Strategy 2021-2024, that will serve to build on the momentum to revitalise the Jèrriais language. The other is seeking ratification of the European Charter for Regional and Minority Languages for Jèrriais. Other ongoing work includes the Jèrriais Promotion Officer continuing to support the JTS staff in their pursuit of fluency in the language, and collaboration on events such as La Faïs’sie d’Cidre, La Faïs’sie d’Nièr Beurre and La Fête du Jèrriais.

Justice and Home Affairs - Customs and Immigration

The Jersey Customs & Immigration Service (‘JCIS’) control the export of heritage goods by way of an export licence by virtue of the Customs & Excise (Import & Export) (Jersey) Order 2006. This licence is issued in agreement with the relevant authorities, taking advantage of their knowledge and expertise. Through a partnership agreement between JCIS and Jersey Heritage, both bodies work together to control the export of heritage goods from the Island, such as local art, social history, archives and archaeological objects.

Jersey Heritage

Jersey Heritage is an independent charity established by the States of Jersey in the 1980s to co-ordinate aspects of the heritage work of the Government and the Société Jersiaise. The organisation has a statutory role in respect of Public Records and operates museum, archive and historic environment services under a number of service level agreements with Government and manages heritage sites and collections under various agreements with heritage sector owners, including the Société Jersiaise, the National Trust for Jersey, Parishes and private owners. Constitutionally, the Société is represented on the Board of Jersey Heritage. Jersey Heritage operates a number of standing advisory panels including for sites conservation and for listing advice on which the Société, National Trust for Jersey, Channel Islands Occupation Society and Association of Jersey Architects are represented.

Jersey heritage sector

The Société Jersiaise

The role of the Société Jersiaise can best be explained by reference to its wide-ranging objectives, which are periodically reviewed to ensure that the Société remains relevant in a continually changing society. Tangible outcomes are delivered through the work of Société members operating within fifteen distinct sections, whose interests vary over time. The management and promotion of important sites and collections is provided by Jersey Heritage, by means of a close working partnership. A recent focus on built heritage is reflected in the Société’s involvement in significant development proposals, in emerging planning policy, and in the formation of a new Section dealing with late 19th and 20th century architecture. A programme of archaeological field work continues. Significant research resources include a unique local studies library which is in the process of bringing many of its collections on-line, and an important photographic archive which is actively promoted to a wide audience.

The National Trust for Jersey

The National Trust for Jersey is a wholly self-funded independent charity incorporated by the States of Jersey in 1937 with the objective of permanently protecting areas of natural beauty and historic interest for the benefit of the Island. The Trust now cares for 30 historic buildings ranging from mills to farmhouses, over 1700 vergées of land, including a wide range of important habitats and 10km of footpaths. Through its active campaigning, the Trust has been instrumental in securing increased protection for the Island’s rural landscape and coastline, as well as saving a number of significant buildings from demolition such as 16 New Street and Tesson Mill.

Whilst generating sufficient rental and investment income to cover its day to day running costs, the Trust wholly relies on grants and bequests for capital repair projects, including major refurbishment and interpretation, as well as environmental initiatives such as the Hedge Fund and Birds on the Edge.

The Trust is a member of INTO, (International National Trust Organisation) enabling it to benefit from reciprocal visitor rights as well as opportunities to share and exchange best practice across the international heritage sector.

International heritage community

The capacity to manage our heritage is always going to be limited in a small island so partnership with international bodies can create great value for Jersey. Examples include the partnerships with La Manche Prehistoric Research Group in support of Ice Age archaeology, with York University to support the development of Elizabeth Castle and with the UK Global Geopark Committee to support Geopark, the Société’s participation in the Council of Europe Megalithic Route and the National Trust for Jersey’s association with the International National Trusts Organisation.

Jersey community

With over 4,000 listed buildings and places in Jersey and important collections of art and historical artefacts, mostly in private ownership, the community is important not just as stakeholders and users of the heritage service but as owners, curators and advocates.



Inputs

The success of the strategy depends on maintenance and development of inputs by all partners:

Input	Indicators
Government funding	<div><div></div><div>– Total heritage revenue expenditure in Government Plan</div><div>– Total heritage capital expenditure in Government Plan</div><div>– Total Government grants to Heritage Sector organisations</div><div>– Total Government grants to private owners in support of heritage assets</div></div>
Sector funding	<div><div></div><div>– Total non-Government heritage expenditure raised by Heritage Sector organisations</div><div>– Ratio of Government to Third Sector heritage investment</div></div>
Government staffing	Number of FTE Civil Service roles directly and indirectly supporting heritage activity
Sector staffing	Number of Heritage Sector employees
Sector volunteering	Number of heritage volunteer hours contributed in Sector
Sector internal capacity	Number of qualified heritage professional expert staff in organisations
Sector external capacity local	Number of conservation accredited heritage professionals in private practice
Government and sector external capacity international	Number of off-Island experts engaged on advisory projects and committees and hours advice provided
Political capacity	Number of political roles with official heritage remit

In summary, the strategy supports positive adjustments to these inputs to the extent necessary to achieve the outcomes proposed.

Government funding

The Government has reaffirmed its commitment to increase funding to the cultural sector based on analysis of the historic declining value of investment in the funded organisations. The strategy programme P11 proposes to extend opportunities for Government funding to the wider heritage sector.

Sector funding

The strategy programme recognises that the larger part of heritage investment in Jersey is raised by the heritage sector itself and that the capacity for self-generated income is multiplied by public investment. Funding for the heritage sector is also available through the Channel Islands Lottery. This funding is distributed through both the Jersey Community Foundation who have a heritage specific scheme and the Association of Jersey Charities through its member organisations.

Government staffing

While most of the public heritage service delivery is outsourced, sufficient staffing within Government is required to provide an intelligent client of public investment and fulfil roles requiring the authority of Government office including compliance with international obligations. The strategy programme P8 proposes that the existing limited levels of professional and other Government staffing directly and indirectly involved in the support of heritage activity, which are recognised as being inadequate and unsustainable in the support of existing services, are reviewed.

Sector staffing

The heritage sector employs a relatively large number of people but perhaps constraints on resources and therefore posts have limited opportunities to recruit the next generation with associated risks to business continuity. Strategy programme P5 proposes paths to support career development in the local heritage community.

Sector internal capacity

Heritage is a specialist field and the sector is fortunate to benefit from a number of long- serving professionals qualifying when the service first developed. Strategy programme P9 proposes a collaborative approach to training needs analysis to ensure local skills are fostered.

Sector external capacity local

The public, third sector and private heritage community depends on the local availability of heritage specific skills for work outsourced. Strategy programme P7 proposes adoption and promotion of accreditation for professional heritage services.

Government and sector external capacity international

Outside national and international funding and policy frameworks for heritage and working in a low tax environment, the Island’s capacity to operate to international standards is constrained. Strategy programme P2 proposes support for development of international networks in support of the Government and the sector.

Political capacity

The Government of Jersey has important responsibilities under international conventions for appropriate arrangements for heritage conservation and management. 5.9 below proposes developments in political capacity to support a world class management structure with appropriate political oversight connected to sector expertise.

Government administration

Government oversight is a key input and change is required to enable the Government to operate effectively in this role and to invest appropriately in cultural partnerships and collaborations to bring the heritage sector closer together and make the most of the relationship with Jersey Heritage.

Where we are now:

- The need for oversight of cultural development in Jersey was identified in the BOP Culture, Arts and Heritage Strategic Review in 2018.
- There is no formal structure for the sector, as a whole, to engage with Government to source advice that balances competing views from a technical and professional perspective in policy advice and development.
- The level of existing resources, both specialist and administrative, within Government to support heritage activity is extremely limited and dispersed and, in some other specialist areas the Island is also arguably below the essential minimum capacity in staffing to deliver heritage services effectively.
- The current relationship between Government and Jersey Heritage is ambiguous, largely one of commissioner and provider, mediated by a series of short-term service-level agreements, while the delivery of the strategy makes the continuing two-way relationship between the Government and Jersey Heritage essential.

The Government therefore undertakes to provide for:

- *Establishment of Heritage Champion and a greater co-ordination of heritage services in and across Government* – Government will work with the heritage sector to develop an ‘intelligent client’ role within/across Government, drawing on the model of champions in the English system. It is essential that responsibility and accountability for heritage is recognised, formalised (through delegation, where required and appropriate) and better co-ordinated across ministerial portfolios. It may be important that a scheme of delegation is agreed for heritage below Ministerial level, as it has been for the Environment portfolio.
- *Establishment of a Heritage Advisory Partnership* – Jersey Heritage will provide a secretariat for a Heritage Advisory Partnership, chaired by the Minister with delegated responsibility for heritage, which will support Government in the implementation of heritage policy in Jersey and bring the sector’s issues, challenges and opportunities to the attention of government such as planning, environmental protection, social and economic development, education, health and wellbeing, linking the heritage sector and all government departments with an interest in, or impact on, the heritage sector in Jersey and will act as a means of enabling dialogue and driving progress on key policy areas for heritage.
- *Annual Government Heritage Statement* – Jersey Heritage will support the Minister, advised by the Forum, in producing an annual statement to set out the government’s direction and priorities for the Island’s heritage in the coming years, building on the principles outlined in this strategy and a commitment to support and develop the heritage sector and to add value to the work of heritage organisations, specialists, professionals, volunteers and all those responsible for the management, protection and promotion of our heritage.

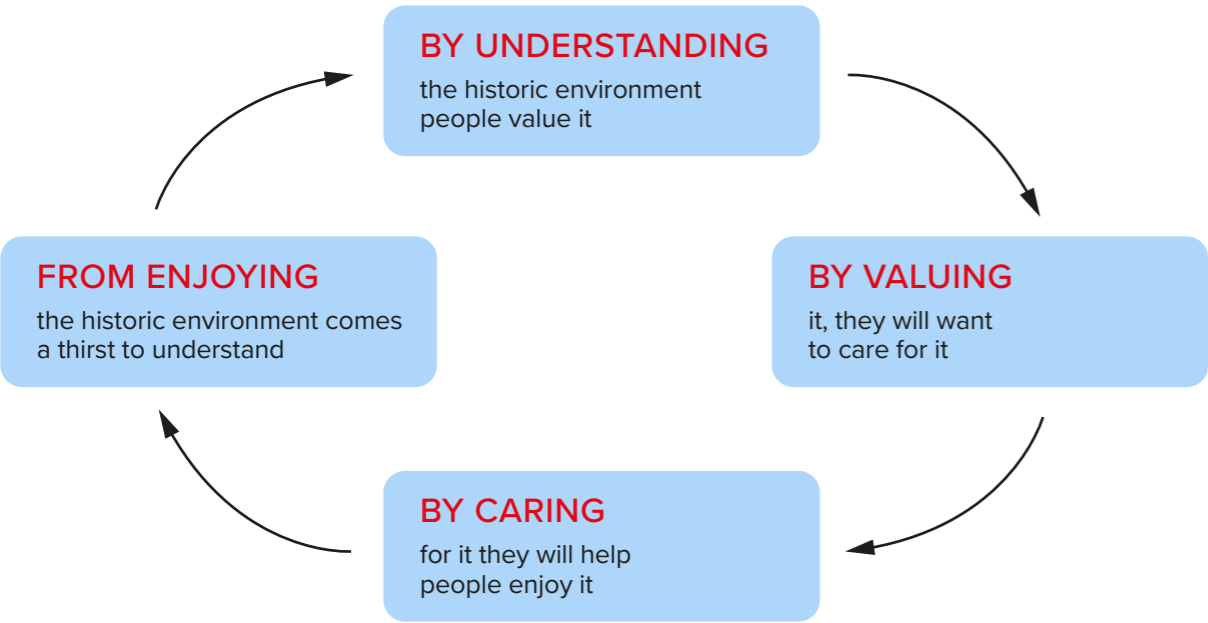
- *Establishment of key posts necessary for delivery of strategy* – in the light of the strategy, Government will review necessary posts, with Jersey Heritage, particularly in those specialist areas of heritage protection and archaeology, where it is recognised that there are existing challenges and risks. If the Historic Environment Record (‘HER’) were given a statutory basis, its curation could be made the responsibility of an Archaeological Resource Manager whose role could forge an effective link between preventive archaeology, compensation for public loss by record-making and sharing through the HER and the co-ordination of archaeological field research under the guidance of the emergent Research Framework.
- *A new long term Strategic Partnership Agreement between Government and Jersey Heritage* – recognising that specific service levels will always operate within the financial constraints applying as a consequence of fundraising, income generation and Government funding at any one time. Now in place, this new long term agreement, clarifies roles and responsibilities in a single document, setting out service areas undertaken on behalf of the Government including maintenance of statutory lists, collections management and other museums services, public records management and other archival services, management of the national collection of historic properties, independent specialist advice as part of the assessment of heritage value in relation to listing and the designation of heritage assets, record management and other historic environment services.
- *User-friendly on-line guide to citizenship and heritage* – as an interim measure to any developments in legislation undertaken by Government, a simple guide to heritage legislation will be developed with links to relevant laws, policies and guidance.

Strategic Activities

Focusing on outcomes relevant to Government of Jersey ambitions and drawing together lessons from international best practice, opportunities and constraints in the local statutory and policy context and public attitudes to heritage in Jersey, it is possible to suggest a number of priority activities of strategic importance, programmes and projects for the heritage service over the next period, organised in a Heritage Cycle.

The Heritage Cycle Model

The Heritage Cycle is a model which has been used for over a decade in England. The goal is a virtuous circle in which heritage is continuously strengthened over time.



The model postulates that provided the cycle is complete the path to a healthier heritage environment is inevitable. Applying the model, the strategy needs to enable all four stages and to ensure the connections are made that achieve the cyclical flow.

- *Understanding* heritage means both the detailed understanding that comes from research on specific heritage assets (sites, collections, records, wrecks etc.) and the holistic understanding of the landscape as having an historic component that is indivisible from the natural world because it shapes habitats.
- *Valuing* manifests in collecting objects, identifying public records for retentions and listing buildings for example.
- *Caring* involves protection and conservation of heritage assets following from the identification of their significance and better still, enhancement often expressed through restoration.
- *Enjoyment* comes from sharing the value of heritage through access, interpretation and education programmes and often leads to the desire for deepening understanding. Further research leads to new values being revealed and so the cycle continues.

Models like this show relationships between components of a system sometimes likened to an ecosystem, the interaction between elements of a community with their environment. A gap analysis can identify what roles in the Island’s heritage ecosystem may need strengthening.

Understanding. Notwithstanding the acknowledged current limits in local capacity, the heritage sector in Jersey has been successful in fostering conditions for an impressive output of locally based heritage research. New partnerships, perhaps particularly around Masters’ courses through Jersey International Centre of Advanced Studies, will support growth in this area. The Island has also been successful in attracting top-class researchers, as witnessed by the Ice Age Island programme with off-Island partners University College London, Southampton University, University of Wales, Manchester University and the British Museum, by Cambridge University’s work on Lager Wick and by the international team engaged in the Le Catillon II Hoard. The changing needs of universities and other research institutions needs to be kept under review to ensure the Island remains an attractive place for top-flight research.

Valuing. The results of research need to be disseminated in ways that capture the imagination of Islanders as well as overseas audiences if they are to trigger the valuing stage of the heritage cycle. Relevance is the key here, relating the emerging findings to people’s lives today in engaging narratives and providing islanders with the opportunity to engage in the process of assessing the public value of Jersey’s heritage, and supporting their role in sustaining its value and appreciation.

Caring. The caring stage needs a range of infrastructure to enable both formal conservation measures and volunteer engagement. Formal conservation is usually enabled by grants from governments. Volunteer conservation work is often supported through charities giving small grants to organisers. Advice and encouragement is an important part of the caring stage and this is often made available as self-service web-based guidance issued by government agencies or expert groups. Civil society structures through which valuing can be expressed builds social capital as well as organising opinion into channels, which makes engagement by decision-makers easier. The flip side of encouraging positive management is the prevention of harm, usually largely through planning controls but also through laws prohibiting the damaging of heritage assets. But many harmful proposals result from a lack of awareness rather than malign intent. Professional advisers are often the nodal point in the process, and accreditation schemes run by the professional bodies for architects, surveyors, engineers and builders have been successful in raising the standard of work elsewhere.

Enjoyment. Where caring results in better interpretation, better presentation, better access and ultimately better experiences, people’s enjoyment of the historic environment is increased, and the heritage cycle posits, increases the thirst for more information. Governments’ role in this stage may be direct, such as opening state-owned places up to visitors, or indirect in the form of support for third parties to open their doors and encouragement for schools to make use of heritage assets in teaching across the curriculum, or by protection and management of change affecting the whole historic environment, ensuring that people can enjoy heritage as the backdrop to their daily lives. Virtual access is of course, increasingly part of enabling people to enjoy heritage places. In England, since 2001 a policy of free access to national museums has been followed by successive Governments which has resulted in a doubling of visitor numbers overall, and a c.30% rise in visits by the lower socio-economic groups.

Outputs and outcomes and indicators – supporting the Government of Jersey Performance Framework

In March 2018, Future Jersey, a new long-term community vision for the Island, was launched. This was developed into the Jersey Performance Framework in early 2020, creating an enduring wellbeing framework for the Island which sets out a long-term vision describing Islanders’ ambitions for Jersey’s future. The Framework breaks this vision down into a set of desired social, economic and environmental ‘Island Outcomes’ and uses headline ‘Island Indicators’ to help tell the story of Jersey’s progress towards these Outcomes.

The heritage strategy is embracing this initiative by alignment of heritage work to the Island Outcomes and proposing further indicators in the collective effort to sustain and improve Jersey’s social, economic and environmental wellbeing.

There are ten high level Island Outcomes in the Jersey Performance Framework, three of which are core to heritage:

- *Jersey’s built and historic environment is valued and enjoyed* - our historic environment helps define our Island. Its conservation and development play an important role in economic growth, tourism, sustainable development and regeneration.
- *Islanders enjoy living in a vibrant and inclusive community* - Jersey’s future relies on people wanting to live in, or return to, the Island. An important factor influencing that choice is Jersey’s attraction as a place where people and community matter, making it a great place to live, socialise, grow up and belong.
- *Jersey’s unique natural environment is protected and conserved for future generations* - Jersey’s natural environment, countryside and coast, is a defining feature of the Island’s attractiveness as a place to live, work and visit. Good stewardship means taking action to ensure the natural environment, so treasured by Islanders, is available for future generations to enjoy.

By making a significant contribution to these three Outcomes, the role played by heritage then has an important economic dimension for the Island:

- *Islanders benefit from a strong, sustainable economy and rewarding job opportunities* - the prosperity of our Island, and the funding of the services on which we rely, depends on a sustainable, vibrant and inclusive economy, underpinned by a skilled local workforce to serve it. Heritage plays a significant part in tourism, hospitality and construction.

The objectives set out in this strategy are about how heritage development aims to maximise this contribution.

Current CSP aim	Island Outcome	Draft Heritage Strategy Outcome
Putting children first	All children in Jersey learn and achieve	Heritage is of significant educational value to all children in Jersey
Improving wellbeing	Islanders benefit from healthy lifestyles	Jersey’s natural and cultural heritage supports a sense of place and distinctive local identity People care more about what happens to heritage both locally and internationally Organisations better equipped to look after and make the most of heritage and maximise its benefit to society
Vibrant Economy	Islanders benefit from a strong, sustainable economy and rewarding job opportunities	International expertise, funding and partnerships enhance our capacity and capability to manage our internationally significant heritage The significance and status of Jersey’s natural and cultural heritage is recognised by the residents, visitors and the international heritage community enhancing destination attraction and brand Jersey’s heritage stories are discoverable digitally by international audiences supporting Jersey’s reputation, identity and profile
Income inequality	Islanders enjoy living in a vibrant and inclusive community	Heritage services are available to and equally used by all sections of Jersey’s population
Valuing environment	Jersey’s built and historic environment is valued and enjoyed	Organisations better equipped to look after and make the most of heritage and maximise its benefit to society Good decisions result from a full appreciation of the value of heritage Island heritage is made more resilient and sustainable, risk is better managed

Programmes to address current gaps and build on current strengths can be described in terms of the Heritage Cycle:

Heritage Cycle stage	Strategic activities	Draft Strategy programmes	Outputs
Understanding <i>Continuous discovery of Island history to know ever more about who we are</i>	<ul style="list-style-type: none">– Developing programmes of heritage research– Maintaining publicly accessible records of heritage assets– Monitoring, foresight and reporting on the heritage environment– Investing in international collaborations– Connecting Island heritage with global networks to develop reputation and profile	<p>P1 Grow and share knowledge</p> <p>P2 Extend international partnerships</p>	<ul style="list-style-type: none">– Knowledge creation in necessary areas– Easier access to our records, images and research– Partnerships and collaborations that engage international institutions in our mission– Networking programmes with international heritage organisations
Valuing <i>Protect heritage assets to pass them on to future generations in better condition</i>	<ul style="list-style-type: none">– Providing expertise and advice to inform the care and development of heritage– Developing innovative techniques and tools to share our knowledge and expertise	<p>P3 Improve protection</p> <p>P4 Realise the value of intangible heritage Jèrriais</p> <p>P5 Grow educational impact</p> <p>P6 Maintain and enhance landscape and seascape designations, including potential for new designations</p>	<ul style="list-style-type: none">– Evidence-based advice and advocacy– A workforce equipped with skills and resources to share knowledge– Inspirational education programmes
Caring <i>Every Islander has the opportunity to do their bit to pass on their cherished cultural inheritance</i>	<ul style="list-style-type: none">– Investing where our expertise and resources make the most difference– Investing in cultural partnerships and collaborations to bring the cultural sector (including Government and NGOs) closer together– Building capacity in local communities in engaging and cost-effective ways– Investing in knowledge creation, skills and organisations where help is most needed	<p>P7 Conservation of key heritage assets</p> <p>P8 Grow local collaboration</p> <p>P9 – Achieve Carbon Neutrality by 2030</p>	<ul style="list-style-type: none">– Heritage assets that have been protected and utilised for optimum public benefit– Partnerships and collaborations that engage cultural organisations in our mission– Increased knowledge, expertise and opportunity amongst people who want to participate in heritage conservation

Heritage Cycle stage	Outcomes	Indicators
Understanding <i>Continuous discovery of Island history to know ever more about who we are</i>	<ul style="list-style-type: none">– Good decisions result from a full appreciation of the value of heritage– International expertise, funding and partnerships enhance our capacity and capability to manage our internationally significant heritage	<ul style="list-style-type: none">– Number of designated heritage assets– Access to records– Number and strength of active international partnerships– Number of network meetings on and off Island– Number of new publications of new research
Valuing <i>Protect heritage assets to pass them on to future generations in better condition</i>	<ul style="list-style-type: none">– Island heritage is made more resilient and sustainable, risk is better managed– Heritage is of significant educational value to all children in Jersey– The significance and status of Jersey’s world class heritage is recognised by the residents, visitors and the international heritage community enhancing destination attraction and brand	<ul style="list-style-type: none">– Reduction of Heritage at Risk and number of assets the condition of which is improved– Number of designated heritage assets lost or damaged– Current workforce development plan– % Islanders recognising significance of heritage in survey– % Island children engaged in heritage– International designation
Caring <i>Every Islander has the opportunity to do their bit to pass on their cherished cultural inheritance</i>	<ul style="list-style-type: none">– People care more about what happens to heritage both locally and internationally– Jersey’s heritage supports a sense of place and distinctive local identity– Organisations better equipped to look after and make the most of heritage and maximise its benefit to society	<ul style="list-style-type: none">– Investment in key heritage sites and collections– % Islander members and volunteers of heritage organisations– Volunteering hours given to heritage– Partnerships between government and heritage organisations– Attainment of sectoral standards and accreditations

Heritage Cycle stage	Strategic activities	Draft Strategy programmes	Outputs
Enjoying <i>A wide and diverse audience can experience and understand the relevance of Jersey's heritage</i>	<ul style="list-style-type: none">Developing inclusive content, events and projects to enable all to enjoy and understand the relevance of Jersey's heritageExpanding the digital availability of our assets to improve both access to our resources and users' experience of them	<p>P10 Develop facilities at visitor sites</p> <p>P11 Ensure heritage is for everyone</p> <p>P12 Improve digital access</p>	<ul style="list-style-type: none">Content, events and projects that illustrate the benefits of inclusion and show the relevance of heritage to people's livesNew mechanisms and formats for sharing our passion for heritage

The potential for collaboration across Government, Jersey Heritage and the Heritage Sector in support of the Heritage Cycle:

Heritage Cycle stage	Draft Strategy programmes	Government of Jersey
Understanding	<p>P1 Grow and share knowledge</p> <p>P2 Extend international partnerships</p>	<ul style="list-style-type: none">Establish status of HER in planning process and in the reporting of findsSeek and support international heritage partnerships as part of cultural diplomacy
Valuing	<p>P3 Improve protection</p> <p>P4 Realise the value of intangible heritage</p> <p>P5 Grow educational impact</p> <p>P6 Maintain and enhance landscape and seascape designations, including potential for new designations</p>	<ul style="list-style-type: none">Develop and enact or adopt legislation, policy and guidance necessary to enable area-based designation to protect or improve the character or appearance of areas with architectural or historic characterAmend legislation to protect setting of heritage assetsMaintain and enhance the planning policy regime, and associated guidance, for the management of change in the historic environmentContinue to review status of existing designated heritage assets, in light of new informationDesignate new sites and places of archaeological and marine heritage value; and areas of archaeological potentialDevelop and enact or adopt, legislation, policy and guidance for protection of Objects of Historical and Archaeological Significance including regulation of excavation and prospection including underwater.Maintain political support for UNESCO designation project

Heritage Cycle stage	Outcomes	Indicators
Enjoying <i>A wide and diverse audience can experience and understand the relevance of Jersey's heritage</i>	<ul style="list-style-type: none">Heritage services are available to and equally used by all sections of Jersey's populationHeritage sites, collections and stories contribute to the economy and international identity of JerseyJersey's heritage stories are discoverable digitally by international audiences supporting Jersey's reputation, identity and profile	<ul style="list-style-type: none">Islander engagement in heritage by demographicOnline engagement in heritage by international audience% of Islanders who rate Jersey's range of heritage events, attractions, activities and digital offer are good or very good

Heritage Cycle stage	Jersey Heritage	Heritage Sector
Understanding	<ul style="list-style-type: none">Maintain and develop HER, to meet statutory obligations and provide public access to information about heritage assetsCommission research frameworksProvide monitoring and foresight of the state of the heritage environmentMaintain research and promotion partnerships with local and international heritage institutions	<ul style="list-style-type: none">Contribute data to HERProvide expertise in support of research frameworksProvide information in support of monitoring and foresight of the state of the heritage environmentCollaborate with international heritage partnerships
Valuing	<ul style="list-style-type: none">Advise on identification and assessment of potential heritage assets – involving sites and areas - and in particular, archaeological resources and marine heritage; and also review of existing heritage assets.Advise on new legislation to protect Objects of Historical and Archaeological Significance.Undertake inventory of intangible heritage assetsPilot model language plans for public bodies, publish language corpus material in support of Jèrriais and implement Island interpretation scheme to increase visibility of the language.Establish Heritage Schools Partnerships.Develop landscape as a tool for community engagement and work with UK UNESCO Committee on designation as UNESCO Global Geopark	<ul style="list-style-type: none">Contribute expertise to Listing Advisory Group, in relation to review of existing heritage assets and assessment of potential heritage assets, including listed buildings and places; and conservation areasPartner Island Geopark programmeCreate opportunities for diversity in special interests to be expressed through networks (e.g. UK/French amenity societies)

Heritage Cycle stage	Draft Strategy programmes	Government of Jersey
Caring	P7 Conservation of key heritage assets P8 Grow local collaboration P9 – Achieve Carbon Neutrality by 2030	<ul style="list-style-type: none">– Agree long term funding strategy for conservation of key public and NGO heritage assets– Review sustainable conservation management arrangements for key public heritage assets including adoption of conservation plans– Establishment of a Heritage Advisory Partnership for policy support and produce an Annual Heritage Statement– Identify funding opportunities for heritage NGOs– Establish grant programme for private owners of heritage assets– Adoption of Faro principles for inclusiveness.
Enjoying	P10 Develop facilities at visitor sites P11 Ensure heritage is for everyone P12 Improve digital access	<ul style="list-style-type: none">– Agree long term funding strategy for visitor facilities at key public heritage assets and opportunities to support development of sites in NGO management– Agree funding for Conservation Area enhancement programmes, particularly in relation to the specific challenges of reducing carbon emissions; and the improvement of conservation areas.– Maintain and enhance framework of policy and guidance for protection and management of heritage assets– Fund free access pilot– Provide official data on community engagement with heritage

Heritage Cycle stage	Jersey Heritage	Heritage Sector
Caring	<ul style="list-style-type: none">– Develop proposals for conservation of key public heritage assets– Fundraise and contribute resources to long term funding strategy for key public heritage assets– Advise on sustainable conservation management arrangements for key public heritage assets including conservation plans– Identify funding for key posts necessary for delivery of strategy– Adoption and promotion of accreditation for professional heritage services– Publication of user-friendly on-line guide to citizenship and heritage.– Secretariat and support for Heritage Advisory Partnership– Support funding opportunities for heritage NGO projects	<ul style="list-style-type: none">– Develop proposals for conservation of key heritage assets in NGO management– Fundraise and contribute resources to long term funding strategy for key heritage assets in NGO management– Contribute expertise in development of conservation plans for public heritage assets
Enjoying	<ul style="list-style-type: none">– Develop proposals for development of facilities at key public heritage visitor assets– Fundraise and contribute resources to long term funding strategy for key public heritage visitor assets– Develop programmes to increase heritage engagement with seniors and low income families including free access pilot– Develop platforms for access to digital heritage information including digitisation of landscape, heritage sites and collections– Advise on collection of official heritage participation and engagement data	<ul style="list-style-type: none">– Develop proposals for development of facilities at key heritage assets in NGO management– Fundraise and contribute resources to long term funding strategy for key heritage assets in NGO management– Develop programmes to increase heritage engagement with seniors and low-income families including free access pilot– Develop platforms for access to digital heritage information and upskill members to grow digital participation, reducing risk of digital exclusion– Contribute to participation and engagement data

PART B



Heritage programmes for the 2022-2025 period

A summary of the programmes currently underway:

Programme 1 - Grow and share knowledge of Jersey’s heritage environment

Strategic activities in this area:

- Developing programmes of heritage research
- Maintaining publicly accessible records of heritage assets
- Monitoring, foresight and reporting on the heritage environment

Why do we think this is important?

There has been much research into Jersey’s heritage over the years but there are gaps in our knowledge. Because there has not been a single repository for research material, what we do have is spread out across different organisations, exists in different forms and has not always been easy to access. There is more developer-funded archaeology as a result of changes in the planning process, more professional research archaeology as a result of Jersey Heritage and Société Jersiaise projects. There is more amateur archaeological metal detecting as a result of technological advances, more pressure on archaeological sites as a result of increased development. Information about underwater resources has not been adequately captured. We want to make it easier to provide expert and robust advice to inform the care and development of the heritage environment and we want to increase knowledge, expertise and opportunity amongst people who want to participate in heritage conservation to maximise its benefits to Jersey.

The results of new work on this programme will be:

Project and aim

Publication and enhancement of Historic Environment Record

The aim of the HER is to create easier access to current knowledge of the historic environment to better inform research, protection and the management of change.

Action	Lead	Status
Launch online HER	Jersey Heritage	HER launched in 2020 using the Arches platform of the World Monuments Record giving public and research access to the wealth of data from the 2012-18 historic places resurvey and designation programme and decades of data collecting by heritage organisations.
LiDAR survey Island as a precursor to review of protection of terrestrial archaeological sites.	Jersey Heritage in funding partnership with Government and National Trust for Jersey.	Lidar Survey captured in 2020. To be followed by ground-truthing and protection of identified sites and publication on HER
Survey of existing borehole data towards deposit modelling as precursor to protection.	Jersey Heritage in partnership with Government and commercial geotechnical sector.	Survey underway.

Action	Lead	Status
Survey underwater heritage assets as a precursor to protection. Targets include around 400 shipwreck sites, unquantified crashed aircraft, stray finds from vessels all overlying drowned landscape including areas of exceptional archaeological importance.	Jersey Heritage in partnership with Ports of Jersey and Government.	The 2008 Integrated Coastal Zone Management Strategy included a policy (D2iv) to explore improving the quality of the record using volunteer contributions. An inventory of underwater cultural heritage resources was also the main recommendation of a 2013 scoping study. Seabed survey scoping study commissioned from Fjodr.

Project and aim

Archaeological Research Framework for the Historic Environment

The aim of the research framework is to provide an effective, flexible, structure for decision-making regarding future historic environment research via developer funded archaeology, academic research and site management policies.

Action	Lead	Status
Establishment of Advisory Panel	Jersey Heritage	Panel established in 2020 including leading UK and French academics to support the commission of resource assessments. The panel includes: <ul style="list-style-type: none">– Palaeolithic – Prof Clive Gamble (Emeritus Southampton)– Mesolithic – Prof Nicky Milner (York)– Neolithic – Dr Alison Sheridan (National Museums Scotland)– Bronze Age – Dr Stuart Needham (Emeritus British Museum)– Iron Age/Gallo Roman – Prof Barry Cunliffe (Emeritus Oxford)– Early Medieval – Prof Dawn Hadley (York)– Late Medieval/modern – Prof Jonathan Finch (York)
Commission Resource Assessments	Jersey Heritage	The first 5 Resource Assessments are underway including: <ul style="list-style-type: none">– Palaeolithic – Dr Matt Pope (UCL/loA)– Mesolithic – Dr Chantal Conneller (Newcastle)– Neolithic – Dr Emmanuel Ghesquiere (Institut National de Recherches Archéologiques Préventives)– Bronze Age – Dr Catriona Gibson (Reading)– Iron Age/Gallo Roman – Dr Philip de Jersey (Guernsey)– The remaining assessments to be commissioned include Early Medieval and Late Medieval / Modern
Consultation, adoption and publication of Research Framework	Heritage Partnership	

Project and aim

Publish Thematic Building Studies

The aim is a series of historic building studies aimed at deepening our understanding of the character of Jersey's historic environment and contributing towards its future care and protection.

Action	Lead	Status
Commission studies as part of HER enhancement, X1 annually	Jersey Heritage	<div><div></div><div><div><div>– Industrial structures</div><div>– Transport structures</div><div>– Utilities and communication structures</div><div>– Law and government buildings</div><div>– Commerce and exchange buildings</div><div>– Education buildings</div><div>– Agricultural buildings and farmhouses</div><div>– Domestic houses</div><div>– Religious and funerary</div><div>– Commemorative structures</div><div>– Parks, gardens and urban spaces</div><div>– Maritime buildings</div><div>– Military structures</div><div>– Health and welfare buildings</div><div>– Recreational buildings</div><div>– Street furniture</div></div></div></div>
<div><div>A period of local capacity building focused on a programme of feature recording and identification, which will provide the basis for further analytical study.</div><div>Key objectives are to broaden an awareness of the subject, impart research skills locally and develop collaborative projects with the aim to interpret and publish. If funding is available, some external expertise would, no doubt, be helpful in a number of areas.</div></div>	Société Jersiaise	<div><div>Focus on local building and architecture from the mid 19th century onwards to 1980, looking particularly at whether there is a Jersey interpretation of any of the familiar periods/styles, usually expressed in terms of:</div><div><div>– Regency: 1811 to 1820</div><div>– Victorian: 1837 to 1901</div><div>– Arts and crafts: late 19th to early C20th, overlapping with</div><div>– Edwardian: 1901 to 1910, and</div><div>– Revival styles: vernacular, neo-Georgian, cottage, 1800-present</div><div>– Modern movement (essentially inter-war)</div><div>– Art Deco: 1930 to 1980</div><div>– Post War: 1945 to 1980</div></div></div>
Publish studies	Heritage Partnership	

Project and aim

Establishment of Heritage at Risk Register

The aim of the HARR is to provide information to raise awareness of risks to heritage, to establish the extent of risk and to help assess priorities for action and funding decisions.

Action	Lead	Status
Develop assessment criteria for a Heritage at Risk Register;	Jersey Heritage Listing Advisory Panel	Criteria agreed
Undertake external survey and allocate risk category of listed buildings and listed places with upstanding masonry remains;	Jersey Heritage Listing Advisory Panel	
Publish a Heritage at Risk Register;	Heritage Partnership	
Publish advice on maintenance and repairs to owners.	Heritage Partnership	

Project and aim

Publication of annual Heritage Counts report

The aim of Heritage Counts is to create a marshallng point for information about the current state of the historic environment and foresight on changes that are likely to have an impact on it.

Action	Lead	Status
Agree indicators	Heritage Partnership	Jersey Heritage published four editions of Jersey Heritage Counts (2014-2017).
Publish annual report	Heritage Partnership	

Programme 2 - Extend international partnerships

Strategic activities in this area:

- Investing in international collaborations
- Connecting Island heritage with global networks to develop reputation and profile

Why do we think this is important?

Jersey’s international identity, soft power and tourism appeal draws not only on its cultural heritage resources themselves but also our reputation for how well we value and care for our cultural heritage. Outside national and international funding and policy frameworks for heritage and working in a low tax environment, the Island’s capacity to operate to international standards is constrained. The international significance of the heritage assets themselves, attractive as they are to international specialists, creates a strong opportunity to increase capacity for care through partnerships with international institutions as well as reaching, through the networks of those institutions, wider international audiences for Jersey’s stories. National branding research indicates high level of trust in cultural messaging relative to other forms of government communications.

The results of new work on this programme will be:

Project and aim

Monitoring of compliance with international heritage conventions

The aim is to identify any areas of limited compliance and actions towards compliance including areas of best practice as described in conventions currently not extended to Jersey.

Action	Lead	Status
Publish annual report	Government	An initial survey was undertaken by Historic England as part of the Strategy development.

Project and aim

Support for top-flight research

The aim of the project is to identify local funds available to engage top-flight researchers in Island heritage and to leverage any international funding opportunities.

Action	Lead	Status
Publish annual directory of relevant funding opportunities	Government	

Project and aim

Support for post-graduate research

The aim is to grow participation of local and international post graduate students in study of the Island's heritage.

Action	Lead	Status
Work with Jersey International Centre of Advanced Studies to establish the Master of Arts course in Island History and Archaeology through the development of a History Research Framework and support for dissertations deriving from it.	Jersey Heritage	History Research Framework commissioned 2020 parallel to design of MA.

Project and aim

Development of participation in international networks

The aim is to ensure opportunities for Jersey’s heritage to be represented overseas via participation of Island heritage professionals in international heritage networks, especially where it can support the Government’s international relations programmes.

Action	Lead	Status
Map current status of engagement and identify opportunities in relevant areas	Heritage Partnership	

Project and aim

Island based projects to showcase Jersey’s heritage to international community

The aim is to explore and resource the potential for international special interest conferences in Jersey to showcase Island heritage.

Action	Lead	Status
Map existing heritage sector institutional partnerships and identify opportunities, costs and funding sources	Heritage Partnership	

Programme 3 - Improve protection of Jersey’s heritage environment

Strategic activities in this area:

- Providing expertise and advice to inform the care and development of heritage

Why do we think this is important?

While Jersey’s stock of buildings and places of heritage interest finally received statutory protection in 2018 there are some significant areas where the Island has fallen behind international best practice. We want to ensure that the protection regime is up to date and fully meets the Island’s obligations under international conventions. This is a matter of international identity and reputation as well as heritage management. Jersey Heritage has a responsibility to provide information and advice on the heritage environment but relies on the Government of Jersey to ensure appropriate legal and policy protections are formally adopted.

The results of new work on this programme will be:

Project and aim

Designation of Archaeological Sites to inform management of change

The aim is to ensure that archaeological sites are correctly identified and described and that information about them is publicly available to inform the planning process.

Action	Lead	Status
Review areas of archaeological interest, identified under the auspices of planning guidance, prioritising response to LiDAR survey.	Jersey Heritage Listing Advisory Panel	2018 completion of project to give statutory protection through designation to the Island’s stock of 4,500+ listed places of architectural, historical and archaeological interest following a resurvey by Jersey Heritage. Further sites of archaeological interest identified by HER research.

Project and aim

Designation of Maritime Archaeological Sites to inform management of change

The aim is to ensure that maritime archaeological sites are correctly identified and described and that information about them is publicly available to inform the planning process.

Action	Lead	Status
Consider implications of seabed survey if undertaken.	Jersey Heritage Listing Advisory Panel	Statutory protection does not currently include any examples of underwater archaeological heritage.

Project and aim

Designate Conservation Areas

The aim is to support Granada Convention requirement to take statutory measures to protect architectural heritage, including ‘homogeneous groups of urban or rural buildings conspicuous for their historical interest which are sufficiently coherent to form topographically definable units’.

Action	Lead	Status
Develop objective criteria and identify and define the spatial extent of potential Conservation Area boundaries.	Government	
Ensure appropriate legislation, policy and guidance in place to enable designation.	Government	
Designate Conservation Areas	Government	

Project and aim

Secure investment for improvements in the historic environment

The aim is to reduce the risk faced by some of the most significant historic sites shown on the Heritage at Risk Register and in Conservation Areas which are most in need of repair and where, without a grant, a project would not be able to go ahead.

Action	Lead	Status
Review funding options – existing and potential - for investment towards conservation and environmental improvements	Government with the Heritage Partnership	There is currently no revenue funding that is available to support the improvement of the historic built environment; and it is envisaged that positive improvement of conservation areas would need to be primarily delivered through the management of development activity.

Project and aim

A Conservation Area Cultural Programme

The aim is to engage communities with Conservation Areas.

Action	Lead	Status
Programme of cultural activities to celebrate the role and importance of historic areas through a commissions programme of work with artists to provide a creative response to document and reflect heritage interest.	Government, Heritage Partnership and Creative Island Partnership	Arts Strategy proposes to place the arts at the heart of Jersey’s approach to environmental sustainability and high quality place-making. The arts can act as a vital force in improving the quality and distinctiveness of place, in enhancing the built and natural landscape, and in supporting the protection and reanimation of Jersey’s heritage.

Project and aim

Review ‘Blue Plaque’ Scheme

The aim is to mark significant heritage buildings and places associated with diverse and representative individuals in the Island’s history.

Action	Lead	Status
Put the ‘blue plaques’ scheme on a more sustainable footing and support it with digital resources.	Jersey Heritage and Diversity Advisory Group	Diversity Advisory Group established 2020 and completed initial report on legacies of transatlantic slavery and will consider queer histories, women’s history and the history of people with disabilities.

Project and aim

Heritage legislation reform programme

The aim is to propose changes to legislation that in a concerted and co-ordinated effort meet convention requirements.

Action	Lead	Status
Considerations will include statutory protection/consideration of setting of listed places; mandatory reporting across territory of Portable Antiquities, treasure and human remains; regulation of excavation; definition of purpose of Conservation Areas; SSI application to sea bed to protect underwater heritage; statutory basis for Historic Environment Record.	Government	<p>The setting of listed places is not protected in law as intended by the Granada Convention.</p> <p>Except in relation to listed places, Jersey does not regulate excavation and prospection using metal detectors as intended by the Valletta Convention.</p> <p>A Crown, Société Jersiaise, Jersey Heritage and Jersey Metal Detectorist Society working party in 2000 was unable to achieve the political support necessary to progress portable antiquities legislation.</p>

Programme 4 - Realise the value of intangible heritage including Jèrriais in Island identity

Strategic activities in this area:

- Providing expertise and advice to inform the care and development of heritage
- Developing innovative techniques and tools to share our knowledge and expertise

Why do we think this is important?

Intangible Cultural Heritage (ICH) includes the traditions, practices or living expressions of groups and communities, such as oral traditions, performing arts, social practices, rituals, festive events and traditional crafts. While these may not be tangible, they are a very important part of our cultural heritage: a living form of heritage which is continuously recreated, evolving as communities adapt their practices and traditions in response to their environment. It provides a sense of identity and belonging in relation to our own cultures which, in turn, promotes respect and understanding for the cultures of others. An inclusive approach to ICH respects the diversity of Jersey’s communities and is referred to as ‘ICH in Jersey’ rather than ‘Jersey ICH’. Jersey’s native language, experienced by Islanders on a daily basis, today mostly only through place-names, is arguably our most important intangible heritage asset, deeply inter-twined with our environmental and cultural heritage. The UK Government is not a signatory to the ICH Convention and the Government of Jersey has no direct access to become a signatory. Since the UK is one of seventeen countries to have not ratified the Convention, research in England has not had a high profile and Scotland and Europe provide better models.

The results of new work on this programme will be:

Project and aim

Research to create inventory of intangible heritage assets

The project aims to accord with the 2003 UNESCO Convention on Intangible Cultural Heritage domains and be a reflection of ‘living’ practices and knowledge rather than a record of purely historical ICH.

Action	Lead	Status
Work with communities of practice, including migrant communities, to map, collect, record and archive living data to create an inventory.	Heritage Partnership to establish ICH Advisory Group	The UK Government is not a signatory to the ICH Convention and the Government of Jersey has no direct access to become a signatory. Since the UK is one of seventeen countries to have not ratified the Convention, research in England has not had a high profile and Scotland and Europe provide better models.

Project and aim

Publication of the inventory

The project aims to raise the profile of ICH by making information more accessible.

Action	Lead	Status
A flexible, customised Wiki-style database will allow the specification of the inventory to grow organically with its development mirroring the dynamic nature of ICH knowledge, allows for monitoring and review of fragility. This will act as a prompt for early safeguarding intervention.	ICH Advisory Group	

Project and aim

Safeguarding programmes for ICH through education

The project aims for use of the inventory for educational purposes to facilitate the transmission of ICH from generation to generation.

Action	Lead	Status
Develop and publish a programme of support for practitioners.	ICH Advisory Group	

Project and aim

Language Plans

The aim is to provide guidance on social and professional use of Jèrriais and public programmes to increase visibility and status of Jèrriais.

Action	Lead	Status
Implement Language Plans in heritage sector and public administration.	Jèrriais Advisory Group in partnership with Jersey Heritage	Jersey declined to accept an extension of the UK’s ratification of European Charter for Regional or Minority Languages to the Island in 2001. However, in 2019 the States adopted a proposition P143/2018 Jèrriais: promotion by the Public Sector and published R.120/2019 Guidance on the use of Jèrriais by the Government of Jersey. A post for Language Promotion Officer was established at Jersey Heritage in 2019 to work in collaboration with the Jèrriais Advisory Group and the Jèrriais Teaching Service at CYPES.

Programme 5 - Grow educational impact of heritage

Strategic activities in this area:

- Developing innovative techniques and tools to share our knowledge and expertise

Why do we think this is important?

Education in heritage contributes powerfully to civic awareness and sense of place, rootedness and belonging. Heritage education supports creative and cultural industries in shaping the workforce of the future, including the heritage sector, through a different kind of learning giving access to things students might never encounter so powerfully in the classroom or in the pages of a book. In order to help learners understand their local heritage and how it relates to international stories it is necessary to help teachers become more confident in making effective use of local heritage resources in delivering the curriculum, that local historic context is embedded in the school’s curriculum, heritage providers are more connected to the needs of local schools and to support parents to engage in their children’s learning.

The results of new work on this programme will be:

Project and aim

Heritage Schools Partnerships

Heritage Schools Partnerships aim to support teachers, practitioners, children, young people and families make use of resources in formal learning.

Action	Lead	Status
Work with CYPES and school history leads to develop programmes to incorporate wider heritage environment topics specific to school areas using archive and historic environment resources as well as object collections; produce online resources for curriculum.	Government	Recent investment in academic research has produced new heritage stories but there is more work to do to translate these into useable educational resources. School partnerships are essential and should not be under-prioritised for support and development, particularly in light of a new developing curriculum that will bring the knowledge and understanding of Jersey history to the fore alongside that of Britain and the rest of the world. Heritage induction is no longer provided for Newly Qualified Teachers and teaching staff have indicated that they don’t have time to participate in training in local history. Appropriate teaching resources for local history are minimal in terms of their accessibility outside of heritage. Texts, images, accounts, diaries, data etc are required to fulfil the need for pupils to develop their enquiry skills. CYPES needs additional support from heritage to access authentic and accurate materials to teach effectively. The local emphasis to the curriculum makes it challenging for teachers to gain this knowledge and teaching materials elsewhere.

Project and aim		
Charter for informal Family Heritage learning		
<i>The aim is to enable parents, carers, teachers and students to understand what each child can achieve outside the classroom in terms of cultural heritage education at each stage between the ages of five and nineteen.</i>		
Action	Lead	Status
<p>Publish a commitment to provide easily accessible guidance to informal education opportunities and benefits.</p> <p>Increase knowledgeable heritage education staff to maintain sustainability for the future.</p>	Heritage Partnership	<p>In June 2014, Jersey became a State Party to the UNCRC, when we asked for the UK's ratification to be extended to the Island. Articles 30 and 31 of the Convention assert children and young people's right to access their culture and participate in cultural life. CYPES consider history an ideal curriculum area to explore many issues around rights, diversity and inclusion.</p> <p>Family learning events attract around 20,000 student visits outside school hours and create an opportunity to present subjects that do not get fully covered in schools such as the Ice Age, Victorian Jersey and geology for example.</p>

Project and aim		
Support for undergraduate studies in heritage related subjects		
Action	Lead	Status
Map current Jersey student participation and develop programme of internships	Heritage Partnership	

Project and aim		
Support for post graduate studies in Jersey's heritage		
<i>The aim is to promote local post graduate study into Island history and archaeology.</i>		
Action	Lead	Status
Commission Island History Resource Assessment to establish potential research topics and available research material.	Jersey Heritage	Study commissioned via JICAS 2020
Establish a partnership with Jersey International Centre of Advanced Studies to support Island History and Archaeology Master's Degree course.	Heritage Partnership	Ongoing discussion with Universities re accreditation.

Project and aim		
Heritage careers development programme		
<i>The aim is to aid succession planning recognising the need to train local people for heritage jobs in Jersey.</i>		
Action	Lead	Status
Establish a development programme for those seeking careers in heritage including internships and work experience.	Heritage Partnership with Highlands College	The local heritage sector requires a range of specialist skills and qualifications but there is a current local skills shortage.

Programme 6 - Maintain and enhance landscape and seascape designations, including potential for new designations

Strategic activities in this area:

- Providing expertise and advice to inform the care and development of heritage
- Developing innovative techniques and tools to share knowledge and expertise

Why do we think this is important?

Landscapes, seascapes and nature form the bedrock of our cultural heritage and in Jersey are the community’s highest priority for heritage conservation. In recent years, the scale of loss worldwide and people’s lack of understanding of the importance of nature has become increasingly stark. Never before has the need to aid nature’s recovery been more urgent and Jersey must play its part. Biological and cultural diversities are closely interdependent - they have developed over time through mutual adaptation between humans and the environment. A holistic approach to heritage will make the most of synergies between the management of abiotic, biological and cultural heritage. The Jersey National Park and the Jersey Marine Park projects create opportunities to improve management of terrestrial and marine heritage environments. The Geopark project, rooted in the stories of climate and sea-level change revealed in geo-archaeology seeks international recognition of Jersey’s geological, natural and cultural heritage and a framework to engage with Channel Island, regional and international partners.

The results of new work on this programme will be:

Project and aim

Geopark

The aim is to achieve a UNESCO designation for Jersey recognising internationally the significance of the Island’s abiotic, biological and cultural heritage.

Action	Lead	Status
Commission and publish audit of Island geodiversity	Jersey Heritage	Jersey Heritage commissioned British Geological Survey to undertake a Geodiversity Audit in 2019 to identify issues connected to the protection of geoheritage in Jersey.
Develop Prospectus and Management Plan	Jersey Heritage	Prospectus launched to stakeholders 2021 as background to establishment of Aspiring Jersey Island Geopark Organisation to develop Management Plan.
Complete Application Dossier	Aspiring Jersey Island Geopark Organisation	

Project and aim

National Park

Action	Lead	Status
Explore the establishment of a national park in law, with appropriate provisions and mechanisms to: a. define the purposes of a national park in Jersey; b. determine its appropriate governance, in order to secure the purposes of the park; c. determine the spatial extent of the park; d. manage land and activities within the park in accord with its purposes; and e. ensure public and stakeholder engagement and consultation on all matters associated with the national park.	Government	The bridging Island Plan 2022-2025 sets out a proposal for the establishment of a national park in law.

Project and aim

A network of marine protected areas

Action	Lead	Status
Develop a marine spatial plan to organise human and marine resources and activities in Jersey’s territorial waters to be consistent with overall environmental, economic and social objectives.	Government	The bridging Island Plan sets out a proposal to develop a marine spatial plan before 2025.

Programme 7 - Conservation of key heritage assets

Strategic activities in this area:

- Investing where expertise and resources make the most difference

Why do we think this is important?

Jersey’s memory and story is embodied in historic landscapes, buildings and collections. Conservation is a high priority for Islanders in surveys. As many Islanders and tourists visit free to access heritage sites in the landscape – megaliths, guardhouses and towers, industrial sites and bunkers – as visit heritage visitor attractions. Not all such sites are capable of monetisation to raise funds for conservation but nevertheless are an important part of the value of the heritage landscape. Many sites, including those in public ownership, are managed by organisations not directly funded by Government. Visitor use, time and climate take a toll. In all cases it is important to manage conflicting priorities and values through consultation and clear published policy.

The results of new work on this programme will be:

Project and aim

Ice Age Island Project

The project aims to improve conservation management of major Quaternary sites.

Action	Lead	Status
Sustain ongoing conservation work at La Cotte de St Brelade to complete stabilisation of sediment and address temporary works outstanding from the 1980s excavations.	Jersey Heritage	In response to storm damage in 2014, major long-term conservation works have begun at La Cotte to protect the site from the sea and stabilise unexcavated sediment, in partnership with UCL Institute of Archaeology.

Project and aim

Megalithic Culture Project

The project aims to improve conservation management of Neolithic and Chalcolithic sites.

Action	Lead	Status
Development of conservation programme for Island megalithic sites including Conservation Plans, condition surveys and any work on sites necessary for sustainable management.	Société Jersiaise	In 2017, the Société Jersiaise joined the Council of Europe’s European Route of Megalithic Culture to promote the Island’s 8 surviving dolmens of between 4-6000 years old, and many other smaller Megalithic structures, sites and menhirs.

Project and aim

Forts and Towers Project

The project aims to improve conservation management of Government heritage buildings leased to Jersey Heritage as part of the scheme.

Action	Lead	Status
Renew Conservation Plans for all sites in the scheme added in the 2020 lease including Icho Tower, Portelet Tower and La Rosiere Quarry Landscape.	Jersey Heritage	Since 2005, with initial priming funding from the Tourism Development Fund, Jersey Heritage has adapted coastal fortification sites to holiday accommodation generating funds which since 2010 have also provided for conservation of a growing number of free-to-access ruins sites in the landscape.
Condition survey and Conservation Statements for National Trust for Jersey military sites sites to prioritise eligibility for Programme 8 Heritage Development Fund	National Trust for Jersey	National Trust for Jersey has management of a number of significant military sites enjoyed by the public.

Project and aim

Industrial heritage project

Action	Lead	Status
Condition survey and Conservation Statements for industrial sites to prioritise eligibility for Programme 8 Heritage Development Fund.	Heritage Partnership	A number of mills, quarries, etc are in management of Government, National Trust and Crown but there is no co-ordinated policy for long term conservation.

Project and aim

Legacies of Occupation Project

The project aims to improve conservation management of Government heritage structures from the Occupation period.

Action	Lead	Status
Development of conservation programme for Government owned structures, based on condition surveys and conservation plans.	Jersey Heritage, Channel Island Occupation Society and Government	Since the 1970s the Channel Island Occupation Society has refurbished and brought into public access a number of, largely publicly owned, German Occupation fortification sites with their own resources and occasional Government support.
Development of conservation programme for third sector owned structures, based on condition surveys and conservation plans.	National Trust and Channel Island Occupation Society	National Trust for Jersey has management of a number of significant Occupation sites enjoyed by the public.

Project and aim

Collections Centre Project

The project aims to improve conservation management of the museum collections of the Government, Société Jersiaise and National Trust for Jersey held in store by Jersey Heritage.

Action	Lead	Status
Develop the Sir Francis Cook Gallery as a Collections Centre for long term preservation and public conservation of collections in care.	Jersey Heritage	Major improvements to collections conservation were achieved with the creation of the SFCG Collections Store in the late 1990s and the addition of the new Repository block at Jersey Archive in 2020, creating facilities for preservation but growth in collections means that new space is required.
Risk assessment and review of collections management policies for collections held in trust for the public including, where appropriate, in private museums.	Heritage Partnership	Agreements are in place between Société Jersiaise, National Trust and Jersey Heritage for collections management but currently exclude potential areas of synergy with other important collections including for example, CIOS, Pallot Steam Museum and Samares Manor.

Programme 8 - Grow local collaboration

Strategic activities in this area:

- Investing in cultural partnerships and collaborations to bring the cultural sector (including Government and NGOs) closer together
- Building capacity in local communities in engaging and cost-effective ways
- Investing in knowledge creation, skills and organisations where help is most needed

Why do we think this is important?

Jersey benefits from a rich ecology of heritage organisations, both professional and amateur, public and independent. This diversity is a strength in a small community, focusing special interests, broadening engagement and providing important checks and balances through different perspectives and priorities. On occasion however competition for resources, poor communication and competing values have led to unproductive relationships and failure of presenting a clear 'heritage' voice to Government and the community. Better collaboration between the Government and the cultural organisations and between the organisations and their partners at a local, regional and national levels will increase the benefits of heritage in Jersey in a way consistent with Faro principles of inclusiveness. Success will depend on delivering genuine support to heritage organisations, not just encouragement, including through developing capacity and skills in the sector.

The results of new work on this programme will be:

Project and aim

Sector resilience review

Action	Lead	Status
Examination of the “health” and challenges facing Jersey’s heritage organisations including sustainable governance and finance.	Government	National Trust for Jersey, Société Jersiaise and Channel Islands Occupation Society play a crucial role in protecting the Island’s heritage/ culture, need to be financially secure and sustainable and Government requires due diligence on potential investments.

Project and aim

Heritage Development Fund

The aim is to create better access for heritage practitioners to funds with specific heritage development criteria.

Action	Lead	Status
Work with funding bodies to establish means to fund the contribution of third sector organisations and individuals to projects meeting the aims of this strategy.	Government	In the absence of dedicated funding allocated according to heritage criteria the sector has relied on access to funds created for a range of related purposes including charity support, tourism development, countryside renewal and one-off island commemorations, which have not necessarily sought to achieve heritage development aims.

Project and aim

Support for skills and training

The aim is to develop heritage management and retrofit skills and knowledge across the sector.

Action	Lead	Status
Commission a sector wide training needs analysis including public and third sector organisations as well as advisory groups, and establish associated funding mechanisms in support of training. This will include work with the construction sector to explore the possibility of accreditation for heritage skills.	Heritage Partnership with Highlands College	Though many local heritage professionals are aligned with UK national professional bodies the opportunity has not been taken to support professional development at a local level.

Project and aim		
Support for professional exchange		
Action	Lead	Status
Work with Channel Island heritage colleagues to re-establish an intra and inter-insular heritage professional conference for exchange and sharing of best practice in Island heritage management and promotion of professional standards, including where possible exchange with regional French colleagues.	Heritage Partnership	Changes to UK arrangements for regional museums development resulted in a Channel Islands sub-group of area museums services falling into abeyance and the loss of a formal structure for inter-Island professional exchange.

Programme 9 - Aim to achieve Carbon Neutrality by 2030

Strategic activities in this area:

- Actively addressing the climate crisis by implementing measures across the heritage sector which reduce carbon footprint and mitigate against the future impacts of global warming

Why do we think this is important?

In 2019 the States of Jersey declared a climate emergency which has resulted in the Government producing a carbon neutral roadmap to reduce Jersey’s carbon emissions and set the Island on a path to a net zero future. The heritage sector will have a key role to play in this strategy by reducing its own carbon footprint across all sectors of its business activities including procurement. It will also need to demonstrate the value of retaining and refurbishing heritage buildings for new uses as well as illustrating how sensitive adaptation can improve thermal performance without compromising historic significance. Equally the sector will need to consider what measures will be required to mitigate against the adverse impacts of climate change including more extreme weather conditions, coastal flooding and invasive species.

The results of new work on this programme will be:

Project and aim		
To reduce carbon footprint of heritage sector		
Action	Lead	Status
Calculate and collate carbon footprint of key heritage organisations and draft action plan for securing carbon neutrality by 2030 including budget and potential grants from the proposed Carbon Neutral Alliance.	Heritage Partnership with Climate Emergency Jersey	Draft Carbon Neutral Roadmap published with a range of measures which would inform and assist necessary action plan.

Project and aim		
To identify heritage assets at risk from climate change and implement adequate mitigation to safeguard their future		
Action	Lead	Status
Undertake an audit across the heritage sector as well as Government departments to identify the most significant heritage assets at immediate, medium and long term risk. Identify mitigation measures required to reduce risk.	Heritage Partnership, Government and Ports of Jersey	

Project and aim		
To demonstrate how historic buildings can be adapted and retrofitted to improve energy and thermal performance		
Action	Lead	Status
Review publications produced by SPAB and Historic England and produce a local equivalent for publication and adoption by Government.	Heritage Partnership, Government, Climate Emergency Jersey, Jersey Architecture Commission and AJA.	Proposed changes to Byelaws – Carbon Neutral Roadmap HT2 which does not acknowledge historic buildings.

Project and aim		
To ensure any refurbishment and capital repair works on heritage estate include a climate change risk assessment		
Action	Lead	Status
Heritage Partnership partners to draft and implement risk assessment for use across estate including Government property holdings	Heritage Partnership and Government	

Programme 10 - Develop cultural facilities at heritage visitor sites

Strategic activities in this area:

- Investing where expertise and resources make the most difference

Why do we think this is important?

Heritage visitor sites are civic places, welcoming and accessible, that host a wide range of events and use collections, historic fabric and spaces for public benefit. They account for the majority of visitor attraction use by tourists and residents but as such compete in a commercial market where renewal of attraction and maintenance of standards of visitor facility is crucial. The visitor attraction business generates a significant proportion of the revenue providing the Island heritage services. Further, much of the attraction of the sites comprises significant historic building fabric requiring constant maintenance and refurbishment as well as technical facilities in support of archival, museological and historic environment functions.

The results of new work on this programme will be:

Project and aim

Elizabeth Castle Refurbishment

The project aims to increase public access to buildings and the site, diversify uses and extend opening.

Action	Lead	Status
Refurbishment of Hospital Block for summer presentation as Victorian hospital and to service events on Green. Refurbishment of Officer's Quarters for summer presentation as C18 accommodation and as self-catering accommodation. Both buildings to support winter use as wellbeing retreat centre.	Jersey Heritage on behalf of Government	Supported in Government Plan as major project 2022-2025.

Project and aim

Hamptonne Museum Building

The project aims to showcase agriculture collections and stories of Jersey's rural environment and biodiversity.

Action	Lead	Status
Construction of new museum and visitor facilities building.	Jersey Heritage on behalf of Société Jersiaise and National Trust for Jersey	Supported in 2021 Fiscal Stimulus Fund

Project and aim

Jersey Museum Gallery refurbishment

The project aims to create flexible gallery space and exhibition facilities to update the 1992 Story of Jersey exhibition.

Action	Lead	Status
Refurbishment of first floor to house new exhibitions reflecting recent discoveries in Island archaeology, history, and historic environment, highlighting key collection assets.	Jersey Heritage	Supported by Jersey Heritage Refreshment and Refurbishment Fund.

Project and aim

La Hougue Bie Gallery refurbishment

The project aims to create flexible gallery space and exhibition facilities to address access issues, showcase collections and interpret the Hougue.

Action	Lead	Status
Refurbishment of Archaeology Galleries.	Jersey Heritage	Supported in 2021 Fiscal Stimulus Fund

Project and aim

Morel Farm

Action	Lead	Status
	National Trust for Jersey	

Project and aim

Moulin de Quetivel

The project aims to improve interpretation/exhibition space and diversify access and usage through creation of café facilities on ground floor.

Action	Lead	Status
Refurbish the mill including new roof, toilets, services, landscaping and interpretation	National Trust for Jersey	

Project and aim

Plemont Bunker

The project aims to complete the Plemont headland restoration project by refurbishing the bunker to provide an unmanned interpretation centre.

Action	Lead	Status
Repair the bunker including restoration of historic openings and create innovative exhibition space.	National Trust for Jersey	

Project and aim

Le Marinel

The project aims to provide a secure future for a Grade 1 historic farm complex which is currently in a perilous state of repair and undoubtedly Jersey's most important historic building at risk at this point in time.

Action	Lead	Status
Repair and refurbishment of the historic buildings to create a house museum, walled garden, café and self-catering provision.	National Trust for Jersey	

Programme 11 - Ensure heritage is for everyone

Strategic activities in this area:

- Developing inclusive content, events and projects to enable all to enjoy and understand the relevance of Jersey's heritage

Why do we think this is important?

Heritage has a role to play in contributing to a flourishing, more equitable society in Jersey. Everyone should be able to participate in heritage, regardless of their background, personal characteristics or circumstances. There is still some way to go before the people who visit and benefit from heritage are fully reflective of Jersey society, but we want greater inclusion and a wider range of people to be involved in heritage. We want everyone to understand that Jersey's heritage is a key part of the Island being a great place to live. We want Islanders to feel that being connected to the Island's heritage can help them look after their mental and emotional health. We want Jersey's communities to be proud, comfortable and connected with Jersey's heritage. Over all around 6% of the adult population are engaged in heritage. Though significant in absolute terms this is lower than England where the DCMS *Taking Part* survey shows around three quarters of adults have visited a heritage site in the last 12 months. Levels of engagement do not vary significantly across the various ethnic groups (around 6 in 10 adults were engaged in heritage for UK, Jersey, Portuguese and BAME ethnicities). That is much more positive than national figures illustrating that in this sense at least heritage in Jersey creates spaces that bring people together regardless of origin.

The results of new work on this programme will be:

Project and aim

Increase seniors' engagement

The aim is to increase levels of senior engagement to meet British averages.

Action	Lead	Status
Cross sector research to identify blocks to senior engagement and development of collaborative mitigation programmes.	Heritage Partnership	The highest-participating group are adults aged 35-44 years, with 72% of this age group engaging in heritage in the last 12 months. The lowest levels of participation is seen for adults aged 65 and over (51% engaged in heritage). That does not compare well to national figures and is a concern if cultural provision is to play a part in ageing society issues.

Project and aim

Increase low income families’ engagement

The aim is to increase levels of low income families’ engagement to meet British averages.

Action	Lead	Status
Cross sector research to identify blocks to low income families’ engagement and development of collaborative mitigation programmes.	Heritage Partnership	By household income, heritage engagement ranges from 48% for adults in the lowest household income group (under £20k) to 78% for those in the highest income group (over £80k). By educational attainment, lower educational attainment groups were less likely to be engaged in heritage than those with higher educational attainment; 31% of adults without formal qualifications were engaged in heritage compared to 78% of those with degrees.

Project and aim

Free access pilot

The aim is to determine removal of access charges through subsidy positively impacts demographic inclusion in heritage engagement.

Action	Lead	Status
Experimental free access to Jersey Museum	Government and Jersey Heritage	

Programme 12 - Improve digital access to heritage

Strategic activities in this area:

- Expanding the digital availability of heritage assets to improve both access to our resources and users’ experience of them

Why do we think this is important?

The Government considers that digital represents Jersey’s great opportunity to enhance our position as a knowledge-based economy, delivering prosperity and stability for the Island and its people. Heritage has a key role to play, through online development, in the promotion of the story of Jersey’s heritage and culture to an international audience. The digital space presents an opportunity to reach out and engage new, international and cross-generational audiences in the stories of Jersey’s unique heritage. It allows us to work with partners to develop tools and experiences for all sections of society from school children to academic researchers.

The results of new work on this programme will be:

Project and aim

Digital plan for heritage assets (collections, sites, landscapes and stories) as well as governance and administration

Action	Lead	Status
Audit of existing digital heritage assets and user experience and action plan to identify priorities for development across sector, particularly looking for opportunities for sharing resources without compromising identity (including membership, recruitment, lets, fundraising etc).	Heritage Partnership with Digital Jersey	Exponential growth in digital engagement, probably the biggest form of heritage engagement for all heritage organisations. Possibly limited in-house digital skills. Probably scope for better co-ordination of resources from a user perspective.

PART C



Appendices

- A. A note on language: defining ‘heritage’
- B. Jersey’s world-class heritage
- C. International Conventions and compliance
- D. British National Heritage Quality Frameworks
- E. Current Jersey legislation and Government agreements relevant to heritage protection
- F. Current government responsibilities for heritage
- G. Evolution of Heritage policy and strategy in Jersey
- H. Public attitudes to heritage in Jersey
- I. Measuring the value of heritage in Jersey
- J. Jersey Heritage site development programme

A – A note on language: defining ‘heritage’

The term heritage is relatively recent. The founding objects of the Société Jersiaise in the 1870s referred to ‘the history, the ancient language, the geology, the natural history and the antiquities of the island, significant relics and records and the conservation of the environment’. The National Trust for Jersey was founded in 1936 for the preservation and benefit to the Island of ‘lands and tenements of beauty and historic interest, their natural aspect, features and plant life’. Jersey Heritage was established initially to investigate ‘historical resources [and] museums and arts services’ although the term ‘patrimoine jersiais’ was used in the 1983 Act of Incorporation and the Public Records (Jersey) Law 2002 recognised archives as ‘a matter of cultural heritage’. Surveys show that in Jersey as in the rest of Britain landscape is the leading public association with the idea of heritage.

In this strategy the term heritage is used in a sense consistent with the ICOMOS 2002 International Cultural Tourism Charter:

‘Heritage is a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as bio-diversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. It is a social dynamic reference point and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future.’

B – Jersey’s world-class heritage

The heritage of small islands is concentrated, and Jersey has a surprising volume of sites, collections and records recognised to be of international significance. With increasing engagement of international partnerships, making the most of our cultural assets in Jersey’s global brand, there is a considerable opportunity for the Island. But at the same time there is a reputational risk if these significant assets do not receive the care to international standards that they merit. These are just some examples of the impressive diversity, density and duration of heritage in Jersey.

Geology and landscape

Jersey possesses a unique range of rock assemblages. The British Geological Survey notes that their importance to geologists lies principally in the magnificent coastal sections that expose rocks which preserve an intact record of local Precambrian and Palaeozoic events.

La Cotte de St. Brelade

La Cotte is considered to be one of the most important, if not the most important, Middle Palaeolithic site in northern Europe. The site holds an unparalleled, unbroken record of human presence and absence in northern Europe spanning in excess of 200 thousand years, making the record at La Cotte the most comprehensive database of Neanderthal behavioural development and adaption to climate change throughout the period.

La Hougue Bie

One of the ten oldest buildings in the world, older than the Pyramids and one of the largest and best preserved Neolithic passage graves in Europe.

Le Catillon II Hoard

Discovered by detectorists in 2012, at 70,000 coins the largest coin hoard ever to be discovered and containing an impressive array of Iron Age jewellery, the find has been hailed by Institute of Archaeology as ‘one of the most important discoveries of the last decade on a European scale’.

Military landscape

Jersey has been contested territory throughout its history and boasts an extensive landscape of fortification from the prehistoric to the Cold War including examples of fortifications unique to the Island.

Jèrriais language

Listed by UNESCO as critically endangered our native language is our most significant intangible heritage asset and a unique repository of local identity culture with huge potential to reinforce distinctiveness in place-making.

Maritime landscape

once one of the largest ship building areas in Britain, Jersey has a significant maritime heritage illustrating a deep history of international trade and connectivity. Maritime heritage assets include the Island’s smaller harbours, a legacy of the nineteenth century Oyster trade, a fleet of historic vessels and many of the Island’s finest homes which originated in the wealth of the transatlantic Cod trade.

Occupation archives

recognised as of national significance by inscription in the UNESCO UK Memories of the World programme, the Jersey Occupation archive includes the Occupation Registration Cards, which form a pictorial census of the Islanders who were occupied. Within the faces of the individuals who have been registered we see those who became local heroes such as Albert Bedane who hid a Jersey Jewish woman from the German Authorities and was honoured by the State of Israel as ‘Righteous Amongst the Nations’.

Claude Cahun collection

Since her ‘rediscovery’ over a decade ago, Claude Cahun has attracted what amounts to a cult following among art historians and critics working from postmodern, feminist, and queer theoretical perspectives. The Island collection represents the largest repository of the artistic work of Cahun who moved to the Jersey in 1937 with her stepsister and lover Marcel Moore.

Equanimity

Equanimity, the 2004 commission of the only holographic portrait of Her Majesty the Queen, was presented to the National Portrait Gallery by the people of Jersey in 2011. The iconic body work has since had international acclaim and demonstrates the potential of cultural heritage commissions in the international reach of the Island.

C – Jersey’s compliance with international heritage conventions

International standards for heritage conservation and management come from two main sources – the United Nations Educational, Scientific and Cultural Organization (‘UNESCO’) and the Council of Europe (‘CoE’). The degree of Jersey’s obligation to the terms of the standards depends on whether, or not, the States, as a Crown Dependency, was included in the UK’s ratification of the Conventions or has actively sought inclusion for the avoidance of doubt. Irrespective of obligations, however, the Conventions act as signposts to best international practice. In this section, we consider the relevant Conventions and comment where appropriate on aspects that a (cultural) heritage strategy might wish to address. The delivery of obligations and best practice through strategic partnership with heritage organisations is discussed separately in Section 4 of this report.

Paris Convention (Council of Europe, 1954)

The Paris Convention established the principle of a common European cultural heritage. Signatories were responsible for safeguarding and ensuring reasonable access to objects of cultural heritage value under their control and for promoting their study both by their own nationals and those of other parties to the Convention.

This has applied in Jersey since 1999 and its implementation is through the Jersey Museum and Jersey Archive. Both Museum and Archive are fully accredited under the Arts Council and National Archives schemes.

Granada Convention (Council of Europe, 1985)

Granada required a signatory State to maintain an inventory of its ‘architectural heritage’ of conspicuous interest and to put in place statutory protection for it. Schemes involving demolition or alteration of protected properties were required to be submitted for approval, as were any schemes affecting their surroundings. Public financial support for maintenance and repair was a requirement, within the limitations of available budgets. Enhancement of the surroundings of protected properties was mandated, as well as powers to ensure that repairs were undertaken and to allow compulsory purchase by a public authority (albeit with an opt out clause). States were obligated to integrate conservation and planning policies and to foster the adaptive re-use of buildings. Finally, parties undertook to establish appropriate machinery for the supply of information, consultation and co-operation between the State, cultural institutions and associations, and the public.

The Convention has applied to Jersey since 1987. The main purpose of the Convention is met through the creation and maintenance of the list of sites of special interest under Section 51 of the 2002 Planning and Building (Jersey) Law. The list contains nearly 4400 buildings and places and proposals for works or activities affecting their special interest, even if it does not amount to development, must be submitted to the Chief Officer for permission, the equivalent of listed building consent in England. As required in the Convention, planning policies are integrated with conservation policies; for example, paragraph 3.7 of the revised (2014) Island Plan cross-refers to this Convention. Section 56 of the Planning and Building Law empowers the Minister to grant-aid maintenance and repairs although the only grants currently available relate to historic features of landscapes under the Countryside Enhancement Scheme (CES). Irrespective of whether or not a building is Listed, Article 84 empowers the Chief Officer to serve a land condition notice to require the owner of a ruinous or dilapidated building to ‘demolish, repair, redecorate or otherwise improve’ it.

The main area in which Jersey Law might be considered to fall short of the Convention’s requirements is with regard to protecting not just buildings but also their settings. Although the Island Plan includes a strong statement (paragraph 2.33) quoting from English planning law the desirability of preserving a [Listed] building or its setting, there is no mention of setting in the 2002 Planning Law for Jersey. Thus the requirement for statutory protection in the Convention is unlikely to have been met. It might be argued that the inclusion of setting in a number of policies in the Island Plan is tantamount to statutory protection via Article 19(2) of the Planning Law. This argument only works, however, while setting in the relevant sense is included in planning policies; alteration of the policies in the future would break the link and leave the Government unable to comply with the requirements of the Convention.

Valletta Convention (Council of Europe, 1992)

Archaeological heritage was the focus of the Valletta Convention. Each signatory undertook to create and maintain an inventory and to protect both specific sites and areas of archaeological importance. They also undertook to make the reporting of chance finds mandatory and to regulate both excavation and the use of metal detectors. A legal system for the protection of archaeological heritage was required to include underwater remains. As under the Granada Convention, integration of archaeological protection policies and planning was required.

Valletta has applied in the Island since its ratification by the UK in 2000. Jersey’s List, which includes archaeological sites and areas as well as areas of archaeological potential, combined with the requirement for consent for works, together largely meet the principal aim of the Convention. Island Plan policy HE5 fulfils the obligation to integrate archaeological protection with planning. Statutory protection does not, however, currently include any examples of underwater archaeological heritage. There are believed to be remains of very high archaeological importance that have been overwhelmed by rising sea levels since the last Ice Age, and there are records of some 400 wreck sites around the Island, only a small number of which have yet been located. Underwater archaeology is discussed further below.

Under Article 2 of the Convention, an obligation was created for signatories to make legal provision for the mandatory reporting of chance archaeological discoveries. This was to ensure that the potential information content, both of the find itself, and of its find spot, could be captured rather than lost forever. The obligation extended to the whole territory, including underwater (and therefore to the territorial waters limit). In that regard, reporting is already compulsory for items of wreck, which must be declared to the Receiver of Wreck (the Harbourmaster). On land, however, no such reporting is required other than ‘treasure’ – interpreted as gold or silver objects. Other metals and finds made of different materials such as stone, bone or ceramics are not covered, and yet may hold important information for understanding the nature and extent of human exploitation of the Island over time. In Jersey, the inscribed stone plaquettes from Les Varines are an obvious example of the wealth of information that can come as a consequence of responsible reporting of a find which was not ‘treasure’.

Article 3 of the Convention sought to ensure that archaeological work was carried out with scientific rigour. Signatories undertook to regulate both excavation and prospection using metal detectors or other detection equipment (presumably including geophysical survey equipment). Jersey regulates neither except in relation to listed places.

Both the Republic of Ireland, under the National Monuments Act 1930, and Northern Ireland, under the Historic Monuments and Archaeological Objects (Northern Ireland) Order 1995, require a licence for archaeological excavation and operate a mandatory reporting system but only the Republic regulates the use of metal detectors, whether or not, in protected places. The application process of

the Department for Communities in Northern Ireland is less bureaucratic than that for the Republic and may serve as a suitable model for Jersey. Although it would bring with it new regulatory costs, the opportunity to capture the information that an excavation had taken place in the HER is valuable, as is the opportunity to prevent damage to fragile archaeological remains through excavation by under- or unqualified people.

Scotland, Wales and England neither regulate archaeological excavation (other than of human remains) nor licence the use of metal detectors except on protected sites. Scotland does, however, require the reporting of all finds of archaeological, historical or cultural significance. This reticence in the UK to regulate excavation is unusual in a European context; licensing systems operate to greater or lesser extents across a transect of twelve EU member states surveyed in 2009. In France, which was not part of that survey, excavation is tightly controlled, metal detectors users are required to obtain a licence and the reporting of finds is obligatory.

Florence Convention (Council of Europe, 2000)

The Florence Convention brought the inheritance of landscapes into the scope of planning and protection alongside architectural and archaeological heritage. Signatories undertook to recognise landscapes in their legal systems and to implement a suite of measures such as identifying, assessing and setting quality objectives for landscapes. Multi-disciplinary training was encouraged so that landscape management could be integrated into land-use planning, cultural, environmental, agricultural, social and economic policies.

The UK ratified the Convention in 2006 but Jersey was not included at the time and the Government of Jersey has not so far indicated a wish for its extension to cover the Island. Neither the term landscape nor seascape is used in the 2002 Planning Law. Where the term landscape is used in the revised Island Plan, it is not used, in the sense of the Florence Convention, for ‘an area perceived by people’ but in an abstract sense as an unspecific amalgam of visible features taken in by the human eye – a backdrop or scenery – or as an alternative word for countryside.

A countryside character appraisal for Jersey was carried out in 1999 which, at the time, was innovative in integrating visual, physical and cultural factors. An updated appraisal was carried out in 2020 which integrated landscapes and seascapes. The ILSCA adopted and applied the European definitions of landscape; and that used for seascape; and its methodology was in line with best practice as set out by Natural England, although the resulting Character Areas definitions would be enhanced by further consultation in the area of people’s perception as envisaged in the Convention. Consequently, landscape management is seen in current policy primarily as an environmental protection issue rather than as the multi-disciplinary forward-looking issue that the Convention describes. Thus, an opportunity is being missed to use landscape as a tool for community engagement and a device for acknowledging and reconciling competing interests in land. Continuing discussions over joining the UNESCO UK Geopark network may be a substitute vehicle for fostering this engagement as well as the Jersey National Park and the development of a Marine Spatial Plan, for example.

The Convention has been invoked in many projects across Europe since 2005, the most successful of which are celebrated in the Landscape Awards of the Council of Europe. On a small scale, the award-winning Conservation Plan for Bere Island off the County Cork coast of the Irish Republic shows how landscape can literally be the common ground over which different pressures can be resolved.

Faro Convention (Council of Europe, 2005)

The focus of the Faro Convention was on respect for and participation in heritage, with particular regard for the heritage of minorities: ‘everyone, alone or collectively, has the responsibility to respect the cultural heritage of others as much as their own heritage.’ (Article 4b)

The Convention described cultural heritage protection as a central factor in the mutually supporting objectives of sustainable development, cultural diversity and contemporary creativity. As a Framework Convention, Faro did not bind signatories to actions in the same way as Granada, Valletta or Florence. Instead, signatories undertook to promote and encourage the use of the cultural heritage to foster the development of a peaceful and stable society, founded on respect for human rights, democracy and the rule of law.

The UK Government is not a signatory to the Faro Convention and the Government of Jersey has no direct access to become a signatory. Nonetheless, Faro is having an impact on the practices of heritage management and conservation. This impact is likely to grow in the context of the live debate on the (under-) representation of minorities in what is termed the ‘authorised heritage discourse’ – the official version of the story of how a nation became what it is today. In England, the recent focus of contestation has been on memorialisation – who and what has been dignified and commemorated in physical form such as statues but also in structures and entire designed landscapes. The narratives of heritage have long been more complex in Wales and Scotland (and to a lesser extent Cornwall), where the monumentalisation of, for example, English-built castles has been counterbalanced with protection for symbols of nationalism.

While there is no obligation to do so since Jersey is not a signatory, a heritage strategy for Jersey could respond to the sentiment of the Faro Convention by including a wide range of people in its preparation so that the strategy itself and its consequent programmes and projects could be used to help build and safeguard a stable society in the Island. This could support the Island Identity work currently in progress, which aims to better define, co-ordinate and project a coherent and inclusive Island culture. The spirit of the Faro Convention is also relevant to the discussion below about community engagement.

Underwater Cultural Heritage Convention (UNESCO, 2001)

The Underwater Cultural Heritage (‘UCH’) Convention responded to the increased threat to seabed archaeology from excavation and salvage operations that had long been recognised. It extended the principle of preservation in-situ as the first choice from land to seabed heritage and proscribed commercial exploitation but not properly organised and funded research. It was accompanied by an Annex of 36 rules concerning activities directed at underwater cultural heritage.

Although the UK Government has not ratified the Convention it has endorsed it, through the simple device of an announcement in the House of Commons (Appendix 2), the provisions of the Annex as representing best practice. This means that it has pledged to take into account the preference for preservation in-situ and strict regulation of excavation in its own decision-making. This was recently tested in relation to the wreck of HMS Victory (1744), when an original decision to allow salvage operations on this British vessel in international waters, not far from Jersey’s territorial limit, was reversed. The UCH Convention was central to the final policy position, which was that the wreck was not under significant threat and the site should remain undisturbed.

More widely, the Convention has been ratified or accepted by 64 countries around the world and the Annex is accepted as best practice across the underwater archaeology community. The main advantage of the Government of Jersey following suit would be to bring the States closer into line with the undertakings of the Valletta Convention. As discussed below, however, the adoption and

implementation of the Annex or similar measures would only provide partial protection to Jersey’s underwater heritage; if SSIs can’t be designated underwater, Jersey’s marine archaeological heritage would remain vulnerable to activities that do not constitute development, planning controls being the only operable measures at present in the absence of marine licencing or similar controls.

Convention for the Safeguarding of Intangible Cultural Heritage (UNESCO, 2003)

Recognising that for many communities it is traditions and practices – ‘living heritage’ – as much if not more than architecture and archaeological remains that are valued by people and that create distinctiveness in an increasingly globalised world, UNESCO adopted this Convention in 2003. Signatories were to compile inventories of intangible cultural heritage and to designate an appropriate organisation to document and safeguard it. Measures included training in management of living heritage, inclusion of appropriate policies in land-use planning and ensuring that space was provided for performance or expression.

The UK Government is not a signatory to the ICH Convention and the Government of Jersey has no direct access to become a signatory. Of the 25 countries in UNESCO’s Group 1 (mostly European countries), 22 have ratified this Convention, Canada and San Marino being the other recusants. Examples of ICH that have been included on national inventories include the Carnival of Granville in Normandy, shrimp fishing on horseback in Oostduinkerke, Belgium, and Fado urban singing from Lisbon, Portugal.

Jersey has some distinctive traditions. Knitting is an obvious example, the term ‘jersey’ being synonymous with a knitted jumper around the globe. Black butter is a traditional foodstuff which is an echo of the once-dominant cider-making industry. The Assize d’Heritage ceremony in the Royal Court is a tradition that keeps alive the memory of Jersey’s break from Normandy. Vraic gathering is a distinctive agricultural practice once connected with the cultivation of another of the Island’s global brands, the Jersey Royal potato. This is to name only some. The Jèrriais language is discussed separately below. Jersey could echo the practice of signatories by working towards an inventory, which could not only signal openness to the importance amongst come communities of traditions in the context of Faro-inspired inclusivity but also pave the way for targeted funding to support the perpetuation of intangible heritage.

European Charter for Regional or Minority Languages (Council of Europe 1992)

Although called a Charter, this has the same status as the Conventions described above. It goes beyond minority protection and anti-discrimination, requiring its signatories also to take active promotional measures for the benefit of minority languages.

The UK ratified the Charter in 2001 and its coverage was extended to include the Isle of Man in 2003. Jèrriais, however, is not included in the list of languages covered by the Charter and the terms of the Charter do not apply on the Island. Nonetheless, the importance of Jèrriais to Island sense of identity has been recognised in the Government Plan 2020-23 and the Heritage Strategy will need to be flexible enough to accommodate a change in the official status of Jèrriais.

In summary, the key compliance areas for particular attention in the heritage strategy are:

- Statutory consideration of settings;
- Statutory protection for underwater archaeological remains;
- Mandatory reporting of finds; and
- Regulation of excavation and prospection.

D – British National Heritage Quality Frameworks

There are a number of national quality frameworks in the heritage sector. The standards include:

Museums

- *The Museum Accreditation scheme* - the UK industry standard for museums and galleries and supports museums across the UK to focus on standards. The scheme is managed as a UK partnership between Arts Council England, the Welsh Government, Museums Galleries Scotland and the Northern Ireland Museums Council. Museum Accreditation is the benchmark for a well-run museum and reassures local authorities that their museums meet the national standard, they're well run and taking the right steps to meet their visitors' and users' needs.
- *Visitor Attraction Quality Scheme ('VAQAS')* - Visit England offers a range of quality schemes for tourism businesses in England, all of which are managed by Visit England Assessment Services. Visit England offers quality accreditation to visitor attractions participating in the VAQAS, including museums, art galleries, safari parks, gardens, historic houses, theme parks and more. Attractions are independently visited by our team of experienced quality assessors and offered support and guidance to improve the quality of their visitor experience. Visitor attractions can gain a Visit England Accolade for exceptional facilities. Accolades include Quality Food & Drink, Hidden Gem, Best Told Story, Welcome and Gold.
- *The Associateship of the Museums Association* - ('AMA') is a membership level of the MA rather than a qualification. It is a professional development award recognised across the UK museum sector that acknowledges the experience, qualifications and commitment of museum professionals. The AMA is open to all museum staff, whether full- or part-time, paid or unpaid. It takes two years to achieve, and participants have to make a commitment of 70 hours in that period.

Archives

- *Archive Service Accreditation* - is the UK standard for archive services and enables The National Archives, which operates the scheme, to fulfil its statutory functions relating to Places of Deposit. The Accreditation defines good practice and agreed standards for archive services across the UK and looks at an organisation's ability to develop, care for, and provide access to its collections, and those areas such as resources and planning which underpin those activities.
- *Professional archivist* - becoming a qualified archivist requires postgraduate study, Archivists study for a postgraduate diploma, and many take a full Masters degree. UK universities run postgraduate courses for archive professionals which are accredited by the Archives and Records Association.

Historic Environment

- *Conservation Principles, Policies and Guidance* – first launched by Historic England in 2008 and under revision to align language and terminology with National Planning Policy Framework ('NPPF'), the principles respond to the need for a clear, over-arching philosophical framework of what conservation means at the beginning of the 21st century. The guidance is intended by HE to guide their own staff on best practice, but as a corporate statement by UK government's statutory advisor and consultee on aspects of the historic environment the document has naturally become a standard reference document for practitioners within the sector. The Principles are consistent with relevant legislation including the Acts relating to both planning and designation, the objectives and policies for the historic environment stated in the Government's NPPF, Planning Practice Guidance and the DCMS Principles of Selection, the approach to heritage conservation required of the UK as a signatory to the Council of Europe's 'Granada' Convention (The Convention for the Protection of the Architectural Heritage of Europe), 'Valetta' Convention (The European Convention on the Protection of the Archaeological Heritage), the 'Florence' Convention (The European Landscape Convention), and the 1972 UNESCO World Heritage Convention and the British Standard 7913 (2013) Guide to the Conservation of Historic Buildings.
- *Conservation Plans* – the National Lottery Heritage Fund requires a conservation plan to be submitted for large applications (over£2M) or where the project is particularly sensitive to change or particularly complex, such as sites in multiple ownership. At its most basic a conservation management plan describes a heritage asset; why it matters and who cares about it; current threats to the heritage as well as opportunities for improvement; and factors that influence care for and management of the heritage asset.
- *Conservation accreditation schemes* – In the UK, the four home country heritage bodies Historic England, Historic Scotland, Historic Environment Service (CADW – Wales), and Department for Communities Northern Ireland require suitably qualified professionals to be appointed to lead grant-funded work on historic assets. Heritage professionals use conservation accreditation to demonstrate their competence. The schemes are run by professional bodies and independent organisations including RIBA and RICS. Each scheme has its own application and assessment process. Most schemes use the International Council on Monuments and Sites' ('ICOMOS') Guidelines for Education and Training in the Conservation of Monuments, Ensembles and Sites as the basis for their assessment of a candidate's experience. There are also membership schemes for conservation professionals including The Institute of Historic Building Conservation (IHBC) covers building conservation practitioners and historic environment experts and Chartered Institute for Archaeologists (CIfA) covers archaeologists.

E – Current Jersey legislation

Jersey legislation (and Government agreements) relevant to heritage protection matters include the following:

Museums

- *Jersey Heritage Act of Incorporation 1983* – enables the body to act in a corporate capacity, to receive and make grants, legacies and donations of property but contains no specific provisions for the administration of the body or indeed objects (which are referred to in a recital).
- *Constitution of Jersey Heritage Trust 2020* – agreed by the States Assembly, sets out the objects and arrangements for the administration of the body consistent with Charities (Jersey) Law 2014.
- *Jersey Heritage/Public Services Committee Collections Management Agreement 1993* – placed responsibility for the care conservation and display those States of Jersey collections of works of art and historical artefacts under the administration of the Committee, set out in a schedule together with such additional items that may from time to time be acquired by the Committee, with Jersey Heritage. Includes agreement on disposal that the Committee will act on the advice of the [trustees and JH CEO] and that items shall first be offered to other [Accredited] museums and that funds arising to be applied solely for the benefit of the Collection. This agreement does not cover items in the administration of other Committees/Departments. Now administered by the Department for the Economy.

Portable Antiquities

- *Customary Law of Normandy qualified by the Seignorial Rights (Abolition) (Jersey) Law 1966* - The only current guidance in Jersey on the discovery of archaeological objects of significance, including those qualifying as ‘treasure’ comes from the commentators on the customary law of Normandy on the rights of finders and Crown.
- *Paragraph 1(a) of Schedule 3 of the Customs and Excise (Import and Export Control) (Jersey) Order 2006* – This provides some limited control over the export of objects of archaeological interest found within or relating to Jersey, by prohibiting the export of any objects or other material of historic and archaeological interest found within or relating to the Channel Islands without an export licence. Unfortunately, although the Order can prevent articles of archaeological, historical or cultural significance from leaving the Island, it does not control what can become of them if discovered here. Thus while it would be unlawful for the finder of a Bronze Age burial urn to export it, nothing would prevent him from drilling a hole in the bottom and using it as a flower pot. At present there is no obligation on Customs Officers to consult with any heritage body as to what conditions should be included in such export licence, albeit it is acknowledged that there is a memorandum of understanding with Jersey Heritage currently in place.
- *Planning and Building (Jersey) Law 2002* - Archaeology is a material consideration in the planning process. Archaeological conditions may form part of a decision notice to manage the assessment of the impact of the development. Conditions are likely to require measures including watching brief, trial trench(s), excavation and recording actioned by a planning condition or a Planning Obligation Agreement.

- *Service Level Agreement between the Government of Jersey and Jersey Heritage in respect of the identification and protection of the historic environment* - Jersey Heritage’s specific function relating to archaeological remains is to advise in relation to archaeological remains and specifically on whether particular remains are worthy of protection, through the Listing of buildings and places of public importance. The remit includes looking after part of the archaeological record and the promotion of public awareness and access to this.

Archives

- *Public Records (Jersey) Law 2002* – A law relating to records concerning States functions and other public functions in Jersey, relating to access to those records when they become archives and conferring various functions on the Jersey Heritage Trust, an Archivist and a Records Advisory Panel.
- *Departmental Retention Schedules* – [as required by the law, agreement with the archivist on retention of material to be deposited at Jersey Archive]

Historic Environment

- *Planning and Building (Jersey) Law 2002* – The purpose of this Law is to conserve, protect and improve Jersey’s natural beauty, natural resources and general amenities, its character, and its physical and natural environments including protection of sites, buildings, structures, trees and places that have a special importance or value to Jersey and ensuring that the coast of Jersey is kept in its natural state and sustainable development of land in a manner that best serves the interests of the community. Accordingly, the law provides for the creation of a list of Sites of Special Interest, aspects of their protection such as a prohibition on unlicensed use of metal detectors and the creation of an Island Plan to include policies for the protection of the historic environment. Note that in determining whether or not to include a building or place on the List any person considered to have a particular knowledge of or interest in the building or place may be consulted and the views of that person may be taken into account. Obligations to consult defined statutory consultees in relation to development proposals are set out in Articles 14 to 17 of the Planning and Building (Jersey) Law and relate to developments of concern to highway authorities, ministerial portfolios and bodies or persons created by statute. (UK guidance is that ‘ In addition to the statutory consultees set out, local planning authorities will need to consider whether there are planning policy reasons to engage other consultees who – whilst not designated in law – are likely to have an interest in a proposed development (non-statutory consultees). An example of this is the Battlefield Trust in relation to any proposed development that may impact on a historical battlefield site. To help applicants develop their proposals, local planning authorities are encouraged to produce and publish a locally specific list of non-statutory consultees’).
- *Service Level Agreement between the Government of Jersey and Jersey Heritage in respect of the identification and protection of the historic environment* - Jersey Heritage act as the Government’s principal adviser on the heritage value of buildings and places in the Island. This work is carried out through an annual Service Level Agreement with the Government. Under the SLA Jersey Heritage also maintains and develops the HER; develops programmes of research and raising awareness of historic environment; and undertakes monitoring of archaeological fieldwork. JH make independent, impartial and informed recommendations to the Government about the heritage value of sites using the criteria adopted by the Minister for the Environment to recommend whether or not a building or place has special heritage value.

- *Bridging Island Plan 2022-25* – The law identifies that all development should be in accordance with the Island Plan unless there is sufficient justification for granting planning permission that is inconsistent with the Plan. The strategies and objectives of the Island Plan are translated into a framework of policies and proposals that provide the basis for land-use planning decisions and include: protection of listed buildings and places; protection of historic windows and doors; protection and enhancement of conservation areas; demolition in conservation areas; preservation of archaeological resources.
- *Part 9 of the Shipping (Jersey) Law 2002* – This imposes a requirement on finders of wrecks to notify the Receiver (as defined in that law), appointed under this legislation namely, the Harbour Master. There is no obligation on the Harbour Master to consult or inform or public authority of the wreck, albeit there is an unwritten convention that the Harbour Master will notify Jersey Heritage.

F – Current Government responsibilities for heritage

Political responsibility for heritage is currently spread over five different Ministerial areas and a number of Government Directorates.

- *Department for the Economy* – includes responsibilities for
 - Culture including relationship management and grant administration through the Arts, Culture, Heritage and Sport Division under the Minister for Economic Development, Tourism, Sport and Culture delegated to the Assistant Minister for Culture
 - Culture policy development
 - Development of heritage-related legislation (non-SPPP specific)
 - The public collections under the Assistant Minister for Culture
- *Infrastructure, Housing and Environment Department* – includes responsibilities for:
 - Public property including public heritage assets and buildings in the Property Directorate under the Minister for Infrastructure
 - The listing of buildings and places
 - and the regulation of development activity affecting heritage assets
- *Chief Operating Office* – Government corporate responsibilities for Records Management in the Modernisation and Digital Directorate under the Chief Minister. Under the Public Records Law the individual in charge of the day to day running of each institution, presumably the Director General, has responsibility for implementing the law within that institution. Responsibility for funding the Archive and appointing and receiving the advice of the Records Advisory Panel is with the Economic Development Tourism Sport and Culture Minister.

- *Strategic Policy, Planning and Performance* – is developing a more comprehensive legal framework to enable area-based heritage designation; historic environment policy; supplementary planning guidance; input of specialist historic environment advice to the management of change affecting heritage assets; engagement with the owners of historic buildings under the auspices of the Planning and Building (Jersey) Law and the Minister for the Environment’s portfolio.
- *Tourism Development Fund* – in a previous incarnation as Tourism Investment Fund has funded a number of very significant projects including the 1997 creation of the Maritime Museum, 1999-2006 refurbishment of Mont Orgueil Castle, 2012-2015 Ice Age Island project, albeit to tourism specific rather than heritage specific criteria. At this time, there are no further funds available for distribution from the TDF. Work is underway to develop a new scheme as part of the Government Plan.
- *Channel Island Lottery* – distributed equally between the Association of Jersey Charities through its member organisations, and the Jersey Community Foundation who offer a heritage specific scheme, based on Heritage Cycle Model outcomes, to charities, not-for-profit, community groups and private owners of heritage. Grant funding issued by either body is capped at £50,000 per annum. To date, the Jersey Community Foundation has supported a number heritage projects, as has the Association of Jersey Charities albeit without heritage specific criteria.
- *Jersey Heritage* – provides a range of heritage services across museum, archive and historic environment areas as an independent charity under a number of service level agreements with various Departments of Government. JH has statutory duties (only) in respect of archives and public records. Under contract JH is principal advisor to Government on identification for protection of sites of special historic and archaeological interest.

G – Evolution of Heritage policy and strategy in Jersey

Beyond the reach of British national policy frameworks Jersey has been, and arguably remains, rather late in the development of government policy for heritage, compared not only to the UK but to similar British Island jurisdictions.

The origins of this situation are deep rooted. Nineteenth century travel writers responding to the growth of tourism frequently referred to the ‘indifferent encouragement’ given to attempts at institutional culture in Jersey. For example Octavius Rook writing in 1856 referred to a public subscription in 1848 which succeeded in establishing an art gallery in the Royal Square in honour of John Le Capelain, Jersey’s leading mid-century artist, ‘forming the nucleus of a museum...invisible to the public for the want of twenty-five pounds a years, which sum the States refused to grant’. Ambitions for a ‘national gallery’ for Jersey (a term first used at that time) remain under discussion.

Several nineteenth-century attempts at museums and galleries met a similar fate and the Island’s prehistoric monuments fared no better. A report on *The Present State and Condition of Prehistoric Remains in the Channel Islands* presented to the Ethnological Society in 1870 noted that ‘a protective supervision of prehistoric structures is nowhere more needed than in the Channel Islands, and the urgent necessity for legislation on this subject has long been acknowledged by the most thoughtful island-archaeologists, who have before attempted again and again, although hitherto ineffectually, to interest their fellow-islanders in preservation’. Most monuments received statutory protection in 2018 and a project is underway to ensure adequate legal protection for portable antiquities.

In the absence of government protection regimes through statute and policy, first the Société Jersiaise, from 1875, and then the National Trust for Jersey, from 1936, sought to protect heritage property, moveable and immoveable, by acquisition and direct management.

The States of Jersey acquired an interest in heritage management when from 1907 Mont Orgueil and 1923 Elizabeth Castle were managed as historical monuments directly by States departments and an associated collection of States owned museum objects was formed to support displays.

By the early 1970s, a situation had evolved where the Société Jersiaise provided a museums service, subsidised by the States from 1972, at Jersey Museum and La Hougue Bie and the States of Jersey operated monuments at Mont Orgueil, Elizabeth Castle, and at Fort Regent which housed Art, Postal and Childhood museums as part of the attraction.

Considerable discussion took place between the Public Works Committee, the Société and States Members towards better co-operation and co-ordination of these services. The States appointed a Museum and Arts Policy Committee in 1976. The Société Museum Curator was seconded as States Museums Adviser for two years and produced proposals for the establishment of Jersey Heritage Trust.

The recommendations of the States Museums Adviser report, reflecting similar recommendations in reports of the Area Museums Service for SE England in 1974 and 1981, were not adopted at the time because of, in the words of a report laid before the States, ‘the unwillingness of the States and Société to co-ordinate their activities, an innate resistance to the admission of so much neglect over previous years and fear of the extravagant nature of some recommendations which envisaged large staff increases’.

However, the Adviser’s report anticipated remarkably accurately the shape and form of the organisation which subsequently developed as Jersey Heritage, including not only museum but

archive and historic environment functions supported by a trading, membership and fundraising operation. Perhaps only the natural heritage aspects of those far-sighted proposals, which in this strategy are reflected in the Geopark programme, have not been delivered up to this point.

Jersey Heritage Trust was established in 1980 to ‘examine ways and means of evolving over a period of time a more effective and co-ordinated museum and arts service for the Island and to make recommendations thereon’ (P.141/1980). JHT produced its report in 1984 which was presented to the States by the Public Works Committee (P.153/1984). The report was very largely focused on the most pressing priority issue at that time which was the establishment of a new Jersey Museum, referred to as a “national” museum and gallery’, and the continued roles of the Société and the Public Works Committee, but flagged a number of future strategic developments including co-ordination of Société and States heritage activities and disbursement of States funds voted for heritage, arguably an implied responsibility for advice on States heritage policy and strategy, and:

- Acquisition and conservation of art in public ownership
- Grants for research into Island heritage
- Renovation of Elizabeth Castle including ‘major rehabilitation’ of the Hospital Block
- Renovation of Mont Orgueil Castle
- Development of La Hougue Bie as ‘the archaeological centre of the Island with increased exhibition areas, improved offices and better facilities for visitors’
- Restoration and preservation of Island-wide heritage structures in public ownership including the given examples of L’Etacquerel Fort and ‘the Martello towers’
- Conservation of the La Cotte collections ‘of world-wide significance’ recently returned from Cambridge University

Many of these original ambitions have been achieved in the last fifteen years including Forts and Towers 2005, Mont Orgueil 2006, La Hougue Bie from 2015, the HER in support of research from 2017, La Cotte 2019, with some – notably the Hospital at Elizabeth Castle – now underway.

This 1984 report may have been the last time a holistic, heritage specific strategy reflecting government policy was laid before the States by a Committee/Minister, although since then Jersey Heritage has continued to produce strategic plans for the organisation as an arms-length-body.

In practice, building on the landmark Agreement with the Société in 1987 for the management of museums and collections, Jersey Heritage was primarily concerned between 1984 and 1999 with a series of capital projects to build the Island’s Museums Service. Jersey Museum opened in 1992, Hamptonne in 1993 in which year Jersey Heritage took on the management of La Hougue Bie, the Castles and the States collections. The Occupation Tapestry Gallery opened in 1995, the Maritime Museum in 1997 and funding for a major refurbishment of Mont Orgueil was achieved in 1999.

The next major development in Government heritage provision via Jersey Heritage was the establishment of Public Records legislation and the archives service. The Jersey Heritage Trust Archives Steering Group published *An Archives Service for Jersey: background report* in 1992 under a remit from the Policy and Resources Committee following thefts of archives from the States Building in 1991. The report noted that ‘Jersey [has been] left behind not only by Guernsey (which had established a service in 1986) but also by a number of Commonwealth and Third World countries some at least less advanced in population and resources.’ The subsequent Public Records Law was enacted in 2002: a law relating to records concerning States functions and other public functions in Jersey; relating to access to those records when they become archives; and conferring various

functions on the Jersey Heritage Trust, an Archivist and a Records Advisory Panel. Under these arrangements the strategy for the development of the service forms part of the Jersey Heritage strategic development plan and there is oversight of the performance of Jersey Heritage in respect of its functions under the law by the Records Advisory Panel.

The third major heritage policy area to be addressed by Government in respect of the operations of Jersey Heritage were historic environment functions in 2005; the management of the public collection of heritage monuments and advice to government on heritage protection.

Historic environment and archaeology protection in Jersey has developed within a complex set of historical and political circumstances not necessarily to its advantage. Prior to the establishment of Jersey Heritage Trust responsibility for archaeology in Jersey fell largely to the Société Jersiaise and its visiting associates. A Keeper of Archaeology, whose responsibilities included fieldwork, was one of the first professional appointments to Jersey Heritage Trust in 1985. An Archaeology Advisory panel was established in 1989 to co-ordinate work of the three main stakeholders, Jersey Heritage, the Société and States of Jersey and to establish an overall policy for the development of archaeology. The Archaeology Advisory Panel was jointly funded by Société Jersiaise and Jersey Heritage Trust. However, an early review of its operation concluded that one of the principle challenges was that ‘the status of the panel remains ambiguous, as it has no statutory power or mandate to implement the policies it seeks to establish’. Having struggled in those circumstances to establish a policy framework, the panel folded in 1994 when Jersey Heritage Trust was no longer able to make a financial contribution to it. An Archaeology Sub-Committee of the Planning and Environment Committee, established to consolidate and expand the work of the Archaeology Advisory Panel, was also short-lived owing to lack of funding from the States and Jersey Heritage Trust. At that time Jersey Heritage Trust wrote to the Island Development Committee of the States setting out seven priorities requiring States support, many of which have subsequently progressed:

- *Designation of sites* (legal designation of all listed buildings and places was completed in 2018, but a review of Areas of Archaeological Potential, other areas of archaeological interest, and Maritime Sites remains to be undertaken)
- *Portable antiquities legislation* (currently underway)
- *Published list* (now available on Government website with development of an Historic Environment Record by Jersey Heritage in 2020)
- *Excavation licencing* – (is now partly in place as part of the planning regime)
- *Watching brief* – (a function provided by Jersey Heritage under Service Level Agreement, where required)
- *Developer funded archaeology* – (is now in place as part of planning regime)
- *Research framework* – (Jersey Heritage commissioned work towards a Research Framework in 2020)

But resources for heritage within government remained limited. The Environment and Public Services Committee reviewed its Design and Conservation function and transferred, under a rolling service level agreement, a number of functions to Jersey Heritage in December 2005. These functions relate to the Government’s obligations under the Planning and Building (Jersey) Law 2002; the Convention for the Protection of the Architectural Heritage of Europe (Granada, October 1985); the European Convention on the Protection of the Archaeological Heritage (revised) (Valletta, January 1992); and the Jersey Island Plan to:

- Identify and protect buildings and sites of cultural significance (arising from their architectural, archaeological, historical or other relevant interests);
- Maintain an inventory of these buildings and sites; and
- Develop public awareness and understanding of the architectural and archaeological heritage.

This arrangement enabled the process of identifying and designating the historic built environment to be clearly separated from the process of regulating development through the planning process, by vesting it in the Jersey Heritage Trust as an independent heritage organisation on behalf of, but outside of, government and the regulatory regime. This is critical in ensuring that decisions on listing are based on a professional assessment of the architectural, archaeological, and historical or other relevant interests of a building or site only and that is undertaken in a robust, transparent and objective manner without reference to development proposals or the development potential of a building or site, consistent with Article 52(4)(c) of the Planning and Building (Jersey) Law 2002 such that in determining whether to include a building or place on the List, the Chief Officer may consult any person s/he considers has a special knowledge of or interest in the building or place.

The agreement has developed to embrace services to:

- Provide reports and recommendations to the Chief Officer on the architectural, historical and archaeological significance of buildings, places and areas ;
- Maintain and develop the Historic Environment Record;
- Develop programmes for research and raising awareness of the historic environment;
- Undertake the monitoring of archaeological fieldwork

So many of the issues identified in the 1990s have been addressed but some elements remain a work in progress, with portable antiquities legislation perhaps the major omission as well as staff to support the administration of the listing process, development of the Historic Environment Record including a field archaeologist. There is no post equivalent to County Archaeologist within the Government, however, specialist archaeological input into the assessment of development applications affecting archaeological assets are secured effectively and efficiently by Government through an independent external contractor. It is also of note that at this earlier period some heritage interpretation in the environment was undertaken by educational staff as part of Environmental Services but this has since been constrained by resources and it is hoped the Geopark project will support this function.

Jersey Heritage’s work on a strategy for the conservation of the ‘national collection’ of historic monuments, forts and towers had been anticipated in P.153/1984 and in Jersey Heritage Trust’s *Towards 2000* report published in 1990, the first of a series of periodic strategies published by the organisation which proposed consideration of ‘a strategy for coastal towers and other monuments’.

In the mid-1990s Jersey Heritage established a self-catering holiday-let at Elizabeth Castle and, inspired by its success, worked with the Tourism and Planning Departments to explore similar potential at Archirondel Tower, a project that could not be delivered at that time. In pursuit of

that ambition in May 2004, the States Environment and Public Services Committee Design and Conservation Section commissioned a short report to help guide future policy on Jersey’s large number of historic fortifications which further highlighted this potential. A Working Group from Tourism, Public Services, Planning, Historic Buildings, Property Services and Jersey Heritage reviewed the sites with the objective of making an assessment of their present condition, the estimated cost of remedial/refurbishment works, their value to the Island and their future use. Special emphasis was placed on their value to the tourism industry, either directly as structures suitable for holiday lets or event venues, or, indirectly as heritage sites with an historic significance of value to the Island generally. In September 2005 Jersey Heritage received the first of a number of grants from the Tourism Development Fund to progress the proposals and the first sites in the scheme opened in May 2006. Today the scheme incorporates around 20 buildings, both holiday accommodation and ruins in the landscape maintained by income from the former.

There have been a number of Cultural Strategy documents addressing government ambitions across some arts and heritage activities. A draft Cultural Strategy was produced in 1999 for the Finance and Economics Committee as a background to the States’ creation of a department and Committee/Minister for ‘culture’. Under Ministerial Government from 2006 responsibility for ‘culture’, in practice principally oversight of funding for Jersey Heritage and the three arts organisations, has been given to specific departments and assistant ministers, first Education, Sport and Culture and then Economic Development, Tourism, Sport and Culture.

The first States Cultural Strategy was debated and adopted in September 2005. Broadly speaking, the strategy sought to achieve a number of different outcomes: agreeing a vision and mission for the States to reflect the importance of cultural activity; setting a range of cultural objectives for the States and its partner organisations; and establishing a new framework for working across the cultural sector. One of the 2005 objectives was to put cultural services on a statutory footing.

From a heritage perspective the effectiveness of the strategy was constrained by two factors. Firstly, both of the early strategies were drafted by arts professionals who may not have been alert to heritage specific issues. Secondly, they were dominated by problematic political issues of structure, especially amongst and between the arts organisations, dominating at that time. Consequently, many of the significant issues then identified, to a degree remain. But support for the growth of Jersey Heritage as a grant funded arms-length organisation bringing together public heritage assets with heritage assets owned privately by the Société Jersiaise, National Trust, Parishes and individuals, is arguably the most significant success of government heritage policy so far.

However, it may not be unfair to note that the heritage organisations themselves have not always been successful in the co-ordination of their efforts. A review commissioned by the ESC Minister in 2010 which proposed the creation of a Heritage Alliance, along the lines of a similar structure in the UK, was not embraced and concerns about independence were raised. In the relationship between Jersey Heritage and its key stakeholder the Société Jersiaise, the museum function perhaps dominated at the expense of co-ordination around other heritage issues, until a new Management Agreement was reached in 2019.

And perhaps the very success of all the organisations outside government has obscured something of a retreat within government in relation to its heritage responsibilities. Perhaps the organisations themselves have enabled that by filling the gap and taking on activities elsewhere provided by government. That may very well represent the best direction of travel in terms of value for money, synergies and sustainable expertise in the Jersey context. But the consequence has been the evolution of a relationship between Government and the sector based largely around often uncomfortable conversations about money and the governance and controls that come with it rather than on policy, strategy and ambition.

This strategy is a welcome opportunity for Government and the heritage sector to reset aspects of those relationships and in a sense revisit, in the light of the evolution of heritage in Jersey over the last 40 years, the founding remit of the Jersey Heritage Trust when it was established in 1980 to ‘examine ways and means of evolving over a period of time a more effective and co-ordinated [heritage] service for the Island and to make recommendations thereon’ (P.141/1980).

H – Public attitudes to heritage in Jersey

Positive public attitudes to heritage are shown through data on opinion, participation and interaction through media and three major themes emerge.

Heritage, landscape and nature

Over 80% of Islanders identify landscape (coast countryside and wildlife) as well as historic buildings as ‘heritage’. When asked about how heritage organisations should focus spending Islanders prioritise ‘retaining local character’ and ‘passing heritage on to future generations’. 87% consider heritage activity ‘to have an important role in modern society’ – in particular 73% agree that historic buildings are an asset in the regeneration of St Helier. Over a third of tourists and almost half Islanders visit free-to-access heritage sites in the landscape.

All that has important implications for how the work of heritage management is best understood and planned for. Islanders understand that heritage is not solely about a series of specific venues but rather more generally about all those things that hold character and identity, especially the historic environment. Both expertise and consultation are required to define those things that hold heritage character and identity and that work, through researching, collecting, listing, and that is the fundamental starting point of all heritage work.

So, in response to opinion data, heritage must be developed as a holistic Island-wide asset, not merely as a series of discreet attractions. Such preservation and conservation work is recognised as long term activity on behalf of future generations but nevertheless seen as an important contemporary activity.

Heritage and community engagement

Heritage venues and experiences are vital to the cultural life of the community. 60% Islanders visit a heritage site at least once a year, including those managed by the Société Jersiaise, National Trust for Jersey, Channel Island Occupation Society and Jersey Heritage. Jersey Heritage attractions are as a group the most visited in Jersey with around 210,000 visits in 2018, associated user generated income provides more than half the cost of the public heritage service.

Accordingly, heritage sites create shared social spaces of civic significance. Contributing to the cultural vitality of the Island heritage can, in the words of Future Jersey, ‘contribute significantly to health and well-being, social connections; and life-satisfaction. They also play an essential role in shaping vibrant, attractive places that enhance quality of life’ and create a desirable place to live, work and visit.

There are however important qualifications both in terms of opinion and participation. 75% of Islanders rate cultural events / attractions as ‘good’, but only one in five say ‘very good’, although the term culture may not help in differentiating between arts and heritage activities. Participation levels are not on average as high as UK levels, More importantly, *Jersey Opinion and Lifestyle*

Survey reveals very uneven participation across socio-economic and educational attainment groups, perhaps reflecting or at least associated with different approaches to funding and charging.

- 61% of the adult population are engaged in heritage. Though significant in absolute terms this is lower than England where the DCMS *Taking Part* survey shows around three quarters of adults have visited a heritage site in the last 12 months.
- By household income, heritage engagement ranged from 48% for adults in the lowest household income group (under 20k) to 78% for those in the highest income group (over 80k).
- Levels of engagement did not vary significantly across the various ethnic groups (around 6 in 10 adults were engaged in heritage for UK, Jersey, Portuguese and BAME ethnicities). That is much more positive than national figures illustrating that in this sense at least heritage creates spaces that bring people together regardless of origin.
- The highest-participating group were adults aged 35-44 years, with 72% of this age group engaging in heritage in the last 12 months. The lowest levels of participation were seen for adults aged 65 and over (51% were engaged in heritage). That does not compare well to national figures and is a concern if cultural provision is to play a part in ageing society issues.
- By educational attainment, lower educational attainment groups were less likely to be engaged in heritage than those with higher educational attainment; 31% of adults without formal qualifications were engaged in heritage compared to 78% of those with degrees.

So, in response to participation data, if the full potential of heritage is to be realised, programming needs to be inclusive and relevant as well as accessible visitor facilities. But it may also be important to consider overall levels of service provision and barriers to access, including charging.

Heritage and international identity

Heritage is consumed through digital and broadcast media achieving a wide reach outside the Island.

We have recently seen how new internationally collaborative research activity can create new stories about Jersey, as in the case of *Ice Age Island*, a current partnership between Jersey Heritage and a consortium of staff of UK institutions including The British Museum, the Institute of Archaeology at UCL, the Universities of Wales, Manchester and Southampton. The project aims to realise the potential of the Island’s Palaeolithic (2.6 million years ago to about 12,000 years ago) archaeology and especially the Neanderthal (400,000 - 40,000 years ago) site at La Cotte de St Brelade. As a result of the project over the last few years Jersey’s Ice Age sites have featured in British TV magazines programmes including *Coast* (about 1.6M viewers), *Digging for Britain* with Alice Roberts (about 2.5M), BBC documentaries including *Ice Age Giants* (about 6M UK views but syndicated worldwide) and the discovery of a small piece of engraved stone, which is ‘the earliest art in Britain’ made the 8am news on the *Today* Programme and in the evening of the same day, the *ITN News at 10*.

These are strong stories about Jersey as a centre of expert study of our shared early human heritage. They are also significant in the development of the Island brand. This research highlights the value of heritage institutions in reputation. Recent research on *Public perceptions of the purposes of museums in society* by *Britain Thinks* for the UK Museums Association and Arts Council England reported that:

‘Museums hold a unique position of being trusted, which is particularly important given the perceived lack of trusted organisations in society such as the government and the media. Both of these are seen as biased and operating under agendas. Members of the public who took part see museums as the guardians of factual information and as presenting all sides of the story’.

So, in response to evidence of positive Island heritage stories in international media, heritage of value can be developed in a way that promotes Jersey internationally. It is not enough merely to *have* culture, heritage and identity. Stories of identity must be told and retold with fresh changing perspectives, new insights with academic integrity and with new voices if they are to gain an audience.

I – Measuring the value of heritage in Jersey

There have been several recent UK reports demonstrating the economic value of Heritage. Historic England published a report *Heritage and the Economy 2018* that stated heritage generated additional Gross Value Added (GVA) of £13.1bn for England’s economy and created 196,000 heritage related jobs. When the wider impacts of heritage (e.g. increased tourism and conservation and repair & maintenance of heritage buildings) were taken into account these figures increased to £29bn in GVA and 459,000 jobs. A similar study in 2010 looking at the value of the Welsh historic environment put the increased GVA at £840m.

These studies used economic modelling to produce their results. The economic models calculate sum of:

1. The direct value generated through employment and income of the heritage organisations
2. The indirect impact of expenditure by the heritage sector on other sections of the economy
3. The induced impact generated through the spending of those deriving additional income through the activities of the heritage sector

There are two weaknesses with economic models:

- a. They fail to take into account many of the social, environmental and cultural benefits that are outlined in this report
- b. The largest element of these calculations is the impact of heritage tourism. In order to come up with a figure in this area, it is necessary to know the percentage of tourists who are motivated to visit the country by its heritage. This is extremely difficult to determine or even estimate.

To overcome these weaknesses some other studies have tried to value heritage by establishing what people would be willing to pay (WTP) to protect and access heritage. They do this by carrying out a large number of detailed surveys. Through this approach it is hoped to estimate both the economic and non-financial impacts of heritage.

For instance, in the UK museums have free entry and a study for the UK’s Arts and Humanities Research Council used WTP to identify that the average visitor was willing to pay £6.65 for entry to the Natural History Museum and a further £2.78 to support the museum’s research and conservation work.

This approach could be used to identify the value of those activities Jersey Heritage does for free and as a way of validating the entrance fee to its sites and the museum. However, it is probably unrealistic to use WTP as a way of estimating the total value of heritage to Jersey.

Recognising the limitations of the approach, economic modelling has been used to establish an approximate value of the heritage sector to Jersey’s economy. Diagram 1 indicates the approach used.

Diagram 1: Calculating Economic Value of Heritage¹

- a. (The Value produced by ONS defined heritage organisations − b. Grants)
- c. + The value produced by heritage construction
- d. + The value produced by heritage tourism
- e. + Indirect and induced output
- f. = Economic Value

The economic value of heritage is calculated as:

- a. The direct employment and output by heritage organisations is £10m, this is based on the GVA calculated by the Statistics Jersey for the following SIC codes:
 - 47.78/1 Retail sale in commercial art galleries
 - 47.79/1 Retail sale of antiques including antique books, in stores
 - 79.12 Tour operator activities
 - 79.90/1 Activities of tourist guides
 - 91 Libraries, archives, museums and other cultural activities
 - 91.0 Libraries, archives, museums and other cultural activities
 - 91.01 Library and archive activities
 - 91.01/2 Archive activities
 - 91.02 Museum activities
 - 91.03 Operation of historical sites and buildings and similar visitor attractions

(N.B. Public libraries, their income and funding has not been included in this calculation)

- b. From this has been deducted £2.5m funding provided by Government to Jersey Heritage in 2017/18, to give the direct economic output of heritage organisations as £7.5m GVA
- c. The value of conservation, repair and maintenance to historic buildings was based on figures produced by Ecorys for the Heritage Lottery Fund and Historic England. This showed that in England there are some 375,000 listed and 4.8m pre-1919 dwellings (22% of the total). These are estimated to account for 6.4% of the total construction output.

In Jersey there are approximately 45,000 buildings in Jersey of which 4,100 (9%) are listed. The latest available figures show that total output from the construction industry is £320m GVA.

Assuming the construction output ratios in Jersey are similar to those in the UK, then the percentage of total construction output that relates to construction heritage in Jersey is 2.6%. This gives an annual output on repair and maintenance of listed buildings of £8m GVA.

¹ Heritage education in Jersey is very small and it has proved impossible to identify the value of this area

- d. The value of heritage tourism in Jersey is based on:
1. The total direct value in 2015 of tourism to the Jersey economy, which was estimated by Oxford Innovation to be £152m GVA.
2. The percentage of tourists primarily motivated to visit Jersey by its heritage has been estimated at 10%. This is estimate is based on:
 - Figures produced by the European Union which show that the exploration of culture is the key motivator for 22% tourism in Europe
 - Visit Britain says that culture and heritage are responsible for 28% of tourism in Britain
 - The Ecotec study for Visit Wales estimated that the historic environment was the driving motivation for 20% of tourism in Wales
 - An analysis produced by Oxford Economics which showed that Heritage Tourism was approximately 10% of all tourism in the UK
 - The Island Ark 2017 Exit Survey, which found that 34% of visitors said that history and heritage was very important in making the decision to visit Jersey (see Table 3).

This gives the value for heritage-motivated tourism of £15m GVA.

Table 3: Percentage of visitors who gave the following as a very important reason for visiting Jersey

Chance to escape the usual daily routine	71%
The friendly and warm welcome	65%
A relaxing place to get away from it all	61%
The good beaches and coastline	60%
The natural environment and scenery	54%
Spend quality time with friends or family	53%
The range and quality of eating out	44%
The interesting history and heritage sites	34%
To learn more about the Island	26%
The range of activities and events	22%

- e. To the total of the direct GVA (£7.5m) and indirect GVA (£23m) must be added the indirect and induced output. Economic models used by Cebr, Oxford Economics and Ortus Economics have identified that for every £1 of direct economic GVA generated in the heritage sector, a further 80p to £1.20 of indirect and induced economic GVA is produced.
- f. If it is assumed that for every £1 of direct GVA generated there is £1 indirect and induced GVA generated then the total annual benefit of heritage is £61m GVA. This represents about £575 per head of population (which is similar to England).



THE FACE OF LIBERATION

We're the story

As part of the official celebrations of Jersey 75, the Jersey Heritage Trust has launched 'The Face of Liberation', one of the most ambitious projects of its kind in the world. It features a giant wall of portraits, each a small snapshot of a person's life, created by the Jersey Heritage Trust. The portraits are part of a larger project to celebrate the 75th anniversary of the liberation of Jersey. The project is a collaboration between the Jersey Heritage Trust and the Jersey 75 Committee. The portraits are part of a larger project to celebrate the 75th anniversary of the liberation of Jersey. The project is a collaboration between the Jersey Heritage Trust and the Jersey 75 Committee.

thepeople'svoice
arborescence

