



people and perceptions

This section examines the perceptions of a range of locally based groups interested in the future of St Helier as well as external perceptions of the town.

The consultant team held workshops with local traders, with Jersey based artists, staff of the States Planning and Environment Department and with the Association of Jersey Architects (AJA). An additional workshop is planned with the AJA and interviews a series of interviews are taking place with a wide range of local interests. This is an ongoing part of the study and the following pages represent only a partial record of findings with only limited analysis.

Travel Agencies' Views on Jersey and St Helier

Five travel agencies were been interviewed, two of which were agencies that specialised on students and backpackers. These Edinburgh based travel agencies were:

- STA Travel
- Lunn Poly
- Thomas Cook
- Student Flights and
- Visiting Places

Generally speaking, employees had little in-depth knowledge of Jersey. Only two of the interviewees have been to Jersey themselves but did not consider themselves to be frequent holiday makers to the Channel Islands.

The two student travel agencies - STA travel and Student Flights - were not able to provide any brochures or information material. There was the possibility of booking a flight to Jersey but package holidays or even accommodation linkages were apparently non-existent. Travel agents explained that there is no demand for students to go to the Channel Islands since they were considered to be too expensive and “do not serve the needs and interests of these people”. The target group were middle-aged and elderly people that want to have a “retreat for those seeking a holiday with a touch of the Continent but without any language or currency barriers”. The proximity to the mainland also contributed to the idea of an attractive holiday destination for less mobile people. Brochures advertise Jersey as a holiday that is “just like going abroad without the bother of passports, visas, inoculations, foreign currency- yet with good familiar food and drinks, and your regular morning newspaper at the breakfast table”.

Old postcard view of St Helier Harbour



Visitor Survey: Jersey Airport August 2004

We carried out a visitor survey at Jersey Airport in August 2004. The aim of this survey was to get an insight into how Jersey visitors viewed the Island's attractions and discover their motivations in choosing Jersey as a holiday destination. Particular attention was given to St Helier.

The questionnaire was handed out to 96 visitors. Additionally, the Jersey Visitor Survey 2003, carried out by Travel and Tourism Research Ltd. (TATR) complemented our results:

Our survey consisted of a one-page questionnaire which dealt with:

- 1) nationality of the visitor
- 2) age of visitor
- 3) number of times visitor has been to Jersey
- 4) reasons of choosing Jersey as a holiday destination
- 5) activities pursued during holiday
- 6) how attractive is St Helier as a tourist destination?
- 7) good and bad things about St Helier
- 8) factors/attributes that would make St Helier and Jersey a better holiday destination

Nationality of the visitor

79 per cent of Jersey's visitors came from Britain, most of them from England. Nine per cent were Irish, seven per cent German with the remaining percentage coming from Poland, Switzerland, Portugal, Italy and Australia.

Age of Visitor

Most visitors were between the age of 31 and 45. Considering that this was the summer holiday season, this may not be surprising since many families with children were more likely visit Jersey at this time of year. The percentage of under 30s and over 60s was comparably low with 18 per cent between 18 and 30, 17 per cent over 60s and 27 per cent between the age of 46 and 60.

The TATR report states that the average Jersey overseas visitor is 49 years old, whereas the UK average visitor is 56 years. Their survey reveals that 23 per cent of non-UK visitors are between 45-54, followed by 21 per cent between 35-44, 20 per cent between 55-64, 18 per cent between 25 and 34, 12 per cent between 65-74, and three per cent between 16-24 and over 75. In terms of UK visitors, most visitors (29 per cent) are between 55 and 64, followed by 23 per cent who are between 45 and 54, 20 per cent between 65 and 74, eight

per cent between 25 and 34 and seven per cent older than 75 years.

Number of Times Visitor has been to Jersey

More than half the visitors have been to Jersey four or more than three times (57 per cent). For 24 per cent it has been their first trip while the remaining 19 per cent have been to Jersey less than four times.

The TATR report states that 34 per cent of Jersey's UK visitors has never been to the Island followed by 19 per cent who have been in Jersey 3 to 5 times, 14 per cent who have been twice, 11 per cent once or more than eleven times and ten per cent 6 to 10 times. In terms of overseas visitors, nearly 70 per cent have never been to Jersey, 19 per cent once or twice and the remaining 12 per cent more than three times.

Reasons for Choosing Jersey as a Holiday Destination

The three main reasons for choosing Jersey as a holiday destination were:

- landscape
- short travel distance, and
- family/relatives/friends in the area

followed by culture and business. Less important reasons were climate, and language.

The TATR survey reveals that most UK interviewees quoted "relaxing place" as the main reason to choose Jersey as a holiday break (22 per cent), followed by "beautiful scenery" (11 per cent), "easy/convenient to travel" (10 per cent) and "peaceful and uncrowded" (10 per cent). The overseas visitor response was similar, with culture the third most important reason (8 per cent).

Activities Pursued during Holiday

The most important holiday activity was sightseeing with more than 90 per cent of visitors stating that they have visited Jersey's cultural and natural assets. The second most important activity was walking, followed by shopping and swimming. Cycling, and surfing were mentioned as other popular sports.

How Attractive is St Helier as a Tourist Destination?

More than 75 per cent stated that St Helier is a "very attractive" or "very good" tourist destination. 10 per cent described St Helier as "good" whereas seven per cent ranked it as "ok" and five per cent as

“fair”, three per cent as “not very interesting” or “could be better”.

Good and Bad things about St Helier

The main things people considered to be good in St Helier were:

- shops
- restaurants/pubs
- friendliness

The harbour/waterfront, beaches, clean street and the feeling of safety were also mentioned amongst many other factors such as cultural activities, size and history. The 2003 survey shows that 38 per cent rated shopping range and quality in the whole of Jersey as “very good” and 46 per cent as “quite good”, with slightly lower satisfaction levels of overseas visitors.

Tidiness and safety have also been rated as positive images connected with Jersey (76 and 50 per cent for overseas visitors and 73 and 70 per cent for UK residents respectively). The most negative views on St Helier were in relation to the following:

- traffic system, access to parking and narrow pavements
- too crowded
- too expensive

The waterfront was also mentioned as something that “did not fit in” (which is interesting given that it was also stated as a positive asset of the town).

The TATR report states that 47 per cent of UK visitors regard prices for shopping, eating out and drinks higher than they expected. The survey states that families with children were much more likely to criticise Jersey prices.

What would make St Helier/Jersey a more attractive Tourist Destination?

The main suggestion was to reduce hotel, travel and entrance prices, followed by a better waterfront and more/free parking. Other considerations were more stable weather conditions, more access flights from Ireland, wider pedestrian areas and more places to stay.

Holidays were mostly booked for one or two weeks. Package holidays were the most frequent choice. Main reasons for visiting Jersey were:

- beautiful coastline/landscape
- nice and clean beaches
- continental climate

- blending in with British heritage and culture
- tax haven status (duty free shopping)
- proximity to France
- attractive sightseeing (castles, museums, cliff walks etc.)
- good cuisine

St Helier was particularly mentioned as the “cultural centre”. Agents promoted St Helier as the place to experience annual parades and ceremonies (eg the Jersey Battle of Flowers), high-quality high street shopping, the island’s main port, exciting night life, cultural attractions (such as Elizabeth Castle and Royal Square, Parade Gardens, Howard Davies Park) and excellent cuisine. It was mentioned that the pedestrianised area contributes substantially to the rising attractiveness of St Helier. Hotels were seen as high quality but very expensive. St Helier was generally viewed as a cultural hub which offered festivals, theatre, shopping, night clubbing and food whereas other areas were seen as mostly rural with a focus on swimming, walking, cycling and jet skiing.



Traders Workshop

A workshop was held for local retailers, market traders and the Chamber of Commerce in the Jersey Museum on the 6th of May. 32 people attended. After an introduction to the aims of the study and the structure of the workshop, participants were asked to provide adjectives to describe St. Helier now and how it should be in the future. The results of this exercise were:



How it is:

•	inaccessible
•	piecemeal
•	fragmented
•	constrained
•	congested
•	convoluted access
•	expensive
•	polarised
•	clean
•	bland
•	quiet
•	un-quaint
•	disjointed
•	unfriendly
•	unwelcoming
•	restricted
•	tatty
•	scruffy
•	pressurising
•	circular
•	attractive
•	clean
•	busy (by day)

•	confused
•	unrealised (potential)
•	impenetrable
•	convoluted
•	poorly signed
•	pretty
•	run down
•	threatened character
•	incoherent planning
•	inconvenient
•	too anglicised
•	compact
•	inconsistent
•	non-competitive
•	committee led
•	old fashioned
•	bureaucratic
•	tourist dependent
•	mixed
•	soulless
•	characterless
•	uninteresting

How it should be:

•	vibrant
•	friendly
•	lively
•	bustling
•	busy
•	convenient
•	forward thinking
•	coherently planned
•	individual

Participants then split into 4 groups to discuss aspects of the town's character that are good for business, aspects of character that are considered to be bad for business, threats that might emerge in the future if nothing is done and desirable changes that might occur.

Aspects of character that are good for business:

•	no competition as town centre
•	some architecture good
•	underplayed historical context
•	pedestrian area good
•	street entertainment
•	markets very attractive
•	floral – summer good
•	al fresco wining and dining
•	historic buildings (underused?)
•	small local businesses – unique character
•	good choice of shops
•	cleanliness (day)

Aspects of character that are bad for business:

•	getting into St Helier
•	access, servicing, delivery
•	car parks difficult to access especially for shoppers
•	congestion

•	inconvenience
•	cleanliness (night)
•	secondary retail areas dying
•	markets un-commercial
•	litter , pigeons, scruffy
•	poor signage for visitors
•	empty shops – business gone out of town
•	out of town commerce
•	opening times - lack of evening economy
•	lack of amenities / tolerance for young people
•	buses
•	disabled access
•	loading bays not policed
•	no pick-up point for shoppers
•	absence of open market
•	pedestrianisation does restrict
•	diminution of specialist shops
•	few green areas
•	over-pedestrianisation – too sterile and lifeless
•	joint admin of public spaces a problems (e.g. King Street (Public Services), Vine Street (St Helier), Royal Square (Bailiff))
•	Bailiff's influence on use of open space
•	tinkering with the Market (should be our focal point)
•	shuttle buses, shopper buses
•	economic policy should not be the be-all and end-all - parking should be for convenience not just revenue.
•	high rent – puts off small business
•	loss of Jersey enterprises
•	hotel facilities (too small, closing down)

Threats:

will stagnate

•	will stagnate
•	increase in £100m "black hole"
•	tax will go up

•	will lose brand names
•	worse access
•	less parking
•	more out of town shopping
•	sales tax will reduce business (both visitor and local
•	more empty units
•	greater finance orientation will marginalise retailers and other businesses

•	more shopper parking including short stay
•	remove grid-locking scheme
•	extend train route (through precinct?)
•	more public toilet facilities
•	work on hospitality and welcome
•	increase are classed as town centre to accommodate specialist shops (not just King / Queen Street)
•	more recreational space and better use of Royal Square

Desirable changes:

•	better parking for commerce - a strategic approach
•	town park should be more of a priority
•	underground parking
•	environmentally friendly housing
•	sustainable transport plan needed
•	change of attitude to motorist
•	island plan militates against motorist
•	collection, drop-off points, parking
•	cover King Street / Queen Street
•	no retail at abattoir /waterfront
•	better policing of trading bays
•	open market on Thursday pm – occasionally on Sundays
•	improve hotels
•	more consultation / involvement in decision making
•	joined-up planning (retailers, businesses and services)
•	control of use in retail areas (e.g. banks)
•	restriction on growth but with better use of existing units
•	guidelines which define usage and allow for creative planning without endless bureaucracy
•	remove traffic from certain areas (e.g. New Street) but allow bus services to improve direct access to the town.
•	restrict commercial sprawl
•	more pedestrianisation - remove cars

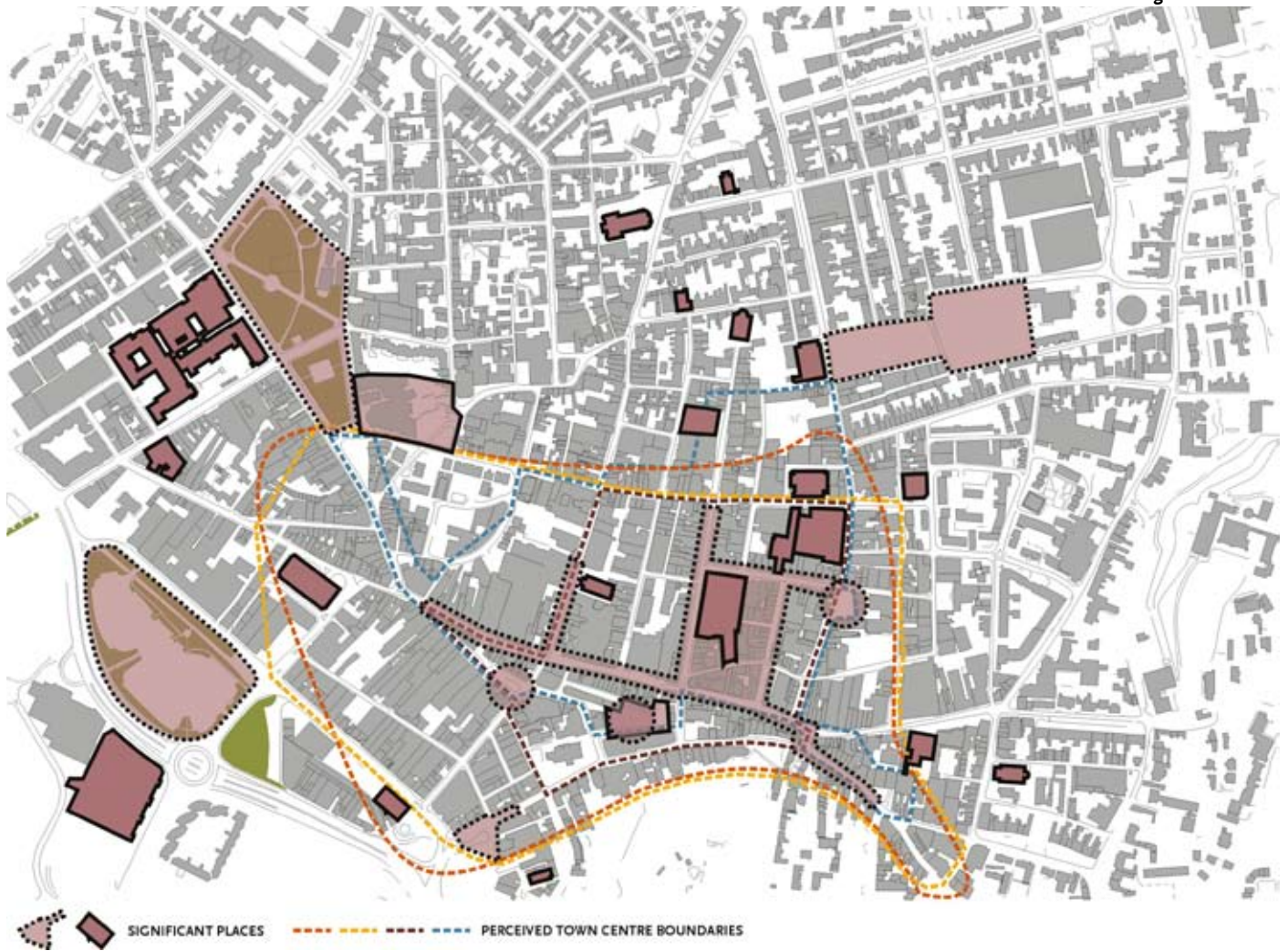
Participants were given maps and asked to outline the town centre. They were also asked to list places they thought were significant for both visitors and locals.

Significant places

•	Markets
•	King Street
•	Queen Street
•	Royal Square
•	Town Hall
•	Museum
•	Weighbridge
•	Howard Davis Park
•	Parade Gardens
•	Library
•	Opera House
•	Arts centre
•	Hospital
•	States Offices
•	Odeon
•	Waterfront
•	Social Security



Traders' Workshop:
Town Centre Definitions and Significant Places



Artists Workshop

A meeting was held with local artists in the States office on the 12th of May. 11 people attended:

Following a description of the study aims and programme, participants were asked to write down adjectives which describe St. Helier now and how it should be in the future. These were grouped as:

How it is:

•	coloured houses
•	flowers
•	parking
•	sea
•	grubby
•	run-down
•	unimaginative
•	uninspiring
•	depressing
•	crowded
•	lacking architectural vision
•	restrained and restricted
•	not forward looking
•	lack of quality in new development
•	incoherent
•	vista
•	flat
•	steep
•	rocky
•	residential
•	surprising
•	eccentric
•	narrow
•	seaside (used to be)
•	small scale
•	good

•	confusing
•	prickly (weighbridge)
•	noisy
•	busy
•	damaged
•	fragmented
•	underappreciated
•	used
•	concealed
•	Victorian
•	financial
•	bland
•	car friendly
•	historical
•	intimate
•	small
•	varying in architectural quality
•	improving
•	good to escape from
•	lacking in character
•	architectural hotch-potch
•	ugly
•	cheap
•	capitalist
•	loss of heritage
•	busy
•	noisy
•	continental
•	hub
•	crowded
•	mishmash
•	soulless
•	small minded
•	grey

How it should be:

•	looking up
•	throbbing nightlife
•	enticing
•	busy
•	interesting

•	lack of cohesive vision on waterfront
•	fear for Gas Place
•	dull architectural projects
•	soulless glass buildings
•	more public art projects
•	more animation

Good aspects of St. Helier’s character:

•	interesting architectural elements although one has to look up to see them
•	some good examples of good buildings: archive centre for example
•	good States urban development in some areas: community gardens etc.
•	there are interesting spaces but they are fragmented
•	good places are where you can relax in public, time to appreciate outdoors and a place without cars
•	small scale, intimacy, accessible, use of colours
•	public art forum
•	good period architecture
•	Christmas lights

How are things changing?

•	some of the participants felt things are getting better but some didn't
•	too much bad architecture slipping through the net
•	St Helier changes from day to night. A place that is enjoyable for tourists etc during the day, needs to accommodate local teens at night etc.
•	for the better: people are listening, e.g. skate park saga
•	architecture higher on agenda
•	tax breaks for artists
•	St Ives: small galleries, sympathetic to artists, artists collections - Abboton has potential for this
•	to outsiders Jersey is known for finance, St Ives is known for art - connection with money is spiritually “down-lifting” - raising the profile of art in St Helier would create a balance
•	more “eggs in the basket”
•	in the past more people were living over the shops

Bad aspects of St. Helier’s character:

•	architectural comprise
•	developers unsympathetic, just want a return on their money. unconcerned about look of final place
•	aesthetically waterfront needs large, specific landmark
•	some modern buildings will not age well but will date easily
•	more needs to be done for pedestrians
•	too much bad architecture
•	lack of consultation about planning process
•	scale and height of development puts streets into shade. austere and cold architecture
•	lack of public space



What interventions can or should the arts make?

•	transient art: projections onto buildings as well as permanent
•	public art has to be of high quality and uncompromising
•	trails- sculpture, architecture, poetry
•	lighting!
•	element of surprise: finding public art where it is not expected
•	use of local artists rather than UK based? there should be a mix!
•	make room for artist's to paint and exhibit their work, through use of planning gains.
•	temporary, ever changing art works
•	art can't be a Band-Aid - used for its own sake, not used to correct other people's mistakes
•	events, festivals, more street theatre, exhibitions in shop windows
•	need a cohesive plan from the start for placing art
•	interiors of buildings as locations for art
•	courtyards as locations for art
•	signage and street furniture
•	lighting installations - La Collette etc.
•	"tunnels"- Interesting walkways through St Helier
•	Improve spaces for the young - make less threatening
•	places change after dark
•	everywhere has a functioning-: a feeling of being directed instead of being free to wander'
•	no walking routes to sea-no directions. tourists don't know where to go.
•	Minden Place - no crossing outside car parking - routes have too much purpose- not just for leisure
•	linking old town to waterfront. bridge may offer contemporary feature
•	encourage people to live in the town!
•	compromises made in design and architecture
•	make space for artists (through planning gain)

Participants were given maps and asked to indicate the boundaries of the town centre. They were also asked to list significant places and indicate them on the map:

What significant places exist for locals and visitors?

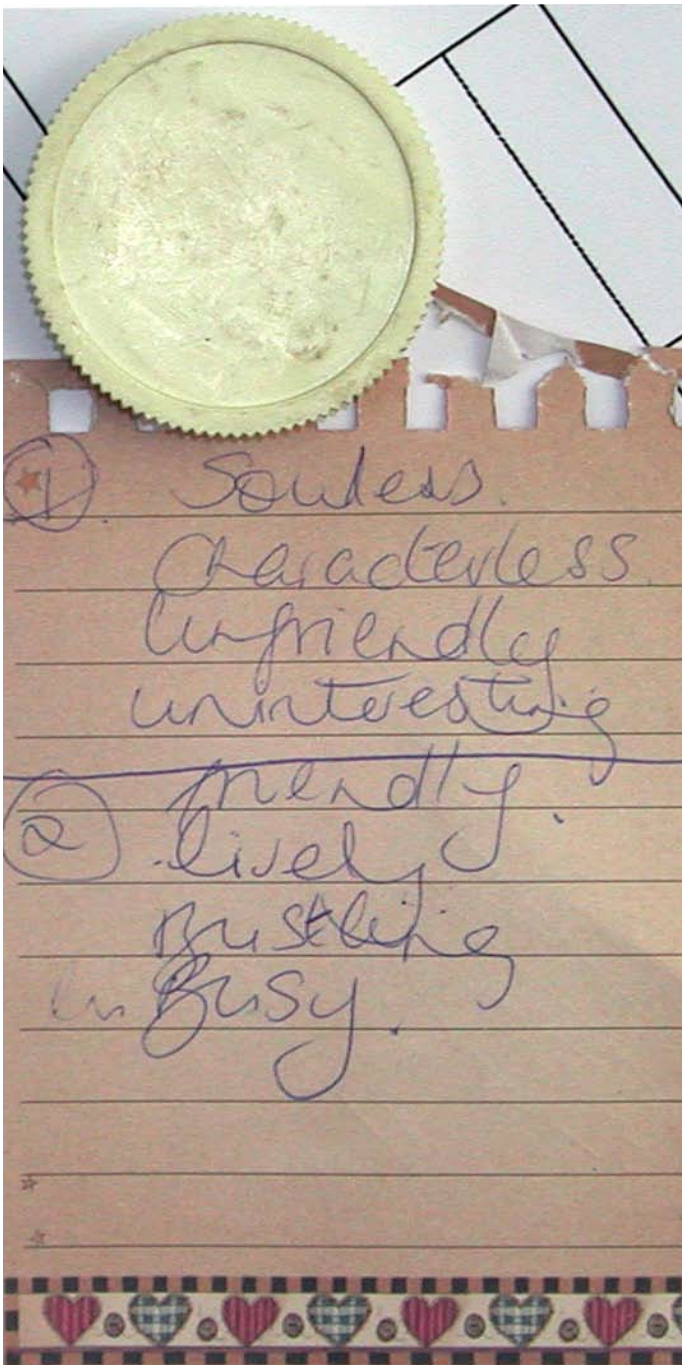
Locals:

•	area of "Bean around the World"
•	Liberation Square, particularly for teenagers
•	West's Centre

Visitor:

•	Maritime Museum
•	Heritage Site
•	Markets
•	Waterfront in the evening
•	Shopping (Royal Square)
•	Havre des Pas
•	Howard Davis Park
•	West's Centre - restaurants, sculpture





Association of Jersey Architects

An evening meeting was held on the 12 May 2004 attended by seven architects. Following a brief introduction to the study, participants were asked to write down adjectives which described St Helier as it is and as it should be. The results were:

How it is:

•	disjointed
•	imageless
•	not vibrant
•	lack of pausing areas
•	perforated
•	cramped
•	old
•	hard
•	congested
•	fragmented
•	no quality
•	no centre
•	no gateway
•	gridlocked
•	confused
•	leaking
•	mishmash
•	town-like
•	identity
•	focus
•	charm
•	zoned
•	loose
•	congested
•	tacky
•	too many high street billboards
•	low key
•	architecturally uninspiring

•	rowdy in summer
•	flat
•	ok
•	uk
•	boring
•	indoor

How it should be:

•	complex
•	unique
•	multi-layered
•	extreme / balanced
•	defined
•	seamless
•	vibrant
•	modern
•	green
•	fluid
•	cultured
•	quality
•	defined centre
•	gateway
•	organised
•	confident
•	diverse
•	city-like
•	focused
•	flowing
•	quarters
•	character
•	access
•	pedestrian friendly
•	transport integrated
•	connected hubs
•	safe after 10 pm

•	exciting
•	hilly
•	continental
•	inspiring
•	outdoors

Two workshop groups were formed to assess the aspects of character that benefit architecture and those that make good architecture more difficult:

What are the aspects of character that encourage good architecture:

•	Town Centre around retail/historic centre. Waterfront seen as appendage – difficult - even vies with centre
•	significant places - Royal Square - places to pause
•	Parade good location but dominated by cars. Good breathing space, gateway underused.
•	harbours underused - potential
•	streams, marshes, geology have dictated “shape” and character (grain) of St Helier
•	Fort Regent has great physical presence but compromised - most ICONIC part of St Helier
•	Elizabeth Castle is iconic but detached
•	Royal Square is full of potential but use restricted through Bailiff

What inhibits good Architecture and Urban Design?

•	St Helier isn't like anywhere else - clients elsewhere seem to be more enlightened.
•	architects work re-actively and are trained to work within a range of frameworks.
•	architects are only hired to get a permission - developers then produce poor quality imitation.
•	design briefs are often not policy - conditions are reneged upon (specially planning conditions) + question over technical knowledge of planners to administer conditions.
•	lack of cash
•	politics/planners/car parking

•	traffic/road system
•	globalisation/UK multiples
•	lacks critical mass of people to support varied retail/commercial
•	diversity spread to waterfront

Threats:

•	Waterfront will rot town - acts as satellite town in competition - not enough people to sustain both parts
•	High street becoming more UK/globalised - could be in any British town.
•	internet shopping will threaten commerce
•	centre of gravity is moving from Royal Square outwards

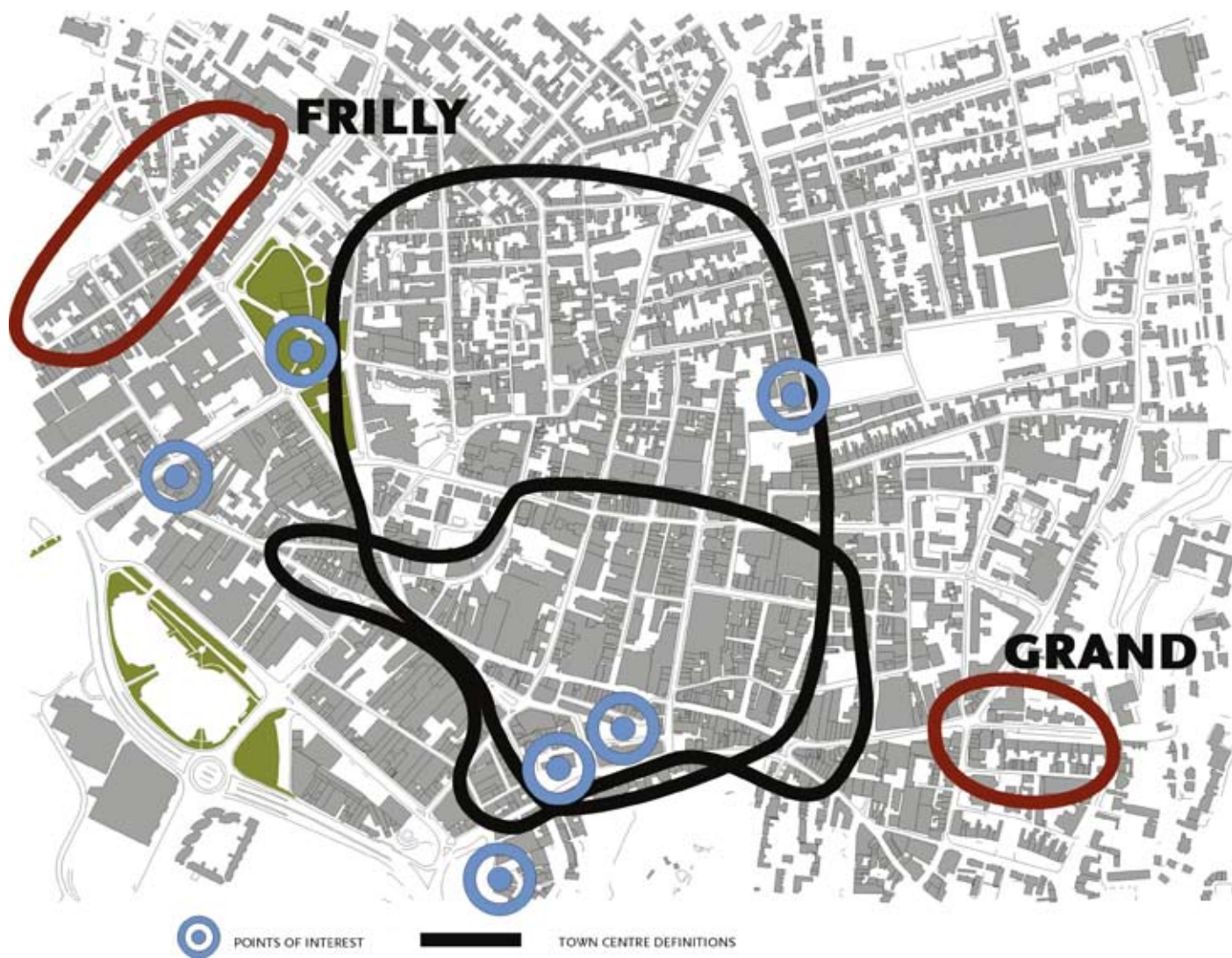
What is needed:

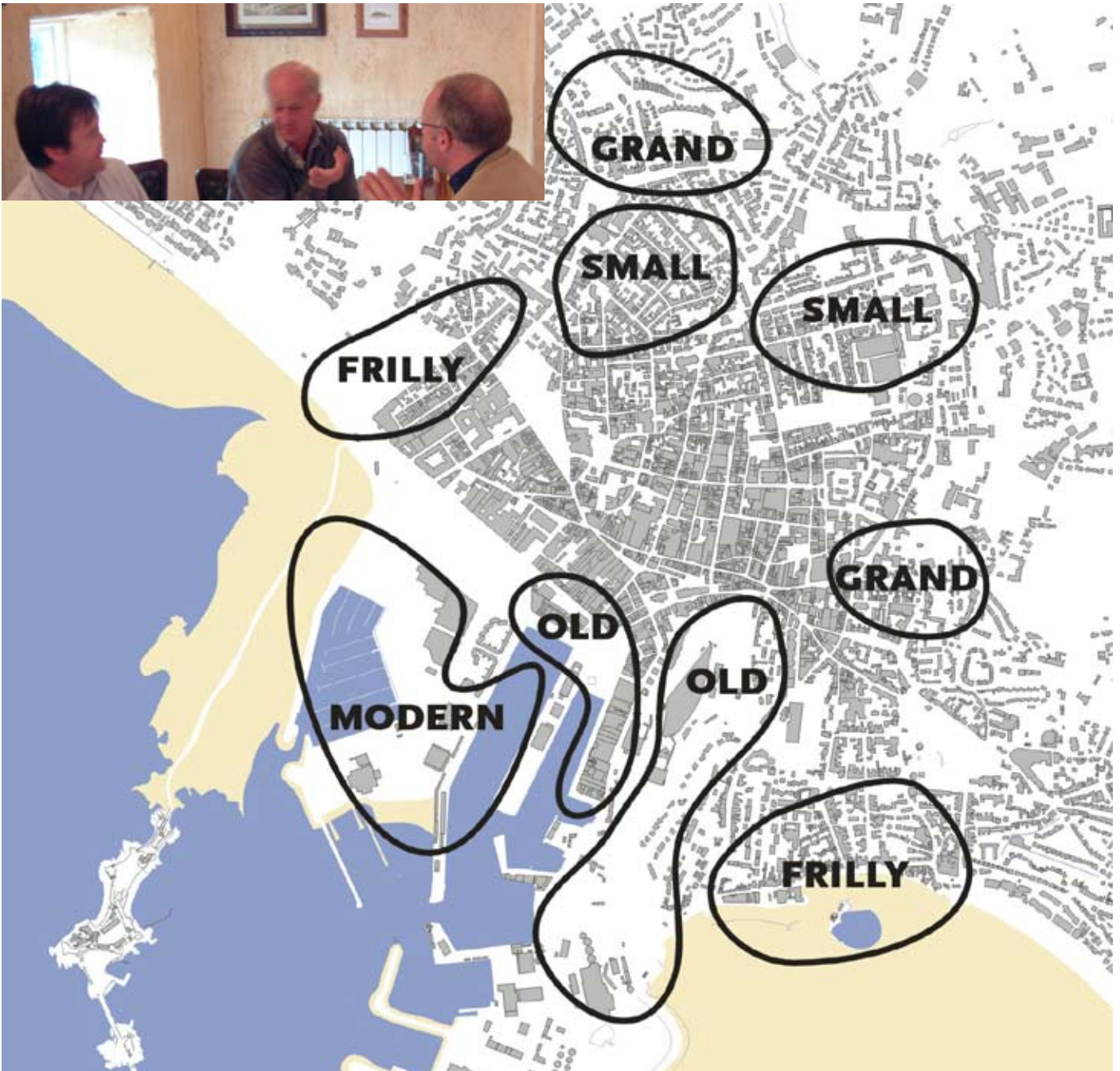
•	reinforce good things - define them, invest in future - vision for future
•	look at what is wrong
•	traffic management.
•	better public transport
•	define gateways into town
•	strong stance by planners on the value of the “picturesque”
•	models are uk based but there is a wish to be more culturally associated with France.
•	invest in future- vision.
•	preserve what is left of waterfront
•	potential. definition of gateways
•	transport. traffic management= pedestrianisation
•	emphasise links and key areas
•	improve legibility
•	encourage variety of culture
•	emphasise importance of land-use planning to encourage diversity and an urban milieu.

- French town - patronage from mayor
- understand present diversity and innovate within it
- encourage friendly/consensus approach



Participants were asked to work on maps to define the town centre and to indicate significant places:





Officers Workshop

A workshop was held at the States offices on the 13 May for officers of the various agencies and departments that are concerned with the planning process. Eight officers attended. Initially participants were asked to write down adjectives to describe St Helier as it is now and how they would like it to be. The results were:

How it is:

•	scruffy
•	un-coordinated
•	unfriendly
•	varied
•	vibrant
•	architecturally disappointing
•	traffic dominated
•	run down (in parts)
•	traffic dominated
•	improving
•	un-green
•	disjointed
•	vibrant centre
•	unloved
•	divided (commercial / residential)
•	tired
•	2 nd class (perception)
•	choked
•	quiet
•	friendly
•	peaceful
•	convenient
•	busy
•	old and new (mixed bag)
•	cars
•	historic
•	congested / uncomfortable
•	unsafe

•	quaint (in part)
•	criticised
•	diverse
•	under-rated
•	busy at times
•	pedestrian unfriendly in places
•	parochial / international
•	lack of cohesion
•	atmosphere can be intimidating
•	not particularly good as a shopping centre
•	compact
•	pleasant
•	unpleasant
•	improving

How it should be:

•	visually stimulating / challenging
•	pedestrian friendly
•	more vibrant
•	more adventurous
•	more vibrant (street activity)
•	town integrated with waterfront
•	safe
•	unique
•	pleasant
•	proud
•	friendly (it's not unfriendly at the moment!)
•	more pedestrian priority
•	more diverse evening culture
•	more to do for all – weekend
•	new buildings more respectful
•	attractive
•	picturesque
•	cohesive

•	provision of open spaces and art
•	admired
•	successful
•	confident
•	balanced (pedestrian / traffic)
•	accessible
•	green
•	artistic
•	vibrant
•	enquiring
•	interesting
•	better new architecture
•	less cars / fumes
•	quality
•	more trees

The workshop session was divided into two parts:

- Part 1 – identifying problems and opportunities that character poses for effective planning
- Part 2 – identifying the town centre and other areas of character and the organisational changes that might be required for more effective planning to maintain, enhance or change the town's character

Part 1

Problems for effective planning

•	variety of different character areas makes it hard to develop a code
•	physical constraints of town infrastructure (too tight, especially for trains/traffic)
•	mental scale - insular attitude
•	small issues- politicians get into open
•	policy vulnerable to sudden change
•	culture and influence; behaviour affects physical environment and vice versa
•	historical stigma attached to St Helier- changing

•	issue of relative scale - people get in their car to go anywhere. also scale of issues/priorities can be confused
•	identification of character areas- many different character areas make it hard to develop a code
•	but the level of interest is good and should be encouraged

Opportunities/Advantages for effective planning

•	variety leads to greater scope for innovation
•	human scale- intimacy
•	public ownership/enfranchisement
•	diversity
•	perception/ opportunity for change

Pressures for change

•	growing civic spirit
•	European regulation
•	decline if public funds
•	large scale development
•	political restructuring
•	housing pressure
•	instability of finance industry
•	traffic and parking
•	economic development and decline – e.g. finance, retail, tourism
•	changing population age and structure
•	increased aspirations eg open space, public amenity
•	social and ethnic identity
•	wider island planning policy – remove pressure from countryside
•	land value
•	political will and perception

Part 2

Administrative/Organisational Change:

•	St Helier civic body
•	pulling together diverse bodies
•	a “champion”
•	a Unitary Authority
•	re-balancing policy framework

Stakeholders:

•	professional planners
•	politicians
•	property owners
•	business interests (office, retail, restaurants)
•	different cultural sectors in society
•	age is a factor
•	visitors (leisure/business)
•	developers
•	architects/designers
•	size makes a difference
•	utilities

Character:

•	historic/visual character
•	unique
•	split town/waterfront
•	empty sites/buildings
•	climate of change
•	various activities
•	multi-ethnic society
•	tourism
•	finance industry

Initiatives:

•	draw on local enthusiasm/interest
•	be more proactive – share resources with stakeholders
•	power to the people, i.e. stakeholders (doubts about this)
•	open up the processes
•	re-examine delivery process
•	one body to look after St Helier
•	change rating system to give island wide ownership of St Helier
•	more temporary public art
•	more events/street theatre throughout the year making it more distinct
•	art in shop windows
•	integrated approach to architecture/public art
•	uncertainty about Colomberie
•	La Charse (?)
•	daytime/night time variation
•	relationship between centre and historic core
•	character as constant abstract concept; social and political perception
•	encourage private initiatives, more empowerment (welcome centre at St Thomas art in the frame etc.), encouraging residents, giving them trust

Problems:

•	what are we trying to achieve?
•	what do we mean by character?
•	lack of cohesive strategy and implementation
•	poor political commitment and consistency over time
•	different stakeholders have different agendas and perceptions
•	strong character and identity can constrain development
•	complex character requires careful analysis and decision making
•	delivery mechanisms have failed so far

•	understanding of the issues is poor/communication must improve
•	better resource levels needed

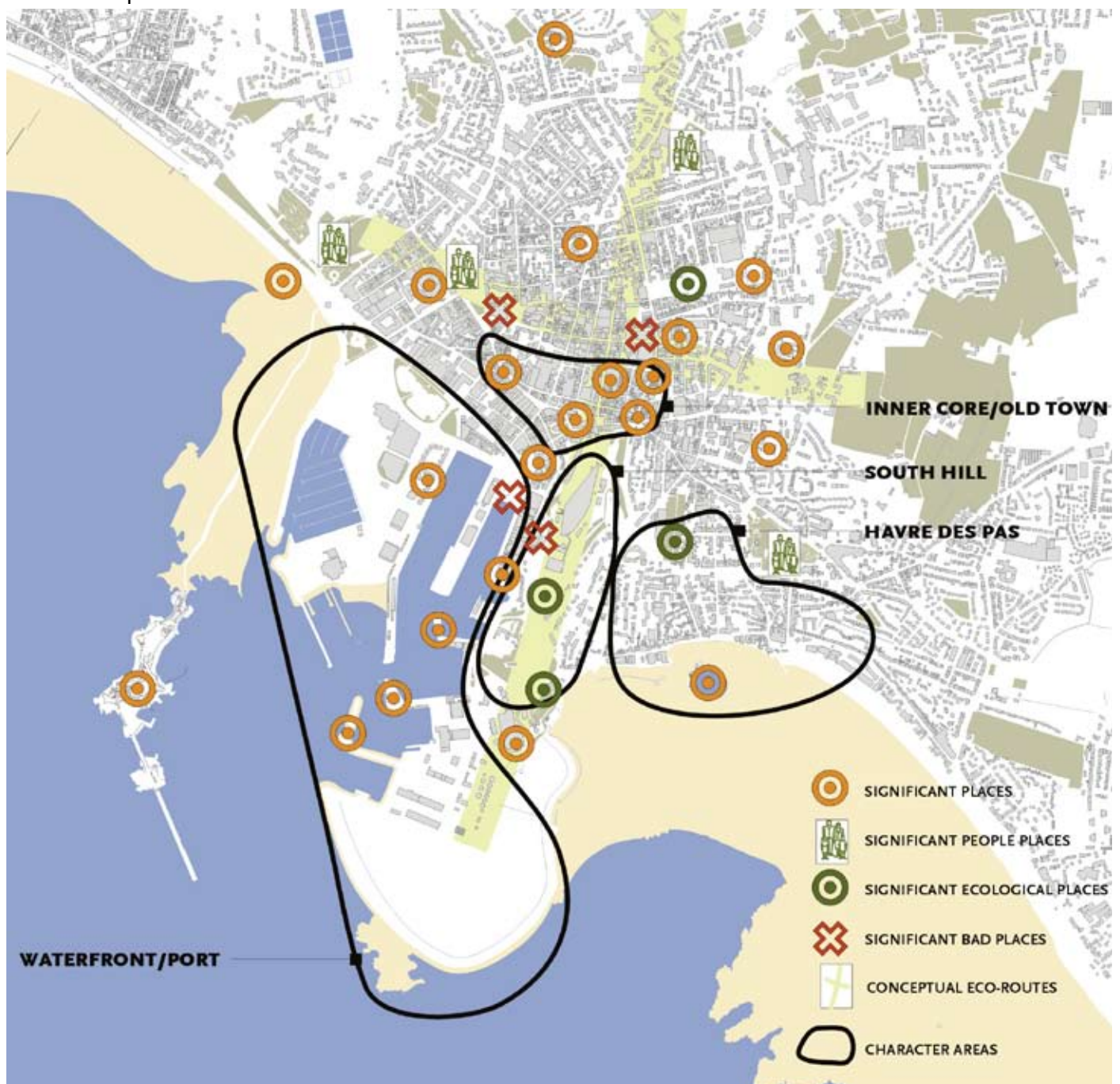
Opportunities:

•	positive potential to sell
•	development opportunities
•	content of change dynamism

Officers Workshop: result 1



Officers Workshop: result 2



Adjectives Exercise: broad analysis

The response to the “adjectives exercise” resulted in lists of descriptive words, both positive and negative in nature, which can be grouped under 9 themes, as follows:

1. usability/accessibility/legibility
2. diversity/variability/fragmentation
3. friendliness or otherwise
4. physical attractiveness/environmental quality
5. maintenance/stewardship
6. degree of busy-ness/vibrancy
7. economic issues
8. process/planning/administrative issues
9. community perception/image/identity issues

An analysis of the responses indicates that when asked **how the town is** at present, the largest proportion of words related to theme 9: community perception/image/identity. Unfortunately, over half of these responses were negative (eg tired, bland, soulless, tired, unloved) and many more were somewhat ambivalent (eg ok, constrained, hard, imageless, improving). Even some apparently positive adjectives seemed to suggest an underlying defensiveness about St Helier (eg underappreciated, criticised, under-rated).

Theme 1: usability/accessibility/legibility was also popular, with the majority of related words reflecting a sense of dissatisfaction with functional aspects of the town (eg confused, inconvenient, traffic-dominated, congested). The much shorter list of positive words did however, seem to conflict slightly with this, with words such as convenient and compact being used.

The third most popular theme was 4: physical attractiveness/environmental quality and here many more positive words than negative were used. Positive words included various attractive physical features (sea, flowers, vista) as well as more general qualitative words (intimate, attractive, pretty, charm). The few negative words again seemed to contradict the positive ones, with grey, ugly, and unpleasant being mentioned.

As might be expected, the different groups favoured different themes, which partly reflected their professional interests, as indicated below:

THEME	TRADERS	ARTISTS	ARCHITECTS	OFFICERS
1 usability/accessibility/legibility	2 nd	5 th	2 nd	2 nd
2 diversity/variability/fragmentation	3 rd	4 th	4 th	4 th
3 friendliness or otherwise	9 th	9 th	7 th	6 th
4 physical attractiveness/ environmental quality	5 th	2 nd	3 rd	5 th
5 maintenance/stewardship	3 rd	5 th	5 th	6 th
6 degree of busy-ness/vibrancy	5 th	3 rd	5 th	3 rd
7 economic issues	8 th	7 th	7 th	8 th
8 process/planning/administrative issues	4 th	7 th	7 th	9 th
9 community perception/image/identity issues	1 st	1 st	1 st	1 st

1st most popular theme

9th least popular theme

When asked **how the town should be**, of course all responses were aspirational and positive. Three key themes came up most frequently – 1: usability/accessibility/legibility, 4: physical attractiveness/ environmental quality and 9: community perception/ image/identity issues.

Combining the results of the four groups, the relative popularity of the themes was as follows:

THEME	POPULARITY
1 usability/accessibility/legibility	1 st
2 diversity/variability/fragmentation	5 th
3 friendliness or otherwise	6 th
4 physical attractiveness/ environmental quality	1 st
5 maintenance/stewardship	8 th
6 degree of busy-ness/vibrancy	4 th
7 economic issues	8 th
8 process/planning/administrative issues	4 th
9 community perception/image/identity issues	1 st

Typical words used to describe the future St Helier include vibrant, friendly, lively, forward-thinking, admired and successful. Practical suggestions included more to do, safe after 10pm, pedestrian friendly, transport-integrated.

More specifically, key words that were recorded that reflect the individual themes included the following:

THEME		TYPICAL WORDS
1	usability/accessibility/legibility	convenient, pedestrian friendly, safe, organised, connected, accessible
2	diversity/variability/fragmentation	diverse, complex, extreme/balanced, cohesive
3	friendliness or otherwise	friendly
4	physical attractiveness/ environmental quality	interesting, enticing, quality, modern, green, visually stimulating, picturesque, artistic
5	maintenance/stewardship	(none specific)
6	degree of busy-ness/vibrancy	lively, bustling, busy, vibrant
7	economic issues	(none specific)
8	process/planning/administrative issues	coherently planned, forward-thinking
9	community perception/image/identity issues	successful, confident, unique, proud, individual, inspiring, cultured, city-like

This analysis reflects a degree of dubiety about the essential positive and negative qualities of the town but at the same time provide an excellent illustration of the double-edged nature of many of the rich and complex qualities of life in towns - everyone wants vibrancy and bustle but nobody wants noise or congestion; everyone wants diversity but no-one wants confusion. St Helier residents value their heritage and regret the erosion of the historic townscape but they also want it to be a forward-looking, modern town. An important observation may be therefore, that, despite a great deal of negative comment regarding St Helier as it is now, the positive descriptive words used to describe a future St Helier show a strong commitment to the idea of a genuine urban lifestyle in the town centre.

